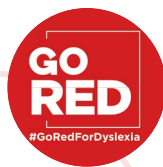


**#succeed
with
dyslexia**



2022

The Year of Inclusivity



Let's reclaim the colour Red!

2022

The Year of Inclusivity

Let's reclaim the colour RED!

Timeline of Dyslexia Awareness



1877

Dyslexia referred to as
'reading blindness' by
European doctors.

1887

The term 'Dyslexia' first
used; from the Greek
dys meaning 'poor' and
lexis 'words'.

1896

The earliest detailed
description of dyslexia is
written about a 14-year-old
boy named Percy, by Dr. W.
Pringle Morgan in Sussex,
England.

1925

Dyslexia becomes a
hot topic in the US
medical world.

Reading
Blindness

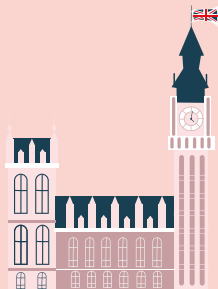


1962

The word 'dyslexia' is
used in UK parliament
for the first time.

1985/95

A better understanding of
the dyslexic brain was
formed medically thanks to
neuroimaging tech.



2002

The very first National
Dyslexia Awareness Month
is celebrated in the UK. It
quickly caught on...

1998

Judy Singer coins the
phrase 'neurodiversity' to
describe brains that learn
and think differently.



2008/9

The Rose Review gave us
one of the best modern
definitions of dyslexia -
we still use it today!



2019

Our first year of
Going Red!

2015

US Congress recognises
October as Dyslexia
Awareness Month.

October
Dyslexia
Awareness
Month



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We're all familiar with **the colour red**: when we are learning we associate it with mistakes, corrections, crossing out and disapproval.

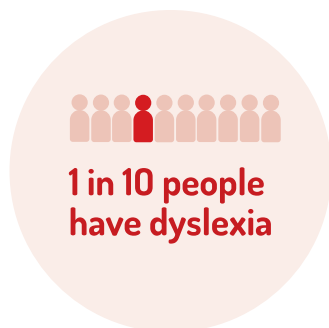
We think it's **time to change the narrative** and take back the feelings of shame and low self-esteem that so many dyslexic learners feel.



We want **to make red something we're proud of**, something that represents awareness, diversity, innovation, connection and the strengths of dyslexia.

Who are we?

Go Red for Dyslexia is a **global campaign** supported by Succeed With Dyslexia that aims to change the narrative for people with dyslexia and other neurodiverse differences – we want to raise awareness, end the stigma, and show the world all the amazing things that folks with dyslexia can do.



Will you join us?

2022 is our year of inclusivity:

We're focusing on celebrating and helping the people who are building the foundations for a better, more accessible tomorrow.

That means **lighting up** even more of the world up in red, applauding even more incredible achievements, and providing our global neurodiversity community with the resources that they need to put positive change at the heart of what they do.

How To Get Involved At School



Learn how you can raise awareness in your school

If you're **an educator, a tutor, or work closely with students and schools**, we'd love to see you dedicating some time during October to talk about inclusivity with children and young people.

Ways to get involved



- **Red-themed non-uniform days** to support your local dyslexia association
- **Organize an assembly** about the importance of inclusive thinking
- **Make at least one lesson an opportunity for a 'no pen outcome' using our online resources**

How To Get Involved



At Work

Learn how you can raise awareness at work

If you're **a business**, we'd like you to start thinking about inclusivity in the work you do, and exploring the idea of inclusivity in what you work towards every day.

Ways to get involved



- Organise a day when everyone in the organization **wears red**
- Invite us for **a free virtual conversation** around dyslexia
- Turn your **logo red**
- Create an open **discussion around dyslexia** whether in staff room or HR office
- Change your **MS Teams background to red**
- Share our **online resources** in your staffroom

How To Get Involved



In Your Community



Go Red and raise awareness in your community

If you're part of **an organisation** that works closely with people with dyslexia or even just within the global neurodiversity community, we'd like to see you Go Red.

Ways to get involved



- Host a coffee morning to **talk about inclusivity** in your community
- Contact your local council to **host a Dyslexia awareness event**

How It Started

Go Red was born in 2019.

We worked closely with our friends at Code Read, Mark it Read, The Dyslexia Association of Singapore and The Maharashtra Dyslexia Association to spread the Go Red message.

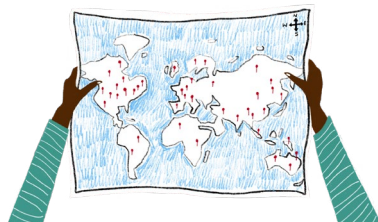
We rocked red tees, danced in front of buildings lit up in red and sparked incredible conversations surrounding dyslexia and other learning differences!



In 2020, we focused on empowering people with dyslexia.

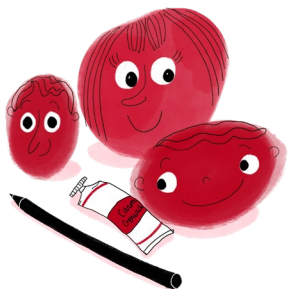
#GoRedForDyslexia committed to making an even greater impact to raise awareness for Dyslexia, and saw some amazing people doing some amazing things to get involved.

From encouraging communities to donate to their local dyslexia association to watching our Go Red beach ball **travel the globe (quite literally)**, we really brought the dyslexia community together for greater awareness and positive change.



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Last year we celebrated Go Red around the idea of creativity.

We celebrated the skills at the heart of the global dyslexia community.

From painting and baking to dancing and drama, a lot of people got involved and we raised awareness of dyslexia in schools, workplaces, and communities both local and international. We also had an amazing number of buildings going red.



So join us this year, so we can keep sparking the conversations that matter about inclusivity and accessibility.

Light your building Red[♦] for Dyslexia this October

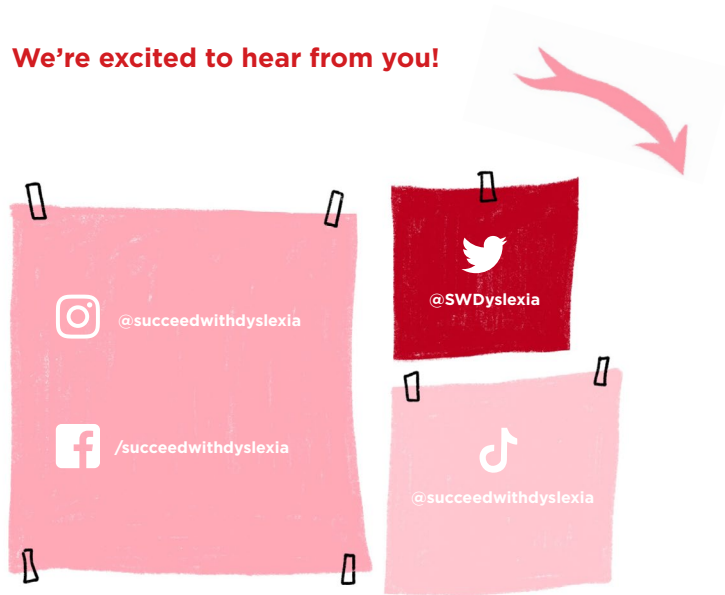


Going Red

Whether you're going red in class, at home, at work or out and about in the world, we'd love to see it.

Join the conversation and share how you Go Red on social media.

We're excited to hear from you!



**www.goredfordyslexia.org
#GoRedForDyslexia**



Get in touch with us on
go-red@succeedwithdyslexia.org

Don't forget to **share** on social media!
Tag us and use **#GoRedForDyslexia**.

