The Gift of Language

Language Campaign Action Toolkit

National Association of the Deaf
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"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

Jan → Campaign Kick-off

Gift of Love ← Feb

March → Gift of Independence
April
Gift of Education

May
Gift of Relationships

June
Gift of Community

July
Join us at the 54th Biennial NAD conference including the National Deaf Education Conference
Visit http://2018conn.nad.org/ and www.deafeducation.us
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
Post this in your room, car, office, or wherever you wish!

Sources:
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
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 #giftoflanguage
Campaign Partners

American Society for Deaf Children
NASLECE
NYLE DIMARCO FOUNDATION
deaf women united
NATIONAL BLACK DEAF ADVOCATES
GALLAUDET UNIVERSITY
Council de MANOS
R·I·T
National Technical Institute for the Deaf
CSUN
California State University Northridge
LAMAR UNIVERSITY
LEAD-K
Language Equality & Acquisition of Deaf Kids
ASLTA

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