

Developmental Disabilities Awareness Month Resource Guide



Artwork by Sonny Clarke/Art Enables

Developmental Disabilities Awareness Month

The intention of this resource guide is to help provide you with content for posting on social media during Developmental Disabilities Awareness Month (March 2022). There are no set guidelines for posting – feel free to share whatever you want, whenever you want! For more information about DD Awareness Month, or if you need help posting to social media, please visit: <http://nacdd.org/DDAM>

DD Awareness Month 2022 Theme: Worlds Imagined

World's Imagined - Our world is changing as we move beyond the pandemic, as we examine intersectionality and I/DD, and as we look at how people with I/DD are living their lives as no one would have imagined even a decade ago. Worlds Imagined can help explore our new and ever-changing opportunities and our role as DD Councils in creating implementing those opportunities.

Who to Follow on Social Media:

- **NACDD**
 - [Facebook](#)
 - [Twitter](#)
 - [LinkedIn](#)
 - [YouTube](#)
- **AUCD**
 - [Facebook](#)
 - [Twitter](#)
 - [YouTube](#)
- **NDRN**
 - [Facebook](#)
 - [Twitter](#)
 - [YouTube](#)
- **State Directory**
 - [List of State DD Councils](#)
 - [List of State P&A Agency](#)
 - [List of State State UCEDDS](#)

General Points

- Remember to use the hashtag **#DDawareness2022, #DDAM, & #WorldsImagined**
- Every organization reading this guide has stories to share, and the DDAM is our yearly opportunity to share far beyond our individual networks.
- Generally, anything that is tagged with **#DDawareness2022, #DDAM, & #WorldsImagined** is free to be liked, commented on, and shared/retweeted. Our advice on re-sharing: use it as an excuse to reach out to groups and ask their staff to share your organization's DD Awareness Month posts as well.
- We've also found that DD Awareness Month is a great opportunity to share and promote art created by people with developmental disabilities.
- Keep track of the data connected to how many people your posts reach, as well as how many people react to them, as this will help you measure and show the impact the campaign has.
- This resource guide will be updated every Monday throughout the month of March. If you have or know of a resource that you want to be included, please email Rafa Rolon-Muniz at rrolon-muniz@nacdd.org or Robin Troutman at rtroutman@nacdd.org.
- We've created a logo this year that you are free to use however you want. Credit for the artwork should go to Sonny Clarke at the Art Enables studio in Washington DC. You can download them directly from this guide or find them on [our DDAM webpage](#).
- We have the logo in 3 additional languages. Check out the DDAM page to find the logos in Spanish, Cantonese, and Arabic



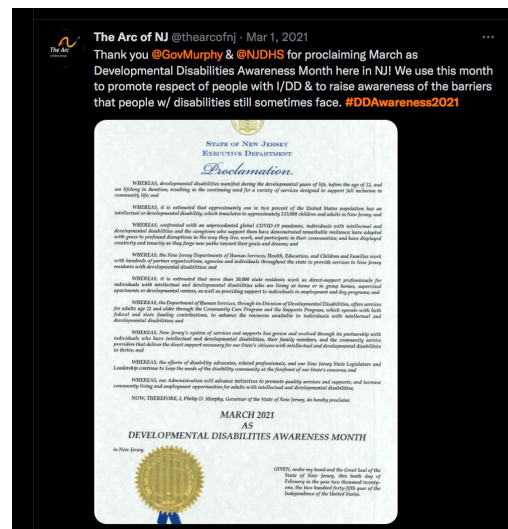
Messaging Advice:

Whether your organization is a self-advocacy group that has been advocating for disability rights for decades, a state council on developmental disabilities, or a corporation that is just introducing its members to the disability community, we believe that everyone is a welcome addition to this month. We simply ask that organizations participating in this campaign keep a few guidelines in mind if they share stories attached to the campaign:

1. **Stories should include (and ideally focus on) individuals with developmental disabilities.** The disability community is wide and includes family members, support professionals, friends, etc. that also deserve to be celebrated, but it is impossible to authentically promote awareness of developmental disabilities without including the people with these disabilities.
2. **Any posts connected to DD Awareness Month should be supportive and not negative or combative towards other disability organizations.** Our community is diverse and, like all communities, it includes members that disagree with each other on certain issues. Healthy debate absolutely has a place in our community, as does calling attention to problems that need to be solved. However, awareness campaign posts are usually not the appropriate time or place to these debates, as it takes the focus away from the individuals and groups that the campaign should be celebrating.
3. **Don't forget to connect posts to the programs or organizations that are improving our community.** The framing of stories is a complicated yet important subject. To keep our advice short, we just remind you to “connect the dots” between successful stories and the programs that caused the successes. Similarly, it can be effective to connect the dots between obstacles and the work that needs to be done to fix them.

Example

These two tweets from previous DD Awareness Month campaign exemplify the type of story sharing that fits the vision of the awareness month campaign. The tweets also connect the dots between the stories and the two different programs that they were involved in (Microsoft's Supported Employment program and SSA's Ticket to Work), and they focus on the benefits of their programs instead of attacking others.



Tweet 1 (By [Commissioner Brad Turner](#)) – “The [@DIDD TN](#) team is committed to breaking down barriers and making sure Tennesseans with developmental and intellectual disabilities have access, inclusion, and independence in their communities. [#DDawareness2021](#) We feel lucky to be called to serve and support our population!”

Tweet 2 (By [The Arc of NJ](#)) – “Thank you [@GovMurphy](#) & [@NJ DHS](#) for proclaiming March as Developmental Disabilities Awareness Month here in NJ! We use this month to promote respect of people with I/DD & to raise awareness of the barriers that people w/ disabilities still sometimes face. [#DDAwareness2021](#)”

FOLLOW

You can find a [list of DD Council social media](#) pages on the NACDD website (or by clicking the link in this sentence).

Interested in having your organization’s social media listed here? Contact Rafa Rolon-Muniz at rrolon-muniz@nacdd.org or Robin Troutman at rtroutman@nacdd.org, and we’ll list it here!

Videos

- [Accessibility is for Everyone](#) (2018) - NV DD Council
- [AT Remote Evaluations in Eastern CT & Fairfield County Final MOV](#) (2017)- UCPET
- [Breaking Barriers of Autism: The Power of Kindness and Friendship](#) | Benjamin Tarasewicz – TEDx Talks
- [Caregiving Across the Continuum](#) (2020) – Think + Charge
- [Claws & Wings](#) (2020) - Delaware DDC
- [Conversations on Showing Up for Kids!](#) – CYSHCN
- [Voting in Local Elections | Self-Determination | WBPDD](#) - Self-Determination Channel
- [Developmental Disabilities Awareness Day](#) (2020) – APD Florida
- [Disability Inclusion in the Workplace](#) (2018) - New York State Developmental Disabilities Planning Council
- [Interview with Second Story Press](#) (2021) – Rita Winkler
- [Down Syndrome Didn’t Stop Me Becoming A Cheerleader | BORN DIFFERENT](#) (2019) – Truly
- ["Treat me like everyone else" | Self-Determination | WI Board for People w/ Develop. Disabilities](#) - Self-Determination Channel
- [Dream project @ Home](#) (2020) – National Dance Institute
- [Everyone Wins When Everyone's Included!](#) (2018) - Informing Families
- [Healthy Boundaries Lesson](#) – Elevatus Training
- [Hear Me! People with Developmental Disabilities Speak Out](#) (2017) - NV DD Council

- [Housing Opportunities that Help Promote Independent Living](#) (2019) - New York State Developmental Disabilities Planning Council
- [I Dream of a World](#) (2020) - Informing Families
- [Inclusion Today, Community Living for Life](#) (2019) – Georgetown UCEDD
- [It's All About Attitude](#) (2019) - Institute on Human Development & Disability / UGA
- Listen to [Robin](#); [Baylee](#); and [NiK!](#) Development Pathways and Access Gallery in Colorado share the stories of 3 advocates.
- [My Autistic Friend Explains Autism \(And Why He's Proud to be Autistic\)](#) (2018) - Special Books by Special Kids
- [Niko's Story](#) (2019) - DRO Social Media
- [Redefining Inclusion](#) (2018) - Taishoff Center
- [Resource Center for Autism & Developmental Delays](#) Channel
- [What Women With Autism Want You to Know](#) (2018) – Iris

Do you have or know of a video that you would like to be included in our DD Awareness Guide? Send it to NACDD staff!

Podcast

- [Episode 99: Too Much and Never Enough](#) - The Accessible Stall - podcast by Emily Ladau and Kyle Khachadurian. This podcast keeps it real about issues within the disability community.

Do you have or know of a podcast that you would like to be included in our DD Awareness Guide? Send it to NACDD staff!

Texts & Toolkits

- [“Disabled Workers Shatter Employment Myths”](#) by Roberta Baker of the Laconia Daily Sun.
- [“It’s Time for a Reimagining of Disability Etiquette”](#) by writer and #CripTheVote co-founder Andrew Pulrang. He writes regularly for Forbes.com (including the linked example).
- [“One Workforce: Inclusive Employment in North Carolina,”](#) a digital lookbook from the NorthCarolina Council on Developmental Disabilities.
- [“People with Disabilities Report Fewer Voting Troubles”](#) By Shawn Heasley of Disability Scoop
- [My name is Rita](#)
- [“Books Honored For Disability Storylines”](#) By Shawn Heasley of Disability Scoop
- [“Prosecutor starts first N.J. program to train people with special needs to work in law enforcement”](#) by NJ.com. A news story profiling a few of the members of a unique employmenttraining program.

- [“Self Advocacy Start-Up Toolkit: More Power, More Control Over our Lives!”](#) by Self AdvocatesBecoming Empowered.
- [“Stephan Soares’ Story”](#) from Community Access Unlimited. Read Stephan’s story about perusing his lifelong goal of being a truck driver.
- [“Stories of Supported Decision-Making”](#) by the National Resource Center for Supported Decision Making.
- [“Student group’s workshop aims to overcome barriers”](#) by John Keenan of UNMC. An example of a higher-education program profile with a focus on its participants.
- [“Talking about Healthy Relationships”](#) from Elevatus Training.
- [“Transforming Impossible to Possible: Josh’s Journey to Success”](#) by Perspectives Corporation. One of Perspectives Corporation’s several long-form success stories that highlights an effective education program in Rhode Island.
- [“What Companies Gain by Including Persons with Disabilities”](#) by Chad Jerdee for the WorldEconomic Forum. An article aimed at the wider business audience.
- [Boots on the Ground: Employment Consultant Community of Practice 2021 Project Report](#) (2021) - WISE
- [Businesses praise work of developmentally disabled](#) by Logan Curtis, from the Tahlequah Daily Press
- [Creative Like Me](#)-- a collaboration between Fulton County Arts and Culture (FCAC) through the Public Art Program, and the Department of Behavioral Health and Developmental Disabilities (BHDD). This award winning initiative seeks to provide creative enrichment opportunities to BHDD clients that meets them at their individual learning needs.
- [Family Resource Center](#) from the St. Louis Children’s Hospital. The FRC/FRL is a stopping point for newly diagnosed kids both in unit and outpatient.
- [Finding Your Way: A Navigation Guide for Wisconsin Families Who Have Children and Youth with Special Health Care Needs and Disabilities](#) is designed to help families and professionals navigate the system of care in Wisconsin.
- [Pittverse Magazine](#) is a quarterly publication written exclusively by adults diagnosed with autism spectrum disorder that aims to increase inclusion and broaden the general understanding of autism
- [Resources for Creating an Inclusive Community](#) by The Jewish Federation of Greater Washington. A great (and far from the only) example of a resource bank designed for but not limited to distribution among religious communities.
- [“This Craft Brew Pub Thrives, Thanks to a Secret Ingredient: Workers with Disabilities”](#) by David Kelly of the LA Times. An example of a mainstream “human interest” story that highlights the benefits of inclusion over more problematic tropes.
- [“Random Acts of Kindness Kick Off DDAM”](#) by Stephanie Panny. A news story about a unique type of DDAM event started by the Reaching Beyond Limits organization.
- [“The ADA is Turning 30. Here’s What You Should Know”](#) by Chia-Yi Hou of The Hill. A good overview that can introduce the ADA to a wider audience.
- [“Join Fight for Those with Developmental Disabilities”](#) by Chris Muns. An op-ed that summarizes DD Awareness Month’s importance for people with I/DD.

- [“100 Women of the Year: Judith Heumann”](#) by Time Magazine. A short profile of one of the community’s most influential advocates.

Do you have or know of a news article, blog post, personal story, toolkit, etc. that you would like to be included in our DD Awareness Guide? Send to NACDD staff!

PARTICIPATE/PROMOTE:

When an organization is holding a March event, we encourage everyone to promote and share posts about that event even if it’s on the other side of the country! Sharing news and posts about events that are happening around the country can be an effective way to showcase the national scope of DD Awareness Month for your local networks.

While you’ll likely learn about many more events simply through following a wide range of groups on social media, we’ll also list any events that we know about here so that you can plan ahead with posts. If you’re planning a March event, big or small, please let us know if you’d like us to add it to this list!

- **March 28- 30, 2022 Disability Policy Seminar.** For more information on the Disability Policy Seminar please go to www.disabilitypolicyseminar.org or contact your State DD Council, local ARC chapter; local UCP chapter; local UCEDD, local TASH; or Self-Advocates Becoming Empowered.
- **Looking Forward – April is National Autism Awareness Month**

Building awareness doesn’t end on March 31st! At the beginning of April, we pass the torch to the Autism Society, as they lead the national awareness campaign for autism. They challenge you to #CelebrateDifferences in your community and get involved for NAAM, joining their mission to spread awareness, promote acceptance and ignite change! Share their resources in your classroom or store front, engage your employees in fundraising efforts, or attend an event. Find the option best for you at the Autism Society’s NAAM [website](#).

Social Media Platforms:

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)

COVID-19 Resource

While numerous organizations have created, gathered, and/or promoted COVID-19 (coronavirus) general resources, it's important to share I/DD-specific resources as well given the virus's potential impact on people with compromised immune systems or other such complications that lead to increased risk. A significant percentage of people with I/DD fall into this category, and many more are at risk if the pandemic disrupts the Direct Support Professional (DSP) workforce or overtaxes the healthcare system.

If it makes sense for you to use DD Awareness Month as a context or reason to share DD-specific COVID-19 resources, please go ahead and share away. It is extremely important to counteract the narrative that the virus's danger is overblown because of its low mortality rates with younger adults without previous respiratory issues. The type of person-focused stories that are often shared during DD Awareness Month can be an effective complement to these resources, as it can help everyone become better able to view people with I/DD as individuals and not as a group demographic.

Below are some resources you could start with sharing. For those interested in state-specific resources, we encourage you to contact one of the state's DD Act organizations (the DD Council, Protection and Advocacy, or University Center for Excellence in Developmental Disabilities).

- **[Get Out The Vaccine](#)**: NACDD campaign with the goal to provide people with I/DD, their families, and their communities with resources. With this campaign, the goal is to provide relevant and accurate up-to-date information on the COVID-19 vaccine.
- **Disability-focused Information**: The [ACL COVID-19 page](#) has put together a list of disability-related COVID-19 information and resources. It is updated regularly.
- **Medicaid**: The Centers for Medicare & Medicaid Services have [a list of Frequently Asked Questions and other resources](#) about Medicaid and CHIP programs.
- **Plain-Language Information**: The Green Mountain Self-Advocates and the Vermont DD Council have a plain-language guide to COVID-19 set at a 3rd-grade reading level.
- **General Information**: The [CDC COVID-19 page](#) is the most reliable source of general information about the virus. It is updated regularly.
- **The National Center for Learning Disabilities (NCLD)** and **Understood** commissioned the CERES Institute for Children & Youth at Boston University Wheelock College of Education & Human Development to examine general educators' experiences during the COVID-19 pandemic, with a specific focus on their experiences teaching students with learning and attention issues. To read the full report, [click here](#).

DD Awareness Month Proclamations

Need help preparing a proclamation for DD Awareness Month?

- [Click here to see examples of proclamations and resolutions](#)