

Press statement – 19.10.2012

COMMUNICATION COALITION CELEBRATES AWARD NOMINATION

The Communication Trust, a coalition of nearly 50 voluntary organisations with expertise in speech, language and communication, has paid tribute to all the winners at the Charity Times Awards 2012.

The Trust was shortlisted for PR Team of the Year and the Corporate National Partnership Champion of the Year Award for their work with Pearson Assessment during the *Hello* campaign, the national year of communication. The categories were won by Diabetes UK and Cancer Research UK in partnership with Network Rail, respectively. Highly commended in the PR Team of the Year category were Parkinson's UK.

The Trust's partnership with Pearson Assessment achieved a great deal of public awareness raising about speech, language and communication. This included the creation of *Universally Speaking*, a series of booklets for the children's workforce and the launch of the *Shine a Light Awards*. Its media work for *Hello* meant the Trust reached 72% of UK adults and all coverage was positive about the campaign, with 31% strongly so.

Anne Fox, Director of The Communication Trust, said; "We are disappointed not to have won an award, but I would like to pay tribute to the hard work and dedication of the team which led to us being shortlisted, a big achievement in itself given the quality of the other entries such as Diabetes UK and Cancer Research UK.

"The *Hello* campaign was a huge success, making sure speech, language and communication is now firmly on the agenda, and this was largely due to the support we received from Communication Champion for children Jean Gross, our consortium members and our network of 200 Local Coordinators. Without them, the *Hello* campaign would have been unable to reach as many people as it did.

"We are delighted that through our PR campaign, *Hello* was able to reach 72% of all adults and that the majority of our coverage was positive, with 31% strongly so. We were also able to create a strong, long-term partnership with Pearson Assessment, which has been mutually beneficial. The Trust will now continue with its work to support the children's workforce, and in particular schools, in promoting good speech, language and communication skills."

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Notes to editors

About The Communication Trust

- The Communication Trust is a coalition of nearly 50 leading voluntary sector and community-based organisations with expertise in speech, language and communication
- The Trust has an extensive advisory and partner network, which includes the Royal College of Speech and Language Therapists (RCSLT), Achievement for All, Council for Disabled Children, Early Support Programme and specialists across early years, schools and youth justice.
- We support the children's workforce and commissioners to meet the speech, language and communication needs of all children and young people
- We do this by raising awareness, influencing policy, promoting best practice among the children's workforce and commissioning work from our members.
- Last year, the Trust ran the *Hello* campaign (national year of communication) in partnership with Jean Gross in her role as the Government's Communication Champion for children.
- For more information, visit www.thecommunicationtrust.org.uk