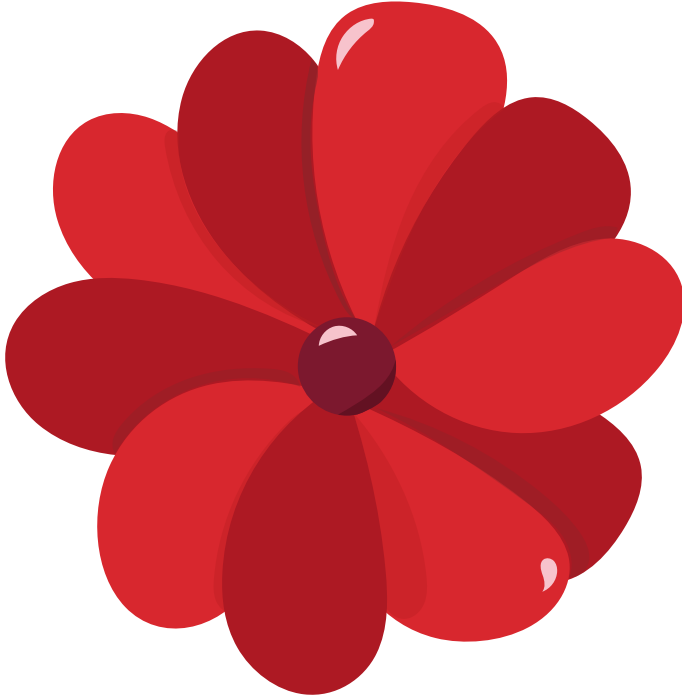




Let's reclaim the colour RED!

**#succeed
with
dyslexia**

www.goredfordyslexia.org
#GoRedForDyslexia

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**

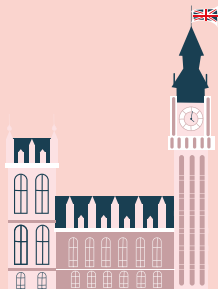


1962

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!



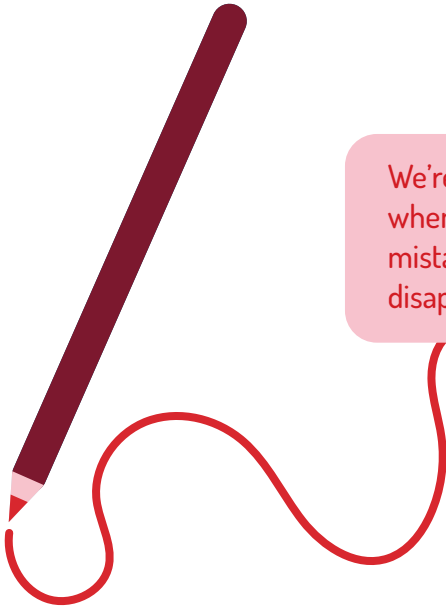
2019

Our first year of
Going Red!

2015

US Congress recognises
October as Dyslexia
Awareness Month.

**October
Dyslexia
Awareness
Month**



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.



**1 in 10 people
have dyslexia**

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.

Will you join us?

How to Get Involved

We're asking for your help this October.

Here's how you can start your dyslexia awareness journey and get both you and your community involved.



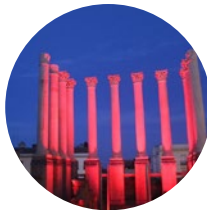
- **Subscribe** to the **SWD newsletter**
- **Download** our free online resources pack on how to Go Red
- **Start the conversation** around dyslexia in your community, workplace & school
- **Light** your local building red
- **Share** our social media graphics with your followers
- Don't forget to share how you're going red using **#GoRedForDyslexia**

But these aren't the only ways you can show your support for Go Red...



Go Red Creates

Go Red wants to bring together each and every creator who's dedicated to dyslexia awareness and share their creativity with the world, whether it's in the form of some serious baking, having a watercolour afternoon in class, or even pulling some shapes in front of the bedroom mirror.



Whatever you've been up to, we want to celebrate it. **You could...**



Build it Red

From lolly sticks to lego, sugar paper to building blocks, we want to see your finest red creations on a 3D scale.



Write it Red

Write a poem, a song, or even a letter to somebody who's doing amazing things with dyslexia.



Bake it Red

We're interested in everything sweet (or savoury!) you've been cooking up in the kitchen, from indulgent red velvet cakes to cheese straws finished with Red Leicester.



Craft it Red

Get crafty and creative with everything from origami to gardening - or even embroidery!



Wear it Red

Pop on your best red outfit and snap a selfie, then share it with us on socials.



Dance it Red

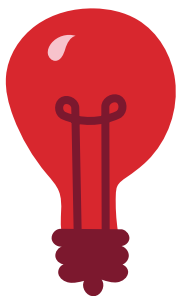
Dance to one of our «red» songs from the #GoRedForDyslexia Spotify playlist!

Getting Involved for Schools



Dyslexia diagnosis and awareness is very important in the early stages of development, as it helps a child achieve academic success alongside their friends.

So, if you're an educator, tutor, or work closely with students and schools, we'd love to see you **join us this October** to talk about inclusivity and young people.



Check out our exclusive schools handbook for more fun Go Red activity ideas for the classroom.

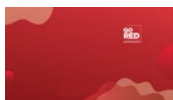
- **Host a red-themed non-uniform day** to support your local dyslexia association
- Share our Go Red assembly that showcases the importance of **inclusive thinking in your classroom**
- **Use our handy guide** to make one lesson an opportunity for a 'no pen outcome'

Getting Involved for Businesses

It's important to ensure inclusivity in the workplace, so employees with dyslexia are being properly supported. If you're a business, we'd love to hear about the work you do in promoting inclusivity throughout your workforce.

You can get involved by:

- **Show your support with a red logo** – send us your logo and we'll sparkle it red for free. We'll be sure to feature your logo on our website to publicise your support.
- **Use our GoRed meeting backgrounds** in your virtual meetings and share snapshots of your team going red.



- **Share our free online resources** in your staff room to help create a more inclusive atmosphere.
- Invite us in for a free **Go Red Inspirational Conversation Starter** all around dyslexia in the workplace – get in touch to claim yours!

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!

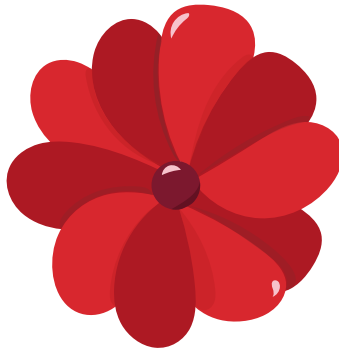


Get in touch with us on
go-red@succeedwithdyslexia.org

www.goredfordyslexia.org

Don't forget to share
on social media!

**Tag us and use
#GoRedForDyslexia**



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