



Shine a Light Awards 2018

Spread the Word Toolkit

Introduction

Thank you for supporting the Shine a Light Awards. These flagship awards are run by Pearson in partnership with The Communication Trust, and are a milestone event in the speech, language and communication calendar.

The Shine a Light Awards seek to recognise the incredible contributions of teams, settings and individuals across England who support children and young people's speech, language and communication.

Originally launched as the leading event of the National Year of Communication in 2011/12 (also known as the *Hello* campaign), the Awards have become recognised as a positive, inspirational vehicle to share best practice in the sector, attracting a range of celebrities and influencers in the SEN and education sector to act as judges and hosts.

To date, the awards have celebrated the work of over 120 teams and a wide range of individuals, including young people with severe and complex speech, language and communication needs (SLCN).

Eleven awards will be presented at the 2018 Shine a Light Awards ceremony in London on **22nd March 2018**. The categories are:

- The Katie Rough Memorial Award for innovative or excellent practice in work with children and young people affected by selective mutism – a new category held in honour of Katie Rough who had selective mutism, and sadly died at the age of 7 this year
- Child / Young Person of the Year Award
- Early Years Setting of the Year Award
- Primary School of the Year Award
- Secondary School or College of the Year Award
- SEN School or Group of the Year Award
- Youth Justice of the Year Award
- SLCN Innovation Award
- Augmentative and Alternative Communication Award
- Communication Champion Award
- Pearson Outstanding Achievement Award

There will be one winner and at least one highly recommended winner for each category.

The awards website is now open for applications. Further details on how to apply can be found at www.shinealightawards.co.uk. Applications must be received by **11:59 pm on 12 January 2018** to be considered.

In the run up to the ceremony, we would greatly appreciate any support you can provide to help us spread the word about these awards. In this toolkit you will find:

- Example copy for emails
- Example copy for newsletter text
- Example copy for website text
- Examples of social media posts including Facebook and Twitter

Many thanks again for your support. Together we can make the lives of children with SLCN even brighter.

Example copy for emails

Email title: Shining a light on good speech, language and communication – do you know someone who should enter the 2018 Shine a Light Awards?

Email text:

Dear X,

<<Insert personal greetings>>

I am delighted to let you know that the Shine a Light Awards are back for 2018. These flagship awards, run by Pearson and The Communication Trust, seek to recognise the incredible achievements of schools, teams, and individuals across England who champion innovative work and excellent practice in supporting the communication development of children and young people.

The awards shine a light on best practice in supporting those with speech, language and communication needs (SLCN) – work that is all too often unrecognised, despite this being an issue that affects over one million children and young people today.

In response to popular demand, the awards are now back for their fifth year running. Taking place on 22 March 2018, and presented by a secret celebrity host, they will feature the following categories:

- The Katie Rough Memorial Award for innovative or excellent practice in work with children and young people affected by selective mutism – a new category held in honour of Katie Rough who had selective mutism, and sadly died at the age of 7 this year
- Child / Young Person of the Year Award
- Early Years Setting of the Year Award
- Primary School of the Year Award
- Secondary School or College of the Year Award
- SEN School or Group of the Year Award
- Youth Justice of the Year Award
- SLCN Innovation Award
- Communication Champion Award
- Augmentative and Alternative Communication Award
- Pearson Outstanding Achievement Award

If you know of any individual, team or setting that you feel should be praised for their achievements, please encourage them to enter.

The awards website is now open for applications and further details on how to apply can be found at www.shinealightawards.co.uk. Applications must be received by **11:59 pm on 12 January 2018** to be considered.

<<Insert personal closing message as needed>>

Kind regards,

X

Example copy for websites, newsletters and blogs – long

Title: Shining a light on communication – introducing the Shine a Light Awards 2018

Main text:

All children and young people deserve the opportunity to develop good speech, language and communication skills. However, in the UK today, around **one in ten children have long-term speech, language and communication needs (SLCN)** that can impact directly on their ability to learn and make friends – that's **1.4 million children overall**.

There are hundreds of teams, settings and individuals across England who support children and young people's speech, language and communication, but their work is all too often unrecognised. Pearson and The Communication Trust are determined to change this by raising awareness of achievements and best practice in the speech, language and communication field, as well as by recognising inspirational young people with severe and complex SLCN.

Pearson and The Communication Trust are joining forces again, to launch the Shine a Light Awards, which will be held on 22 March 2018. If you want to shout from the rooftops about the work that individuals, your team or your setting have achieved in speech, language, communication or SLCN, then these are the awards for you...

Back by popular demand and presented by a secret celebrity host, this year's awards feature the following categories:

- The Katie Rough Memorial Award for innovative or excellent practice in work with children and young people affected by selective mutism – a new category held in honour of Katie Rough who had selective mutism, and sadly died at the age of 7 this year
- Child / Young Person of the Year Award
- Early Years Setting of the Year Award
- Primary School of the Year Award
- Secondary School or College of the Year Award
- SEN School or Group of the Year Award
- Youth Justice of the Year Award
- SLCN Innovation Award
- Communication Champion Award
- Augmentative and Alternative Communication Award
- Pearson Outstanding Achievement Award

The awards website is now open for applications. Further details on how to apply can be found at www.shinealightawards.co.uk. Applications must be received by 11:59 pm on the 12 January 2018 to be considered.

Good luck!

Example copy for websites, newsletters and blogs – short

Title: Shining a light on communication

Main text:

All children and young people deserve the opportunity to develop good speech, language and communication skills. However, in the UK today, around **one in ten children have long-term speech, language and communication needs (SLCN)** that can impact directly on their ability to learn and make friends – that's **1.4 million children overall**.

Pearson and The Communication Trust have joined forces for the fifth year running to launch the Shine a Light Awards for 2018. The search is now on to find schools, teams and individuals across England who champion innovative work and excellent practice in supporting the communication development of children and young people – plus, of course, any young people who have made a difference themselves.

The awards website is now open for applications. Further details on how to apply can be found at www.shinealightawards.co.uk. Applications must be received by **11:59 pm on 12 January 2018** to be considered.

E-signature

Why not promote the Shine a Light Awards in your email signature? Use the following option or create one of your own, updating your current email signature settings.

NB: If you would like to receive copies of the Shine a Light logo electronically, please email Lisa Church on lchurch@consiliumcommunications.co.uk

<Insert name of group, setting, organisation> is or I am <amend as necessary> supporting the 2018 Shine a Light Awards. The search is now on to find schools, teams and individuals across England who have made a difference and champion excellent practice in supporting the communication development of children and young people.

The Shine a Light Awards are run by Pearson in partnership with The Communication Trust. For more information, visit www.shinealightawards.co.uk or follow the hashtag #awardsSAL

Facebook post examples

Follow Pearson and The Communication Trust on Facebook to keep up-to-date on the latest Shine a Light Awards developments. Visit:

<https://www.facebook.com/psychcorpuk/> or search @psychcorpuk

<https://www.facebook.com/communicationtrust/> or search @communicationtrust

- Good communication skills are essential for learning and making friends, and are crucial in the development of all children and young people. That's why The Communication Trust and Pearson have joined forces to launch the fifth annual Shine a Light Awards.

The search is now on to find schools, teams and individuals who champion innovative work and excellent practice in supporting the communication development of children and young people. If you know someone who is a communication champion, if you work in a setting that delivers exceptional support, or if you know a young person who has strived to make a difference, why not tell the world by entering the awards at www.shinealightawards.co.uk. Applications must be received by 11:59pm on 12 January 2018 to be considered.

Good luck!

- The fifth Shine a Light Awards return for 2018. This flagship event in education and healthcare is run by The Communication Trust and Pearson Assessment.

Each year, we ask you about your best practice, the innovative approaches you take; the impact your work has had and why speech, language and communication needs are important to you.

Enter the awards now at www.shinealightawards.co.uk. Applications must be received at 11:59pm on 12 January 2018 to be considered.

- The Communication Trust and Pearson have joined forces to launch the fifth annual Shine a Light Awards! Recognising the incredible contributions of teams, settings and individuals across England, the Shine a Light Awards 2018 will put those who support children and young people's speech, language and communication firmly in the spotlight.

Let your achievements shine through. Enter the awards at www.shinealightawards.co.uk. Applications close at 11:59pm on 12 January 2018.

- Do you work within a team or setting that prides themselves in supporting children and young people's speech, language and communication? Are you proud of what you have achieved and the difference you have made to individuals life chances? If so, the Shine a Light Awards are for you!

To find out more about the categories and how to enter, visit www.shinealightawards.co.uk. Applications close at 11:59pm on 12 January 2018.

- The Communication Trust and Pearson are encouraging teams, settings and individuals who support children and young people with speech, language and communication needs (SLCN) to showcase their achievements in the 2018 Shine a Light Awards.

Eleven award categories are available, including the SEN School or Group of the Year Award and the new Katie Rough Memorial Award for excellent practice in work with selective mutism. Find out more about the awards and how to enter at www.shinealightawards.co.uk. Applications close at 11:59pm on 12 January 2018.

- The Shine a Light Awards are returning for the fifth year running to recognise the incredible contributions of teams, settings and individuals across England who support children and young people's speech, language and communication.

If you think your achievements could show best practice to others on a national scale, why not enter the awards today? Find out more about the categories and nominate yourself or others at www.shinealightawards.co.uk. Applications close at 11:59pm on 12 January 2018. Good luck!

- The 2018 Shine a Light Awards are back with a bang! This year there are eleven award categories, including the new SEN School/Group of the Year Award, open to all special needs schools or support groups in England who provide best practice for children and young people with SLCN.

If you think your achievements should be recognised, whether that be as an individual, team or setting, then enter the awards at www.shinealightawards.co.uk. Applications must be received by 11:59pm on 12 January 2018 to be considered.

Twitter examples

Follow Pearson and The Communication Trust on Twitter for updates on Shine a Light at:

<https://twitter.com/PsychCorpUK> or search @PsychCorpUK

https://twitter.com/Comm_nTrust or search @Comm_nTrust

You can also follow the hashtag #awardsSAL

- Has your team or setting impacted on children's communication? The Shine a Light Awards are for you! Visit bit.ly/2hNy1CX #awardsSAL
- [@PsychCorpUK](https://twitter.com/PsychCorpUK) & [@Comm_nTrust](https://twitter.com/Comm_nTrust) have launched the 2018 Shine a Light Awards. To enter visit bit.ly/2hNy1CX #awardsSAL
- In memory of 7-year old Katie Rough there is a new award for work in the field of selective mutism. Learn more: bit.ly/2hNy1CX #awardsSAL
- The Shine a Light Awards have returned! Celebrate your SLCN achievements supporting children & young people bit.ly/2hNy1CX #awardsSAL
- 11 categories are open now at the 2018 Shine a Light Awards. Find out more at bit.ly/2hNy1CX #awardsSAL [@PsychCorpUK](https://twitter.com/PsychCorpUK) [@Comm_nTrust](https://twitter.com/Comm_nTrust)
- Could your work be celebrated as best practice? The Shine a Light Awards in speech & language are back! bit.ly/2hNy1CX #awardsSAL
- [@PsychCorpUK](https://twitter.com/PsychCorpUK) [@Comm_nTrust](https://twitter.com/Comm_nTrust) have joined forces to run the Shine a Light Awards for the fifth year running bit.ly/2hNy1CX #awardsSAL
- Do you know an inspirational communication champion? Why not tell the world in the 2018 Shine a Light Awards? bit.ly/2hNy1CX
- Does your setting deliver exceptional support in speech & language? Check out the Shine a Light Awards bit.ly/2hNy1CX [@PsychCorpUK](https://twitter.com/PsychCorpUK)
- The Shine a Light Awards search is on for schools, teams & individuals who champion innovative work in communication bit.ly/2hNy1CX
- Are you taking part in the Shine a Light Awards? Applications close at 11:59pm on 12 January 2018 bit.ly/2hNy1CX [@PsychCorpUK](https://twitter.com/PsychCorpUK)
- Good communication skills impact directly on life chances. Are you taking part in the 2018 Shine a Light Awards? bit.ly/2hNy1CX
- The Shine a Light Awards are back for 2018! Remind yourself of last year's inspirational winners at bit.ly/2hNy1CX [@PsychCorpUK](https://twitter.com/PsychCorpUK)
- Good communication skills are essential for learning. That's why the Shine a Light Awards are back for 2018 bit.ly/2hNy1CX

Further Information

For further details about the Shine a Light Awards, visit www.shinealightawards.co.uk or email shinealight@pearsonclinical.co.uk

Alternatively, contact Lisa Church or Laura Smith at Consilium Communications at:

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