



Hello – e-Communications Toolkit

Issue 1: November 2010

Thank you for supporting the *Hello* campaign.

In this booklet you will find information on *Hello* which you can use in electronic communications with your audiences. Please feel free to add to this where you want or adapt for your own style and purposes.

Regular updates will be available on our website www.thecommunicationtrust.org.uk/hello.

Supported by



Your website

1. Short line to add to front page of your website

[YOUR ORG NAME] is proud to support *Hello* [include *Hello* logo here]

Alternative version:

[YOUR ORG NAME] is proud to support *Hello*, a year to help all children communicate [include *Hello* logo here]

To obtain the *Hello* logo, please e-mail hello@thecomunicationtrust.org.uk or visit www.thecomunicationtrust.org.uk/hello

2. Short text for your website

Hello to the national year of communication

Hello is the national year of communication – a campaign to increase understanding of how important it is for children and young people to develop good communication skills. The campaign is run by The Communication Trust, a coalition of over 35 leading voluntary sector organisations, in partnership with Jean Gross, the Government’s Communication Champion. It is backed by the Department for Education and supported by BT.

Hello aims to make communication for all children and young people a priority in homes and schools across the UK so that they can live life to the full.

Please visit www.hello.org.uk for information on how you can help improve the communication skills of children and young people and to sign up for regular updates. You can also follow the campaign on [Twitter](http://twitter.com/Comm_nTrust) [LINK: http://twitter.com/Comm_nTrust] and [facebook](http://on.fb.me/9yHIIZ) [LINK: <http://on.fb.me/9yHIIZ>].

Long version:

Hello to the national year of communication

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Hello aims to make communication for all children and young people a priority in homes and schools across the UK so that they can live life to the full. The campaign is backed by the Department for Education and supported by BT.

In the UK today, over 1 million children and young people have some form of speech, language and communication need. This can affect them severely and for life. In areas of poverty, over 50% of children start school with delayed language skills. This puts them at a huge disadvantage to their peers as they struggle to learn and make friends.

There are [monthly themes](http://www.thecommunicationtrust.org.uk/hello/themes) [LINK: <http://www.thecommunicationtrust.org.uk/hello/themes>] to help give a real focus to each month of the national year. Over the course of 2011, these themes will take you on a journey through communication and will be supported by events, resources and information.

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Your newsletter

The following text can be included in newsletters which go to your members:

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Hello aims to make communication for all children and young people a priority in homes and schools across the UK so that they can live life to the full. The campaign is backed by the Department for Education and supported by BT.

In the 21st century, the ability to communicate – to say what you want to say and to understand what other people are saying - is fundamental. Speech, language and communication underpins everything we do. Babbling babies do not become talkative toddlers by chance. Communication is a skill that we learn and develop and is something we can all improve.

There are [monthly themes](#) [LINK:

<http://www.thecommunicationtrust.org.uk/hello/themes.aspx>] to help give a real focus to each month of the national year. Over the course of 2011, these themes will take you on a journey through communication and be supported by events and resources.

Please visit www.hello.org.uk for information on how you can help improve the communication skills of children and young people and to sign up for regular updates. You can also follow the campaign on [Twitter](#) (search for @Comm_nTrust) and [facebook](#) [LINK: <http://on.fb.me/9yHIIZ>].

Twitter

Please follow us @Comm_nTrust and we will follow you! Also please re-tweet our tweets. Below are some facts and information which you can tweet on Twitter:

About Hello

2011 will be the year when children's communication skills become a priority in schools and homes across the country, www.hello.org.uk

Go to www.hello.org.uk to register for updates on the national year of communication

National year of communication is coming, www.hello.org.uk

Hello has monthly themes running throughout 2011 to take people on a journey through communication, please go to <http://bit.ly/bPxFcx>

What events are you running in 2011 to promote communication with children? Suggestions to hello@thecommunicationtrust.org.uk

You can also follow the Hello campaign on facebook, <http://bit.ly/9yHIIZ>

Useful statements and facts

In the 21st century, the ability to communicate – to say what you want to say and to understand what other people are saying is fundamental

Speech, language and communication underpins everything we do e.g. making our needs known and expressing our likes and dislikes

For some children communication skills are much harder to grasp and develop than others; they have speech, language and communication needs

10% of all children have long term or persistent speech, language and communication needs

7% of all children have speech, language and communication needs as their main difficulty also known as specific language impairment (SLI)

3% of all children have speech, language and communication needs as part of another condition such as autism

At least 60% of young people in the youth justice system have communication needs

In the UK today over 1 million children and young people have some form of speech, language and communication need

In areas of poverty, over 50% of children are starting school with delayed speech, language and communication skills

Difficulties with communication can impact on learning to read and write, making friends, managing behaviour and feelings and self esteem

Many children with literacy or behaviour difficulties have underlying speech, language and communication difficulties

Top tips for supporting children's communication

Try to pitch your communication at their level

Give children time to listen and respond

Make sure you are facing a child or young person and get down to their level

Follow their lead and focus on their areas of interest

Comment and expand on their language and communication

Go to www.talkingpoint.org.uk/talkinglinks to find your local speech and language therapy service

Facebook

For your facebook page, below is text which you can share with your friends:

Join us in saying Hello to the 2011 national year of communication, which will aim to help all children and young people fulfil their potential through better communication skills.

Click here to become a [fan](http://on.fb.me/9yHIIZ) [http://on.fb.me/9yHIIZ] and please check out www.hello.org.uk.

We will also be grateful if you can include on your facebook page any information that is on our facebook site and 'like' any posts.

Your blog

If you have a blog, please use the text below on your next entry. You can also follow our blog on www.thecommunicationtrust.blogspot.com.

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A child with a speech, language and communication need may struggle to get words out of their mouth or not understand words that are being used. They may have difficulties holding a conversation, have multiple difficulties or simply have a limited vocabulary. These barriers are often invisible to others, meaning their needs are often misrepresented, misdiagnosed or missed altogether.

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Your e-mail signature

This can be added beneath what you may have already:

We are supporting *Hello*, the 2011 national year of communication. Click [here](http://www.hello.org.uk) [LINK: www.hello.org.uk] to get involved.

Or

Hello, click [here](http://www.hello.org.uk) [LINK: www.hello.org.uk] to find out how you can help all children and young people fulfil their potential through better communication.

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