

Dyslexia Awareness Week

Monday 2nd to Sunday 8th October 2017

Events & Activities

Pack for Children & Schools



British Dyslex!a
Association

Dyslexia Awareness Week 2017

Monday 2nd to Sunday 8th October 2017

www.bdadyslexia.org.uk/fundraising/dyslexia-awareness-week

Contents

- Theme - Positive about Dyslexia
- Social Media - #positivedyslexia2017
- Aims of the BDA – Themed messages per day throughout the week.
- Dyslexia Awareness Week (DAW) - Resources and downloadable materials
 - Posters
 - Awareness Videos & Spelling Strategy Videos
 - Training & Assessment Discounts & Working Memory Module
 - Dyslex.io - A new resource for dyslexics, employers and parents
- Awards
 - BDA Awards Dinner nominations
 - Dyslexia Awareness Week Awards
- Competitions
 - DAW Competitions
 - Artwork, stories & poems and, new for 2017, videos
 - Nesy Sponsored Spell
- International Conference 2018 – register your interest
- The BDA Shop for books, materials & learning aids
- Facts on dyslexia

British Dyslex!a
Association



Awareness Week 2017

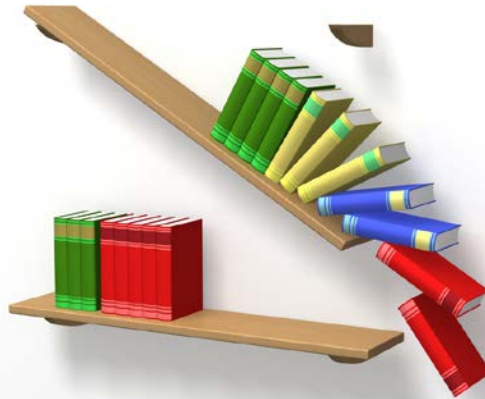
Monday 2nd to Sunday 8th October 2017

www.bdadyslexia.org.uk/fundraising/dyslexia-awareness-week

British Dyslex!a
Association

Dyslexia Awareness Week Theme: 'Positive about Dyslexia'

Dyslexia Awareness Week 2017 takes place from **2nd to 8th October** in England, Ireland and Wales. This year's theme is '**Positive about Dyslexia**'.



British Dyslex!a
Association

Social Media Coverage



The official hashtag for the week is:

#positivedyslexia2017

We encourage use of this across dyslexia charities, schools, employers and individuals.

Sign up to our Twitter, Facebook and YouTube accounts for news and updates.



British Dyslexia Association

DAW - Online Resources

The online resources and all updates for this year's DAW are available to download from: <http://www.bdadyslexia.org.uk/fundraising/dyslexia-awareness-week>

Keep checking back for any developments and new materials.

The screenshot shows the British Dyslexia Association website. At the top is the logo, a search bar, and a 'GO' button. Below the logo is a 'Donate' button. A navigation bar contains four buttons: 'PARENT', 'EMPLOYER', 'EDUCATOR', and 'DYSLEXIC'. Below this is another navigation bar with 'How to support us', 'Dyslexia Test', 'Shop', and 'INTERNATIONAL CONFERENCE'. The main content area is titled 'DYSLEXIA AWARENESS WEEK' and 'EVENTS'. On the left, there is a sidebar with links to 'Previous DAW resources', 'DAW 2016 - Free Screener', 'Sponsored Spell 2017', 'DAW Awards 2017', '2017 BDA Awards presented at the Gala Dinner', and 'DAW Competition 2017'. The main content area features a section for 'Dyslexia Awareness Week 2017' with text about the dates (Monday 2nd October to Sunday 8th October 2017) and the theme 'Positive about Dyslexia'. It also mentions 'World Dyslexia Awareness Day' on Thursday 5th October 2017. Below this is a section with three puzzle pieces representing 'Early identification of dyslexic difficulties for all in society', 'Availability of effective and appropriate teaching provision for all dyslexic children and adults', and 'Availability of appropriate assessments for all dyslexic children and adults'. On the right, there is an event for 'Specific Learning Difficulties (SpLD) and Literacy Learning: Reading, Writing and Spelling' on Thursday 23rd of November 2017 at the Copthorne Tara Hotel London Kensington Scarsdale...

British Dyslexia Association

Search... GO ACCESSIBILITY me

Donate

PARENT EMPLOYER EDUCATOR DYSLEXIC

How to support us Dyslexia Test Shop INTERNATIONAL CONFERENCE

Home » Support Us » Dyslexia Awareness Week

DYSLEXIA AWARENESS WEEK

EVENTS

Previous DAW resources

DAW 2016 - Free Screener

Sponsored Spell 2017

DAW Awards 2017

2017 BDA Awards presented at the Gala Dinner

DAW Competition 2017

Dyslexia Awareness Week 2017

This year Dyslexia Awareness Week runs from Monday 2nd October to Sunday 8th October 2017 and our theme is Positive about Dyslexia.

World Dyslexia Awareness Day takes place on the Thursday 5th October 2017.

Our daily themes will be re-enforcing the Aims of the British Dyslexia Association taking one aim each day.

Early identification of dyslexic difficulties for all in society

Availability of effective and appropriate teaching provision for all dyslexic children and adults

Availability of appropriate assessments for all dyslexic children and adults

Specific Learning Difficulties (SpLD) and Literacy Learning: Reading, Writing and Spelling

Thursday 23rd of November 2017
Location: Copthorne Tara Hotel London Kensington Scarsdale...

Activate Windows
Go to PC settings to activate Windows

BDA Aims & DAW Daily Themes

Monday 2nd Oct

Early identification of dyslexic difficulties for all in society

Tuesday 3rd Oct

Availability of effective and **appropriate teaching provision** for all dyslexic children and adults

Wednesday 4th Oct

Availability of **appropriate assessments** for all dyslexic children and adults



Sunday 8th Oct
Round up & Consolidate



Reasonable adjustments for dyslexic individuals within all sectors of society

Information available about **effective strategies** to maximise strengths of dyslexic individuals

To **raise dyslexia awareness** and create a dyslexia friendly society for all

Saturday 7th Oct

Thursday 5th Oct

Friday 6th Oct

British Dyslex!a
Association

Events During DAW

**Sponsored Spell
& Other Software**



**Media
Coverage**



6-7 October 2017, Business Design Centre, London



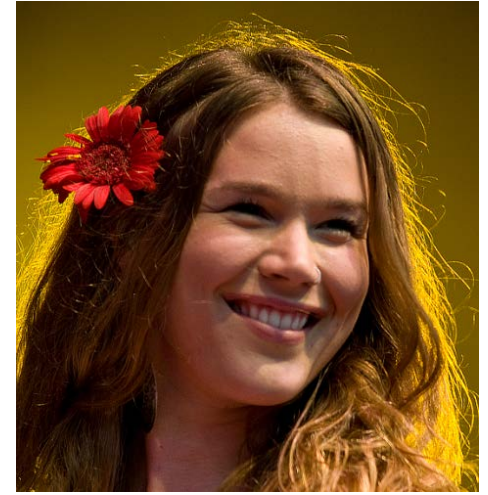
Fund Raising, Birmingham



fat face

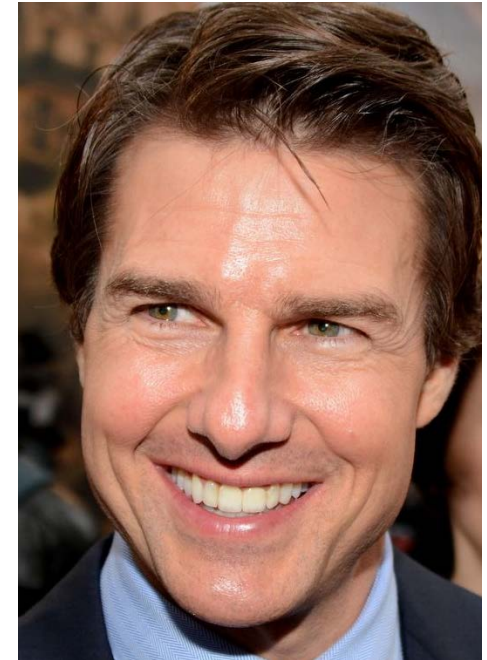
British Dyslexia!
Association

Resources and Downloadable Materials



Do you recognise these
celebrities?

DAW Posters 2017



These celebrities are positive their dyslexia made a difference to their success.

DAW 2017

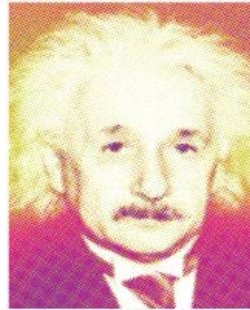
Posters and Downloadable Materials



Alexander Graham Bell
Poster 11.5MB JPG

DOWNLOAD

[Click Here](#)



Albert Einstein Poster
12.6MB JPG

DOWNLOAD

[Click Here](#)



Henry Ford Poster 13.2MB
JPG

DOWNLOAD

[Click Here](#)



Richard Branson Poster
12.6MB JPG

DOWNLOAD

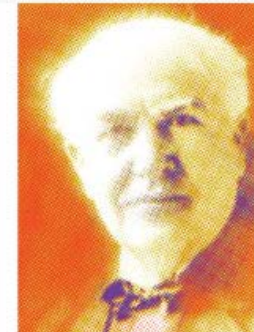
[Click Here](#)



The Wright Brothers Poster
11.0MB JPG

DOWNLOAD

[Click Here](#)



Thomas Edison Poster
12.4MB JPG

DOWNLOAD

[Click Here](#)

Courtesy of



MADE BY
DYSLEXIA

DAW 2017 Videos



Jamie Oliver
Made by Dyslexia

[Click here to watch Video](#)



Dyslexic Heroes

[Click here to watch Video](#)



Tali's beautiful dyslexia video

My 9 year old daughter was asked by her teacher to produce a class lesson. Here is her video about living with dyslexia. Thank you Christina Aguilera for you...

Tali's Story

[Click Here to watch Video](#)

Courtesy of



MADE BY
DYSLEXIA

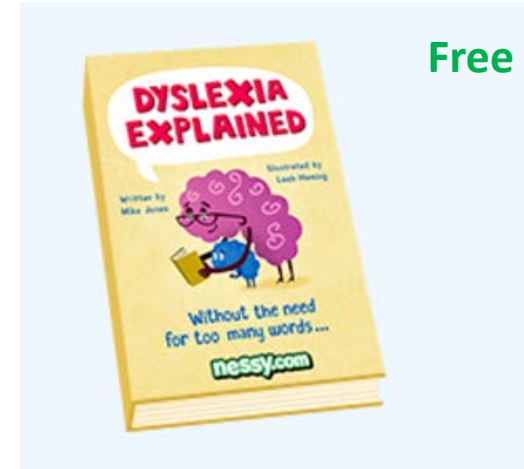
Free Pre Screening Tool & Free E Book

Free Pre Screening Tool

Qualities of a good screening tool		How Dyslexia Quest measures up
• Reliable	✓	Backed by evidence based research correlating strongly with CTOPP and WISC results.
• Valid	✓	Assesses critical cognitive skills: memory, sequencing, processing and phonological ability— key predictors of dyslexia.
• Fast & Fun	✓	Can be completed in under 20 minutes. Students perform best while having fun, and don't even know they are being assessed!
• Clear Reporting	✓	Provides analysis in clear, simple terms. No unnecessary jargon. Helps meet legislative requirements for early identification of dyslexia under state or federal law.
• Easy to Administer	✓	No qualifications or training required to administer the screening tool.
• Affordable	✓	Just £10 per year for a license.

[Click Here](#)

Please take the screening on behalf of 5-7 year olds, the screener goes from age 5-16.



Free E Book

[Click Here](#)

Please download a copy

Courtesy of



DAW 2017

Training & Assessment Tools



[Click Here](#)



[Click Here](#)

Nessy is offering 40% off our Dyslexia Quest Screening tool and 40% off Dyslexia Training for the duration of DAW.

Courtesy of



Nessy is also offering different free apps every day from Monday – Friday.

Hairy Phonics 1, 2 + 3 and Hairy Words 1 + 2.

DAW 2017

Working Memory Module - Training

WORKING MEMORY IS ONE OF
THE MOST IMPORTANT AREAS



[Click Here](#)

Courtesy of



Activate Window
Go to Settings

Spelling Videos

One Minute Spelling Strategies



Mnemonics

view.vzaar.com/10799864/player



Mispronouncing Words

view.vzaar.com/10799870/player



Using Pictures

view.vzaar.com/10799876/player

Words within Words

view.vzaar.com/10799878/player

Rhyming

view.vzaar.com/10799883/player

Rules

view.vzaar.com/10799888/player

Chunking

view.vzaar.com/10799896/player

Courtesy of



Click on the links above
for a fun daily one minute
Spelling Strategy

Dyslex.io Launch

Take a look at this eye-catching new mobile site. Dyslex.io is a one-stop site for everything you need to know about dyslexia.

See dyslexia differently

dyslex.io enables a society in which people with dyslexia of all ages can reach their full potential.

dyslex.io

Find us at:
www.dyslex.io

Contact:
info@dyslex.io

Whether you are dyslexic yourself, a parent or carer of someone who is dyslexic, a teacher or an employer of dyslexic people, dyslex.io provides information and resources that are designed to be dyslexia friendly and optimised for mobile devices.

Funded by
British Dyslexia
Department for Education

In association with Dyslexia Action, Dyspraxia Foundation, Helen Arkell, Manchester Metropolitan University, and Patoss.

Click image
to go to
dyslex.io
site

www.dyslex.io

Dyslex.io



- Videos and other resources for everything you need to know about dyslexia, whether you are dyslexic yourself, a parent or carer of someone who is dyslexic, or a teacher or employer of dyslexic people.
- All of the resources and links are quality assured by the British Dyslexia Association and other leading UK dyslexia charities so you can be confident that the advice you are receiving is accurate and current.
- dyslex.io is the result of a project funded by the Department for Education. It is led by the British Dyslexia Association, in partnership with Dyspraxia Foundation, Manchester Metropolitan University, and Patoss.

www.dyslex.io

Dyslexia Awareness Week 2017



Awards 2017 –

BDA Dinner Awards & Dyslexia Awareness Week Awards



BDA Awards Dinner Nominations 2017

The British Dyslexia Association's annual Dyslexia Awareness Week Awards are now open for nominations, please see the nomination form [here](#).

These awards will be given to individuals who have been successful in spite of the challenges they have faced with dyslexia in the following categories.;

- Child (age 12 and under)
- Young Person (age 13-17)
- Adult (18+)
- Teacher (showing dedication to supporting dyslexic pupils)
- Organisational Members Award

The awards will be presented at the BDA Awards Evening on Friday 17th November at Drapers Hall, London. The award winner from each category and one guest will be invited to attend and receive their award at this event. Travel and accommodation will be generously covered by our sponsors.

We would like to invite teachers, parents, friends, partners and colleagues to nominate someone they know who deserves an award by downloading and completing the Awards Nomination Form.

Please print the form, complete it, and either scan and email or post back to;

Claire McKinnon

T: 0333 4054588

M: 07917 390288 07917 390288

E. clairem@bdadyslexia.org.uk



Dyslexia Awareness Week Awards

Nominations are invited for the 2017 Dyslexia Awareness Week Awards in the following categories:

- **Local Dyslexia Association of the Year**
- **Volunteer of the Year - Lifetime Outstanding Contribution**
- **Teaching or Support Assistant of the Year**
- **Lifetime Achievement Award: Academic Contribution to Dyslexia**
- **Jean Hutchins Accessibility Award (dyslexic individuals only)**
- **Dyslexia Friendly Awards**
 - **School of the Year**
 - **College of the Year**
 - **Organisation of the Year**



Please download and print the **2017 DAW Awards Nomination Form**, complete it, and either scan and email, or post back to;

Claire McKinnon

DAW Awards 2017, BDA,

Unit 6a, Bracknell Beeches, Old Bracknell Lane, Bracknell, RG12 7BW

Or by email to [E. clairem@bdadyslexia.org.uk](mailto:E.clairem@bdadyslexia.org.uk) Subject: DAW Awards 2017.

The deadline for entries is Wednesday 11th October 2017 and a distinguished panel of judges will select a winner and runners up for each category. **Winners will be notified on BDA's social media on 20th October 2017.** All entries will receive a certificate.

Dyslexia Awareness Week 2017

Competitions 2017

Create your own artwork



Write your own story or poem



Have fun
and raise
money with
spellings!

British Dyslexia
Association

Record your own video



Dyslexia Awareness Week Competitions

- To enter for any of our competitions please send your artwork, stories, poems or, for the first time in 2017, videos about the **'Positives about Dyslexia'** from your experiences.
The competition is only open to individuals with dyslexia.
- There are 3 categories for 2017:
 - **Artists** (including photography and graphic design):
Age Categories: 5-11 years, 12-17 years, and 18+
 - **Writers** (including fiction, non-fiction and poetry):
Age Categories: 5-11 years, 12-17 years, and 18+
 - **Videos** (short 30 seconds – 2 minutes video film) These can be sent to Claire at the BDA via WhatsApp on 07917 390288 Age Categories: 5-11 years, 12-17 years, and 18+
- Please note, we are unable to accept photos of entries, therefore all must be submitted as originals, by post. If you wish your entry to be returned afterwards, please include your name and address on the back of the entry.
- The theme for 2017 is **Positive about Dyslexia**. We would like entrants to interpret the theme in their own way. This year we are restricting the size of entries to A5 or 2 minutes of video recording and all entries must be submitted on the template, which can be found within the DAW Resource Pack pages 24 and 25.
- **Please send your entries to:** DAW Competition 2017, BDA, Unit 6A, Bracknell Beeches, Old Bracknell Lane, Bracknell, RG12 7BW by **Wednesday 11th October 2017**
- **The deadline for entries is Wednesday 11th October 2017** and a distinguished panel of judges will select a winner and runners up for each category. **Winners will be notified on BDA's social media on 20th October 2017.** All entrants will receive a certificate.



Name:

Date of birth: ____ / ____ / ____

Address:

Email:

School (if being entered from a school or college):

Category (please circle): Writers, Artists & Video

Age group (please circle): 5-11 12-17 18+

Signature: _____

If person entering is under 18: please ask a parent, guardian or responsible adult to sign this consent form.

By submitting your work, you agree for the BDA to display and share your work whether it be at an exhibition, on social media or in promotional materials.

Name:

Date of birth: ____ / ____ / ____

Address:

Email:

School (if being entered from a school or college):

Category (please circle): Writers Artists & Video

Age group (please circle): 5-11 12-17 18+

Signature: _____

If person entering is under 18: please ask a parent, guardian or responsible adult to sign this consent form.

By submitting your work, you agree for the BDA to display and share your work whether it be at an exhibition, on social media or in promotional materials.

Artists Entry - Theme: Positive About Dyslexia (including photography and graphic design):

Age Categories: 5-11 years, 12-17 years, and 18+

Please send **with** your completed entry form.

Writers - **Theme: Positive About Dyslexia** (including fiction, non-fiction and poetry):

Age Categories: 5-11 years, 12-17 years, and 18+

Please send **with** your completed entry form.



British **Dyslexia** Association





BDA Sponsored Spell

A fun way to engage primary school children in spelling and raising of dyslexia

The BDA Sponsored Spell is a fun event for primary school aged children to help support their literacy development whilst also raising awareness and funds for the British Dyslexia Association (B.D.A.).

We recognise the importance of spelling, and the role it plays in every day life, in supporting a child's literacy development, as part of their core life skills.

We believe this event will support schools in their approach to help improve spelling, whilst also increasing levels of understanding and awareness of dyslexia and Specific Learning Difficulties amongst pupils, teachers and parents.





BDA Sponsored Spell

How your school can take part...

We are asking primary schools across the country to take part in our Sponsored Spell, during **Dyslexia Awareness Week (2nd to 8th October 2017)**. We are also happy for schools to run this event throughout the year.

Each class can do their own **Sponsored Spell** with their teacher.

During the week commencing 18th September - Teachers will give out the spellings for the children to learn over a two-week period before Dyslexia Awareness Week (these can be differentiated amongst the class). Their spelling list is selected as per your theme or preferred words (**see next slide**) and the children need to try to learn to spell as many of the words as they can

During the two-week period when they are learning the words, children are encouraged to ask parents, guardians, aunties, uncles and family friends to sponsor them for each word they get correct OR for a fixed amount for trying their best.

Week commencing 2nd October, Dyslexia Awareness Week – The sponsored spell will take place in each class. Children are encouraged to return their Sponsored Spell form and their sponsorship forms with donations received to the school by Friday 6th October.

Sponsorship forms are on page 33.

BDA Sponsored Spell

Choosing your words...

The words you use for the spell could be themed, for example, around the new dyslexia-friendly Harry Potter book 'Harry Potter and the Cursed Child' or another current favourite amongst the class.

We recommend these are words linked to the new National Curriculum and ones that the children in your class are expected to know.

If you feel some children can already spell the words suggested for their year, try getting them to learn words for the next year or phase.



How Your Funds Will Make a Difference



British Dyslexia
Association

Listen!ng • Support!ng • Empower!ng

- £50: would enable the charity to take six calls through our BDA Helpline providing invaluable support and advice.
- £100 Could pay for two children, young people or adults to be screened for dyslexia through specialist online tools.
- £500 could provide specialist resources: Pens, reading books, games for dyslexic learner(s).
- £750 could pay for the training of a teaching assistant to be able to deliver specialist dyslexia and literacy support through the Children Will Shine project.

How To: Pay in the funds you have raised...

You can pay in funds raised through the Sponsored Spell either by a BACS transfer or by cheque.

Cheques must be made payable to: **‘British Dyslexia Association’** and sent to:

Sponsored Spell, The British Dyslexia Association. Unit 6a Bracknell Beeches, Old Bracknell Lane, Bracknell, RG12 7BW

BACS Transfer can be made to:

- Account Name: British Dyslexia Association
- Bank Name: Barclays Bank
- Sort Code: 20-71-06
- Account Number 90286141
- Reference: Please use ‘SS’ followed by your school name.



BECAUSE

Big, Elephants, Can't, Always, Use, Small, Exits

Make your Sponsored Spell fun and memorable by using mnemonics.

See if children can make up their own.

Sponsored Spell 2017

Sponsorship Form

If I have signed the box headed 'Gift Aid?' I have read this statement and want the charity named to reclaim tax on the donation detailed below, given on the date shown. I confirm that I am a UK taxpayer and understand that, if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year, it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given. Gift Aid is reclaimed by the charity from the tax you pay for the current tax year. Your address is needed to identify you as a current UK taxpayer.

Pupil's Name: _____ School: _____

Full Name	Address (incl. postcode)			Date paid	Gift Aid?

Thank you for your support.

The British Dyslexia Association is a limited company registered in England and Wales.
Charity number: 289243 Company Number: 1830587
President: Lord Addington





Contact Us

For all queries, sponsorship forms and to make payment, please contact Claire McKinnon at:

clairem@bdadyslexia.org.uk

If you would like to share your photos of your DAW activities we would love to post these on our social media sites.



Tel. 0333 4054588

www.bdadyslexia.org.uk

Sponsored Spell 2017

Part of Dyslexia Awareness Week

Monday 2nd to Sunday 8th October 2017



Dyslexia – Some Facts...

Dyslexia: the Facts

- On average three children in every class are dyslexic and struggle with literacy (around 1.2 million children).
- One in five 11 year olds currently move from primary to secondary education with below expected levels of literacy.
- At secondary level, over a third of young people failed to achieve the expected level of an A+ to C in English in 2011.



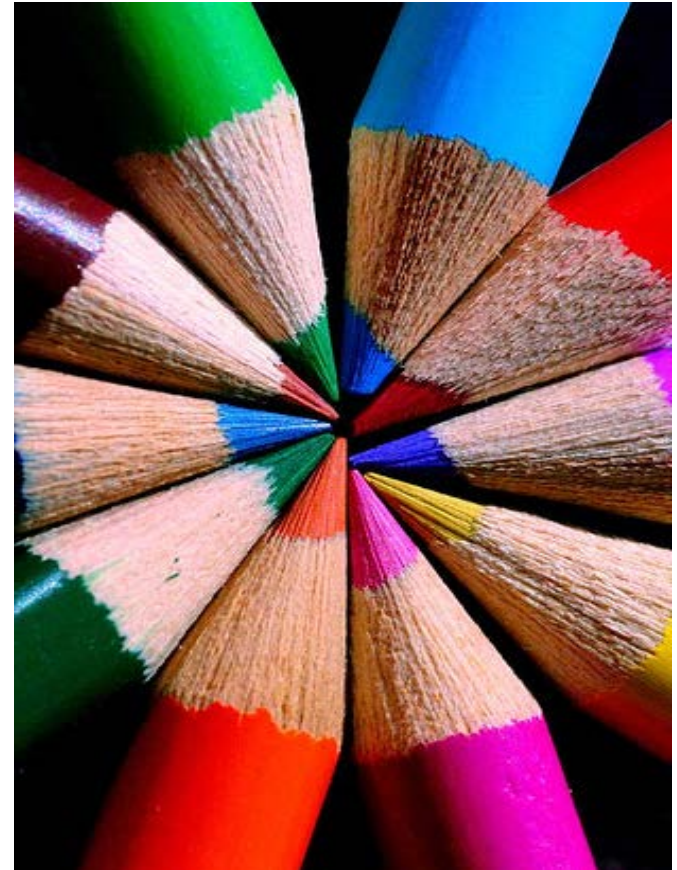
About Us

The British Dyslexia Association is a national charity serving every area of the UK. Our aim is to achieve a dyslexia friendly society for all through listening, supporting and empowering people.

Listening: We run our national Helpline answering queries by phone and email, helping thousands of people every year.

Supporting: We provide full diagnostic assessments for individuals and employees and deliver training in the workplace to improve awareness and support.

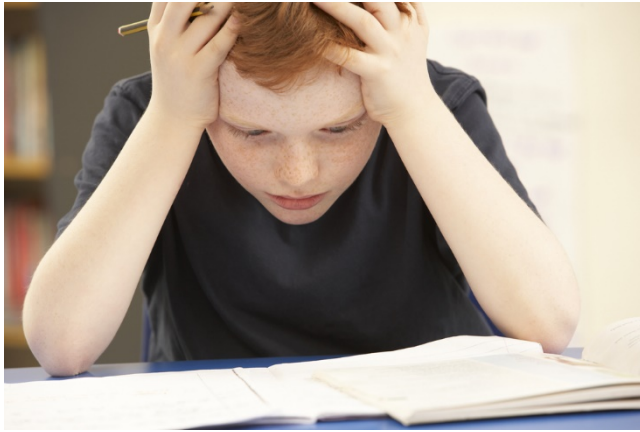
Empowering: The BDA is the voice of dyslexic people and we lobby and campaign to influence government and other institutions. BDA also works with employers, parents and local dyslexia associations to raise awareness and provide appropriate support for individuals who experience dyslexia and co-occurring difficulties.



British Dyslex!a
Association

Listen!ng • Support!ng • Empower!ng

How We Help The Dyslexic Community



- Handle thousands of enquiries to the BDA National Helpline - this is free and confidential.

Tel: 0333 405 4567 Email: helpline@bdadyslexia.org.uk



- Over 1 M website visits from 800,000 users to access information.

www.bdadyslexia.org.uk



- We are active on social media with a growing following. Follow us and keep up to date.

BDA International Conference 2018

12 – 14 April, 2018



BDA International Conference
and EXPO 2018

‘Evidence to Practice and Back Again’

Keynote Speakers include:

Professor Susan Gathercole – Cambridge University

Professor Daniel Ansari – The University of Western Ontario

Professor Simon Fisher – Donders Institute

[Click Here](#) for more details

British Dyslexia
Association

British **Dyslex!a** Shop

Association

BDA Books



Learning Aids & Materials



[Click Here](#) for the BDA Shop for a range of Books or Learning Aids & Materials.



We hope this is a really positive awareness week for the whole dyslexia sector.

#postivedyslexia2017

British Dyslexia
Association

Listen!ng • Support!ng • Empower!ng