

Press Release
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IT'S TIME TO SHINE! THE 2011 *HELLO* CAMPAIGN AWARDS OPEN FOR ENTRIES

The *Hello* campaign; national year of communication is inviting you to take part in the '**Shine a Light**' 2011 *Hello* campaign awards for developing children and young people's communication, launched today by The Communication Trust and Pearson Assessment.

Set to become the flagship event of the *Hello* campaign, these awards (www.helloawards.co.uk) will 'shine a light' on the excellent work and achievement by the children's workforce in developing the communication skills of the children and young people they work with from birth to teenagers. These best practice exemplars will be shared with practitioners across the country to incentivise improved practice in 2011 and beyond.

Wendy Lee, Professional Director for The Communication Trust, says; "**The Shine a Light 2011 Hello campaign awards** are unique; they are the first and only national awards scheme to focus on children and young people's communication. At the heart of the *Hello* campaign is the fantastic work that takes place day to day by individuals, team and settings across the UK and these awards epitomise just this.

"By shining a light on the inspiring work that is taking place to support all children's communication and those communication difficulties, we can ensure individuals and teams get deservedly recognised. We also hope to enthuse and spur on others who through the national year of communication are starting to tackle this subject head on in a range of ways – from small grassroots projects through to larger area-wide initiatives. If you know a person or setting who has gone the extra mile to support communication development, then this may be their time to shine.

Twelve awards are available including three 'Communication Friendly' awards, three 'Team of the Year' awards, an award for 'Communication Strategy' and 'Commissioning' as well as the '*Hello* Young Person of the Year Award'. The deadline for the awards is **Friday 12th August** and the winners will be celebrated at the '**Shine a Light**' 2011 *Hello* campaign awards ceremony taking place at Pearson's Head Office in London from 3-6pm on Wednesday 23 November.

Simone Gilson, Health and Education Marketing Specialist for Pearson Assessment, says; “Pearson Assessment are delighted to be sponsoring the ‘**Shine a Light**’ 2011 **Hello campaign awards** as well as the wider campaign to make children and young people’s communication development a national priority.

“Recognition of excellent and inspiring work is crucial. By celebrating it, we can share the learning’s with others, use the best practice to shape our future assessments so that they truly meet the needs of those with SLCN, and most importantly build upon this as part of the legacy of the national year of communication. We encourage you to apply no matter what size and scale you are working at. If you think your work is special and making a tangible difference that you can evidence, we want to hear from you.”

Applications are encouraged from a wide range of settings, professionals and individuals – those who work with children and young people, those responsible for planning children’s services as well as parents and young people.

Log onto www.helloawards.co.uk where you can easily complete an application form and tell us how your work meets the ‘qualities’ we have identified. Applications will be considered by a judging panel including Communication Champion, Jean Gross.

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For further information on the Hello campaign awards, please contact Laura Smith, Media and Campaigns Manager for The Communication Trust at lsmith@thecommunicationtrust.org.uk or call 020 7843 2519 / 07766651366. Simone Gilson, Health and Education Marketing Specialist for Pearson Assessment at simone.gilson@pearson.com or call 0207 010 2880.

About the *Hello* campaign

- Hello is the national year of communication – a campaign to increase understanding of how important it is for children and young people to develop good communication skills.
- The campaign is run by The Communication Trust, a coalition of 40 leading voluntary sector organisations; in partnership with Jean Gross, the Government’s Communication Champion. Together we aim to make 2011 the year when children’s communication skills become a priority in schools and homes across the country.
- The campaign is backed by the Department for Education and supported by BT and Pearson Assessment.
- Please visit www.hello.org.uk to sign up for further information on how you can help improve the communication skills of children and young people – so that they can live their life to the full.
- The national year was originally proposed by John Bercow MP – now Speaker of the House of The National Year was originally proposed by John Bercow MP – now Speaker of the House of Commons - in his July 2008 Review of Services for Children and Young People (0-19) with Speech, Language and Communication Needs (SLCN).

About Pearson Assessment

- Pearson Assessment is the world's largest commercial developer and distributor of educational assessments and psychological testing materials with a 90 year history of commitment to researching and developing products to a reliable high standard.
- Pearson Assessment develops and distributes tests and related products for professionals in psychology, health, business, general education, bilingual education, special education, and other areas serving people of all ages and cultures.
- Pearson Assessment is dedicated to the pursuit of professional excellence, leadership, and growth through acquisition, development, publication, and the maintenance of quality assessment tools in order to anticipate and meet the needs of its customers. For more information, visit www.psychcorp.co.uk.

About The Communication Trust

- The Communication Trust raises awareness of speech, language and communication issues amongst everyone that works with children and young people. It was founded by Afasic, BT, CDC (Council for Disabled Children) and children's communication charity I CAN.
- The Communication Trust manages a coalition of 40 voluntary organisations and an advisory group that includes the Royal College of Speech and Language Therapists, Association of Educational Psychologists and the General Teaching Council.
- The Trust's work is supported by the Department for Education and other funders. More information can be found at www.thecommunicationtrust.org.uk.