

# The Gift of Language



## Language Campaign Action Toolkit

National Association of the Deaf



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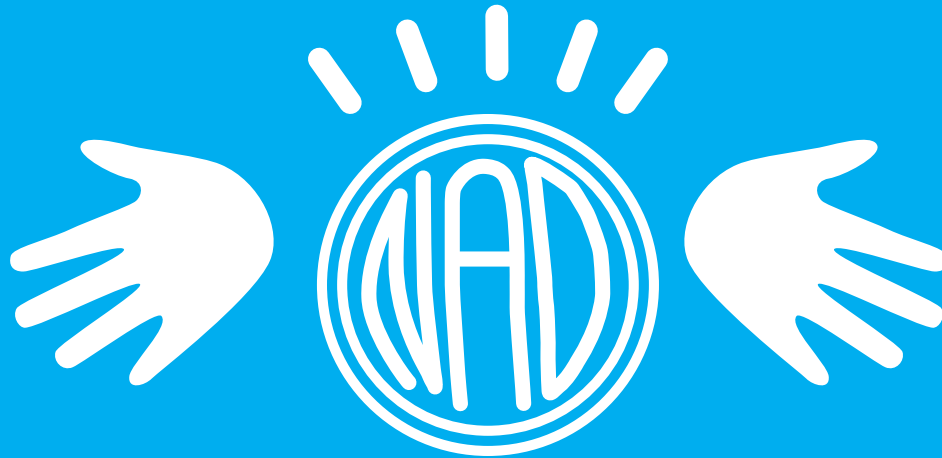
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# What is the NAD?



**"TOGETHER, WE MOVE FORWARD."**

The National Association of the Deaf (NAD) is the nation's premier civil rights organization of, by, and for deaf and hard of hearing individuals in the United States of America. We preserve, protect, and promote the civil, human, and linguistic rights of deaf and hard of hearing people in the United States.

The language, culture, and heritage of deaf and hard of hearing people are our core values. Why? These cover a lifetime and impact future generations in the areas of early intervention, education, employment, health care, technology, telecommunications, youth leadership, and more, and strive to improve the lives of millions of deaf and hard of hearing Americans.

The primary focus of the NAD is civil rights and advocacy in these areas:

- **Captioning**
- **Education**
- **Employment**
- **Telecommunications**
- **Housing**
- **Mental Health**
- **[Youth Programs](#)**

**We will be acknowledged and respected in the pursuit of life, liberty, and equality.**

# Goals of the Campaign

## By the Facts...

**"Birthrates for deaf children has held steady for the past 20 years, 3-4 per 1,000."**

*National Center on Hearing Management and Assessment statistics (2005)*

**"85% of families choose spoken language for their deaf child."**

*ASHA Pediatrics statistics (2013)*

**"72% of parents do not know sign language when their child is in K-12, and statistics show that 55% of deaf children use ASL in K-12 schools."**

*Annual Survey, Gallaudet Research Institute (2012)*

With these facts, the NAD, together with its organization partners, invites you to join the Gift of Language campaign, which is committed to the inclusion and preservation of sign language. It is the belief of NAD and its partners that deaf and hard of hearing children deserve to have equal access to language and, ultimately the world.

The Campaign aims to promote healthy language acquisition as a human right of all deaf and hard of hearing children. Families will be provided key information about the importance of including sign language and its positive impact on lifelong language acquisition and development. The Campaign invites everyone, including Deaf community members, allies, and parents to join.

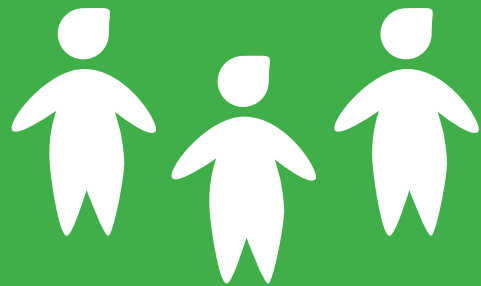
The goal is to unite community members in embracing and educating families as well as holding accountable professionals. This is to ensure that every single Deaf or hard of hearing child is given the gift of language.

## Hashtags: #giftoflanguage

# Raise Awareness through Community Action



Decide on the platform to raise awareness.



Identify decision makers who are able to create a change.



Organize a side-event to celebrate the Gift of Language with both the Deaf and hearing communities.



Ensure that local deaf and hard of hearing experts are included in decisions.

This "Raise Awareness Through Engagement" page is inspired by [the International Week of the Deaf toolkit created by the World Federation of the Deaf \(WFD\)](#).

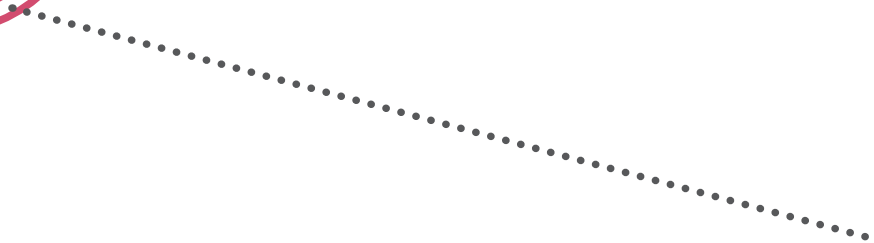
# Calendar

Event Information  
January - June 2018

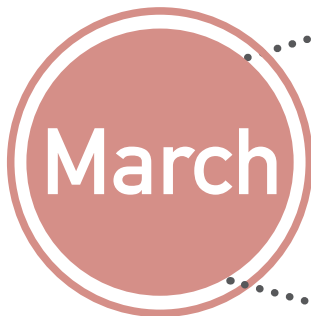
2018



Campaign Kick-off



Gift of Love



Gift of Independence



2018

Gift of Education

April

May

Gift of Relationships

Gift of Community

June

July

Join us at the 54th Biennial NAD conference including  
**the National Deaf Education Conference**

Visit <http://2018conn.nad.org/> and  
[www.deafeducation.us](http://www.deafeducation.us)

# Infographic to Share

Create a language-rich environment for your Deaf or hard of hearing child at home by learning ASL or any other native language. This would enable your child to develop critical world and cultural knowledge, which would become the foundation of her/his education.

For instructions on downloading, go to: [www.nad.org/gift-of-language](http://www.nad.org/gift-of-language)  
Post this in your room, car, office, or wherever you wish!



**Sources:**

*ASHA Pediatrics statistics (2013). Annual Survey, Gallaudet Research Institute (2012).*  
*U.S. Department of Education, National Center for Education Statistics (2012). Digest of Education Statistics, 2011 (NCES 2012-001), Chapter 2.*  
*Giraud A-L, Lee H-J. Predicting cochlear implant outcome from brain organization in the deaf. Restor Neurol Neurosci. 2007;25: 381-90.*  
*Watson L, Gregory S. Non-use of implants in children: child and parent perspectives. Deafness Educ. Intl. 2005; 7(1): 43-58.*

# THE IMPORTANCE OF LANGUAGE

EDITED: IZUMI TAKIZAWA

**85%** of families with deaf children in the United States are pressured to not sign and to choose spoken language services.

**72%** of parents do not know ASL

## QUALITY OF LANGUAGE

By age 5

Category	Percentage
Benefit from residual hearing	10%
Still need support with CI	40%
Neither benefit from nor use CI at all	50%

Many arrive at school with extremely limited or NO language- either spoken/signed

## AND LEFT WITH MINIMAL SUPPORT AT SCHOOL

**86.4%** are mainstreamed at school, but only 79,000 out of 350,000 D/HH children receive IEP services, and only 14.6% have access to Deaf role models.

## SOCIAL AND EMOTIONAL ISSUES

Lead to

CRIME

SUICIDE

DEPRESSION

## LET'S GIVE THE GIFT OF LANGUAGE



# How to support this Campaign

## THE GIFT OF LANGUAGE CAMPAIGN

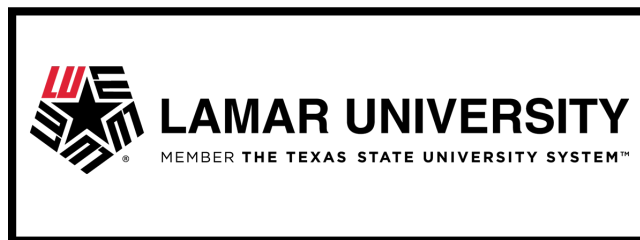
JANUARY-JULY 2018

THE NATIONAL ASSOCIATION OF THE DEAF



1. Sign on to support the campaign as an organization or individual! Go to [www.nad.org/gift-of-language](http://www.nad.org/gift-of-language)
2. Encourage schools to collect data on deaf and hard of hearing children's language acquisition
3. Advocate to ensure that all parents/families receive information and support on acquiring sign language from early intervention services
4. Work on passing a state law to ensure language access
5. Host a 5k run for the campaign
6. Arrange an event for parents in your local area or state
7. Create a video of your story following monthly campaign themes and share on social media with the hashtags

# Campaign Partners



**And our State Associations  
of the Deaf- for a full list, see  
[https://www.nad.org/members/state-  
association-affiliates/](https://www.nad.org/members/state-association-affiliates/)**