



Hello – e-Communications Toolkit

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.hello.org.uk



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@thecommunicationtrust.org.uk

2. Short text for your website

***Hello* to the national year of communication**

Hello is a campaign to increase understanding of how important it is for children and young people to develop good communication skills.

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](#) [LINK: http://twitter.com/Hello_2011] and [facebook](#) [LINK: <http://on.fb.me/i2hRlf>].

Long version:

***Hello* to the national year of communication**

Hello is a campaign to increase understanding of how important it is for children and young people to develop good communication skills.

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.

The *Hello* campaign will provide parents and professionals with a range of information and resources that will build greater awareness of children and young people's communication milestones and how to spot if they are struggling. Milestone posters, easy to understand publications, 'ages and stages' booklets and top tips leaflets are available from www.hello.org.uk.

The campaign is run by The Communication Trust, a coalition of 40 leading voluntary sector organisations in partnership with Jean Gross – the Government’s Communication Champion. BT and Pearson Assessment are sponsoring *Hello* and the campaign is backed by the Department for Education and the Department of Health.

The flagship event for the *Hello* campaign is the Shine a Light awards, which will recognise the excellent work and achievement by the children’s workforce in developing the communication skills of the children and young people they work with.

Please visit www.hello.org.uk to get involved, sign up for regular updates and find out how to apply for a Shine a Light award. You can also follow the campaign on [Twitter](http://twitter.com>Hello_2011) [LINK: [http://twitter.com/Hello_2011](http://twitter.com>Hello_2011)] and [facebook](http://on.fb.me/i2hRlf) [LINK: <http://on.fb.me/i2hRlf>].

Your newsletter

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

Hello 2011

Hello is a campaign to help all children and young people live life to the full by making communication a priority in homes and schools across the country.

Today, over 1 million children and young people in the UK have some form of long term communication difficulty – that’s on average 2-3 in every UK classroom. Some may stammer, and some may not be able to speak clearly. But for many, the communication difficulties are less obvious. This means they are too often misunderstood, misinterpreted or just missed altogether. If you struggle to communicate, you struggle in life – from learning in the classroom to making friends and finding employment.

Hello will provide parents and professionals with a range of information and resources that will build greater awareness of children and young people’s communication milestones, how to spot if they are struggling, and what to do to help.

Hello is run by The Communication Trust; a unique coalition of 40 voluntary organisations with expertise in speech, language and communication in partnership with Jean Gross – the Government’s Communication Champion. BT and Pearson Assessment are sponsoring *Hello* and the campaign is backed by the Department for Education and the Department of Health.

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Twitter

Please follow us @Hello_2011 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 is 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

You can also follow the *Hello* campaign on facebook, <http://on.fb.me/i2hRlf>

Schools out! For young people looking for work, make sure your talk fitness has the stamina with #TalkGym <http://apps.facebook.com/talkgym>

Know a child or young person who has trouble talking? More information here www.talkingtrouble.info

Download a handy calendar with the monthly themes here <http://bit.ly/lhn05n>

Download or order free publications to develop your knowledge of children's communication skills: www.hello.org.uk/resources

Find out about the organisations involved in the *Hello* campaign <http://bit.ly/iKOYYg>

Useful statements and facts

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

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

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

Communication difficulties can affect children and young people early, severely and for life

Communication is an interaction between two people in which something is exchanged. Doesn't have to be words. Don't take it for granted

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. Please follow the link <http://on.fb.me/i2hRlf> and 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

Hello 2011

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Or you could write a blog post about what you have been doing to promote good communication skills in your area, or how you are involved in *Hello*.

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](#) [LINK: www.hello.org.uk] to get involved.

Or

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