



Forgotten Citizens
Learning Disability Week 2008
21st – 28th June
Get Active!

The 'Get Active!' pack gives you ideas on what you can do to mark Learning Disability Week in your area.

You will know best what are the most important issues facing people with learning disabilities and their families in your area. Pick an issue which is particularly relevant to your area just now to focus on.

How to 'Get Active' in your area

- ✓ Organise an event to get people together to talk about what's happening locally
- ✓ Join with another campaign, for example PAMIS and the Learning Disability Alliance Scotland are using Learning Disability Week to bring attention to the Changing Places Campaign – go to www.changing-places.org or more information and sign up to their petition at the following link
http://epetitions.scottish.parliament.uk/view_petition.asp?PetitionID=322
- ✓ It can be a good week to launch a new project or tell people about a publication/resource you've been working on



- ✓ Celebrate your achievements by having an open day at your service/project/organisation
- ✓ Host an information stall at a community venue or supermarket/shopping centre to let people know about learning disability and what information/resources are available locally
- ✓ Get in touch with the local media and let them know it's Learning Disability Week and what activities are happening in the area.



Media tips

Whatever you decide to do for Learning Disability Week, don't forget to tell your local radio station or newspaper. It's a great way of highlighting Learning Disability Week and getting support locally.

There are 2 ways you can contact your local media:

1. Phoning them
2. Writing a press release which you can email, fax or post to them

Whichever way you decide to contact them always make sure you can answer these 5 questions about what you're planning:

1. **What** is happening?
2. **Why** is it happening?
3. **When** is it happening?
4. **Where** is it happening?
5. **Who** is going to be involved?

So for example if you are going to host a photography exhibition what you need to tell the local press is:

- **What** = a photography exhibition

- **Why** = it's Learning Disability Week
- **When** = the date you've chosen (e.g. 24th June)
- **Where** = the venue for the exhibition (e.g. local library)
- **Who** = the people you've invited along especially any MPs, MSPs or local Councillors that might be coming

There is a sample press release with this pack. You can use this to help you write to your local media. Remember to send your press release out at least 1 week before your event – this makes sure they know of it in plenty of time.



Celebrities

Asking a well-known local person to attend your event is a great way to attract the local media. Some ideas on getting local personalities involved are:

- Contact your local sports team e.g. the local football team
- Contact your local theatre and find out who is performing there
- Invite the local provost, MP, MSP, Councillors – and if you've got a well-known face as a neighbour, invite them too!

Sample Press Release

The idea around this press release is that you fill in the blanks with the details of the event you are holding, including the date and times.

You can add in more information about who might be attending your event if you wish.

Sample Press Release

To:

From:

Tel:

Date:

Local (man/woman/group) gears up for Learning Disability Week 2009

This year to mark Learning Disability Week [put in name of person/project] will be [put in what you are doing, e.g. hosting an event, launching a new resource, having an open day, talking about their experiences, etc] on [date of your event/activities].

Organisers hope it will bring attention to the issues facing people with learning disabilities and their families in [put in name of local area] and are encouraging readers and listeners to support their activities by [put in how local people can get involved].

Put in some quotes here. These could be from a local person who speaks up learning disability issues, a family member, an organiser of an event or someone involved with your organisation. In fact you could put in more than one quote. You can also include this standard quote about the aim of Learning Disability Week. _____ said:

“Learning Disability Week is about raising awareness of what it means to have learning disabilities and how if we all work together we can try to build a more equal Scotland where people with learning disabilities are respected. That’s why we decided to celebrate Learning Disability Week by _____.”

ENDS

NOTES TO THE EDITOR

Learning Disability Week takes place from 21st – 28th June 2009. The Scottish Consortium for Learning Disability (SCLD) takes a lead role in co-ordinating information and activity around Learning Disability Week in Scotland.

There are around 120,000 people with learning disabilities in Scotland.

SCLD is an organisation set up to help people make the changes set out in The Scottish Executive's review, 'The same as you?'. SCLD is for anyone interested in finding out more about 'The same as you?' and making things better for people with learning disabilities. You can contact SCLD on Tel. 0141 418 5420 or check out their website for information: www.sclد.org.uk

More Information



That's the end of the pack, we hope it helps you get things going for Learning Disability Week where you live.

We'd really like to hear if you have any plans for Learning Disability Week. So if you want to talk over your ideas, keep us up to date or just want to know more, please get in touch with Jan Murdoch at SCLD on Tel. 0141 418 5420 or email ldweek@sclد.co.uk



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