

DIGITAL CATEGORY

SUPPORTING



SPONSORED BY



WHO WE ARE:

The Dyslexia Association of Ireland (DAI) is the national charity in Ireland for dyslexia, working with and for those affected by dyslexia. DAI is a membership based organisation representing over 2,500 member families, and the 1 in 10 of the population affected by dyslexia. DAI is a registered charity and a registered company. DAI is governed by our Board of Directors/Trustees, elected by our members. The association has a national office in Dublin which coordinates all our services.

WHAT ARE THE ORGANISATIONAL OBJECTIVES?

- DAI works to empower individuals. We do this by providing information and education, offering support services including assessment and specialist tuition, engaging in advocacy and awareness raising. Our vision is a society that values and meets the needs of people with dyslexia, and where dyslexic individuals reach their full potential in all aspects of life.
- Services offered by DAI include information; assessment for dyslexia and dyscalculia; specialist tuition for children and adults; courses for parents; training for teachers and other education personnel; dyslexia awareness training; and lobbying and advocacy.

THE CREATIVE CHALLENGE

COMMUNICATIONS OBJECTIVE:

- Generate awareness of dyslexia and the range of free online learning available on <https://dyslexiahub.ie/>
- We specifically want to reach people who may suspect/know they or their loved ones have dyslexia. We want to encourage them to reach out to DAI for expert support and advice. It is never too late.

- We want to dispel some of the many myths. Such as dyslexia is not linked with IQ; people with dyslexia have the same range of intellectual abilities and talents as the general population/they are not all more creative or destined to be successful entrepreneurs like Richard Branson.
- We hear so much about other conditions including ADHD/Autism and to an extent Dyslexia is seen further down the scale, however it can severely affect people's lives. It is a disability with societal barriers and the support provided needs to be proportional to their needs.

WHAT PROBLEM ARE WE TRYING TO SOLVE?

- Dyslexia is the most common learning difficulty or difference, affecting at least 1 in 10; that's over 50,000 children in the Irish primary education system alone. Research has long evidenced the importance of early identification and interventions, yet many children struggle to access both, due to assessment waiting lists and limited availability of additional specialist teaching. The longer a child experiences failure the greater their risk of developing poor self-esteem and mental health, as well as a widening gap between them and their peers in terms of literacy skills.
- This free online learning hub provides a structured learning framework for literacy development based on the science of reading. It can support children and young people to develop their literacy skills at home, working through the video lessons with the parent. The Hub also shares videos on how technology can assist learning.
- As parents are the key advocates for their dyslexic children, the hub provides learning to empower parents on what they need to know to become strong, informed advocates. The Hub also provides learning on emotional wellbeing as dyslexia can negatively impact mental health, especially if unidentified and unsupported. People with dyslexia, and their families, can sometimes feel isolated and different.
- The Hub also has a Voices of Dyslexia section showcasing many personal stories and insights from people with dyslexia sharing their first hand experience. They are all ages and from all walks of life. This section helps to normalise the spectrum of feelings and experiences that can come with dyslexia, and provide hope for the future.

TARGET AUDIENCE/S:

Primary: The primary target audience is families, parents who have a child (or children) with dyslexia or suspected dyslexia. The website has content aimed at both these parents and also content for their children – focused on primary level currently.

Secondary: A secondary target audience is teachers, or others interested in dyslexia who would like to deepen their understanding more, including adults with dyslexia or queried dyslexia. Stakeholders/ Industry experts / Government bodies.

INSIGHT/ TRUTH:

The earlier a child is diagnosed with dyslexia and given the right type of support (in school and outside of school) it can minimise negative impacts and feelings that could affect them in aspects of life – their hopes, ambitions and sense of self.

By educating the educators we hope to bring their level of awareness to the point of recognising a child that may need support so they can encourage parents to make contact, and they can modify their methods of teaching.

KEY MESSAGE:

- Trust your instincts. You are not alone. Hear from voices of dyslexia.
- Empower yourself to understand and support your dyslexic child.
- Access free, quality evidence-based learning at <https://dyslexiahub.ie/>
- You don't need to wait for a formal diagnosis to make the first step (long waiting times for assessments widely reported recently in the media) – what works for dyslexia benefits all.

TONE OF VOICE: *How does this brand speak/ behave?*

Reassuring, empowering, trustworthy and honest.

Balance is very important. We are honest about the challenges, but acknowledge personal strengths and provide hope about potential and future success. No toxic positivity! – i.e. we do not say that dyslexia is a superpower.

PROOF?

Research has long evidenced the importance of early identification and interventions, yet many children struggle to access both, due to assessment waiting lists and limited availability of additional specialist teaching. The Hub seeks to provide open access to information, learning and support about dyslexia to anyone in Ireland who needs it.

WHAT IS THE DESIRED RESPONSE? CALL TO ACTION

- Visit DyslexiaHub.ie to learn more about dyslexia and how to support your dyslexic child.
- Access free online video lessons in structured literacy to help your child's literacy skills.
- Learn more about dyslexia from those with first hand experience (specifically linking to the Voices of Dyslexia section)
- Ultimately, success is measured in increased engagement with the Hub – increase in site visitors, videos watched, engagement with social media posts.

OTHER USEFUL INFORMATION/ GUIDELINES/ INSPIRATION

Please do review the DAI Guidelines for Inclusive Communications provided which includes notes on writing / presentation / font /video styles.

SPECIFIC REQUIREMENTS – DIGITAL

- A Presentation Board including examples of use of 3 digital led components, these components could be used for social media platforms but also any other digital led execution.
- An image summarising the campaign.
- A four part written submission 150 words per section.
- Entries must not contain any agency branding.

CREATIVE GUIDANCE NOTES

A 9 year old boy was distressed recently as they are not artistic and thought they were a “failed dyslexic” so be very careful not to lean into any creative/digital techniques that support these myths. Another one is different colour lenses (pink/blue) no evidence. Also, words do not jumble around for all people with dyslexia so avoid this type of image.

Universal design is better for everyone, like text to speech apps - they are useful and not just for people with dyslexia and other reading challenges. Technology supports people in their everyday lives when widely adopted, e.g. look how WhatsApp voice notes are so prevalent. So, when children with dyslexia are using tech that is used by all they do not feel as isolated, being the only child using a tablet in class for example. For asset creation: Less text and strong images work best. e.g., Video optimised for mobile consumption (short form video format). However, this is not mandatory if this type of execution does not work with your overall concept. The IDEA is still the important output.

Best of Luck!

CONTACT DETAILS

CHARITY CONTACT: ROSIE BISSETT, ceo@dyslexia.ie, 0888511012

BRIEF CONSULTANT: SUSAN CLEARY - sueclearyconsulting@gmail.com

IAPF : SHREESHA HEGDE - shreesha@iapf.com ; 0894977781