



***Shine a Light* – eCommunications Toolkit**

Thank you for your interest in supporting and promoting the *Shine a Light Awards 2012*.

In this booklet you will find information on the *Shine a Light Awards 2012*, developed by The Communication Trust and Pearson Assessment, which you can use to promote the awards to your networks.

Regular updates will be available on the website www.shinealightawards.co.uk

You can also sign up to the Trust's newsletter via www.thecommunicationtrust.org.uk to get the updates sent directly to you.



The Shine a Light 2012 Awards

Shine a Light is back for 2012, complete with brand new award categories, and is searching for teams, settings and individuals across the UK that exemplify best practice and excellence around supporting children and young people's communication.

Run by The Communication Trust and Pearson Assessment, the awards are becoming a flagship event in the speech and language calendar, thanks to the success of last year's awards run as part of the *Hello* campaign (national year of communication).

Last year we received more than 300 entries and after a rigorous judging process, 12 winners and 23 highly commended awards were given out at a glittering award ceremony hosted by the popular broadcaster, Vanessa Feltz.

We're hoping to make the awards even better this year and we're delighted to have your help in promoting *Shine a Light*.

Important Dates

Date	Activity
July 2012	<i>Shine a Light 2012 Awards</i> launches – application process opens
September 2012	Applications must be submitted by midnight on 21 st September 2012
October 2012	The short listing process begins
November 2012	Shine a Light ceremony will take place at Pearson Assessment's headquarters on 21 st November 2012

Keep reading for ways you can promote the Shine a Light Awards to your networks...

Your website

1. 2 lines to add to the front page of your website

X [Your org name] is delighted to support the *Shine a Light 2012 Awards* – the search for best practice and excellence around children and young people’s communication is on!
[Include *Shine a Light* logo here]

To obtain JPEG logos for Shine a Light, please email lmilford@thecommunicationtrust.org.uk

2. Short text for your website

Is it your time to shine?

The *Shine a Light Awards* are back for 2012, complete with brand new award categories, and is searching for teams, settings and individuals across the UK that exemplify best practice and excellence around supporting children and young people’s communication.

Run by The Communication Trust and Pearson Assessment, the awards are becoming a flagship event in the speech and language calendar, thanks to the success of last year’s awards run as part of the *Hello* campaign (national year of communication).

For more information about the awards and how to enter before midnight on the 21st September, log onto www.shinealightawards.co.uk

3. Long version for your website

The *Shine a Light Awards* are back for 2012 – is it your time to shine?

The Communication Trust and Pearson Assessment have teamed up once again to bring you the *Shine a Light 2012 Awards*.

Back by popular demand, the *Shine a Light Awards* are looking for teams, settings and individuals across the UK that exemplify best practice and excellence around supporting children and young people’s communication and those with SLCN.

The awards are becoming a flagship event in the speech and language calendar, thanks to the huge success of last year’s awards run as part of the *Hello* campaign (national year of communication).

Over 300 applications were received and our judges had the mammoth task of whittling these down to just 12 winners and 23 highly commended awards. This year, new award categories have been added including the ‘Innovation Award’, ‘Youth Justice Award’ and ‘Communication Champion Award’.

To find out more about the awards, or to download an application form, visit the www.shinealightawards.co.uk

The deadline for applications is midnight on September 21st. Want to feel inspired by last year's winners?

Click [here](http://www.thecommunicationtrust.org.uk/about-the-trust/what-is-the-hello-campaign/highlighted-activities/shine-a-light.aspx) [http://www.thecommunicationtrust.org.uk/about-the-trust/what-is-the-hello-campaign/highlighted-activities/shine-a-light.aspx] to read their stories

Your newsletter

The following text can be included in newsletters.

The *Shine a Light Awards* are back for 2012 – it is your time to shine?

Back by popular demand, the *Shine a Light 2012 Awards* are looking for teams, settings and individuals across the UK that exemplify best practice and excellence around supporting children and young people's communication and those with SLCN.

Developed by The Communication Trust and Pearson Assessment, the *Shine a Light Awards*, are becoming a flagship event in the speech and language calendar.

Last year, the awards were run as part of the *Hello* campaign (national year of communication) and over 300 award applications were received. The judges were overwhelmed with the quality of entries and over 35 organisations had their profile raised by either winning an award or being highly commended.

This year, new award categories have been added including the 'Innovation Award', 'Youth Justice Award' and 'Communication Champion Award'.

Wendy Lee, Professional Director for The Communication Trust, says: "The *Shine a Light Awards* are a unique way to recognise the fantastic work being done by teachers, therapists and scores of professionals to support children and young people's communication. Last year's awards were a motivational force and these great examples of good practice were shared with practitioners across the UK."

Chris Hall, Managing Director for Pearson Assessment, says: "We are proud to sponsor the *Shine a Light Awards* and were blown away last year by the inspiring work we came across. In 2012, we want to give recognition and thanks to more teams and individuals. It may be your time to shine whether you are part of a large area-wide initiative, small grassroots project or individual champion."

To find out more about the awards, visit www.shinealightawards.co.uk and remember the deadline for applications is **midnight on 21st September 2012**

Want to feel inspired by last year's winners? Click here

[\[http://www.thecommunicationtrust.org.uk/about-the-trust/what-is-the-hello-campaign/highlighted-activities/shine-a-light.aspx\]](http://www.thecommunicationtrust.org.uk/about-the-trust/what-is-the-hello-campaign/highlighted-activities/shine-a-light.aspx) to read their stories

Your email signature

Your name

Job Title

Organisation

Contact Number



The *Shine a Light Awards* are back for 2012 – searching for best practice and excellence around children and young people’s communication www.shinealightawards.co.uk

Social media

Please ensure you are following both The Communication Trust and Pearson Assessment on Facebook and Twitter for timely updates and announcements on *the Shine a Light 2012 Awards*.

Twitter

www.twitter.com/Comm_nTrust

www.twitter.com/psychcorpuk

The hash tag for the awards is #SAL2012

If you follow us, we will follow you. We'll also be very grateful if you re-tweet any of our posts.

Facebook

www.facebook.com/communicationtrust

www.facebook.com/psychcorpuk

We would be grateful if you can include on your facebook page any information that is on our facebook site. Please 'like' our posts and give us your comments.

Blogs

www.psychcorpuk.wordpress.com

Visit Pearson Assessment's blog for a mix of *Shine a Light* posts and other postings about Pearson's work.

www.thecommunicationtrust.blogspot.co.uk

Visit the Trust's blog and sign up to be a follower to receive new posts directly to your email accounts. You will see posts from the team at the Trust and from special guests!

We would also be delighted to provide any text as a guest for your blog or to request write ups from some of the winners and runners up last year.

Email lmilford@thecommunicationtrust.org.uk for more information.

Suggested Facebook posts

The Communication Trust (@communicationtrust) and Pearson Assessment (@PsychCorp) have launched the 2012 *Shine a Light Awards*. Back by popular demand, last year 35 organisations and individuals were honoured. Could it be your time to shine? Visit www.shinealightawards.co.uk

The *Shine a Light 2012 Awards* are back with brand new categories including the 'Youth Justice Award', 'Innovation Award' and 'Communication Champion Award'. Visit www.shinealightawards.co.uk for more information.

We [Your name if needed] are supporting the *Shine a Light 2012 Awards* – the search for best practice and excellence around children and young people's communication is on! Applications close on the 21st September at midnight www.shinealightawards.co.uk

Are you a nursery, primary or secondary school? Do you have innovative ways of promoting good speech, language and communication in your setting? If so, you could be eligible for a Shine a Light Award www.shinealightawards.co.uk

Do you know a young person with speech, language and communication needs who deserves to be honoured in the Shine a Light 2012 Awards run by The Communication Trust (@communicationtrust) and Pearson Assessment (@PsychCorp)? www.shinealightawards.co.uk

Last year, Jack Marshall – an inspirational young man with speech, language and communication needs – was awarded the Shine a Light young person award. Read his story here - http://www.thecommunicationtrust.org.uk/media/8977/case_study_-_jack_marshall_final.pdf . Nominate a young person you know for 2012!

The *Shine a Light Awards 2012* has a brand new category rewarding innovations in speech, language and communication. Have you released an innovative product or publication, undertaken ground breaking research or have fresh approaches in this area? www.shinealightawards.co.uk

Joined up commissioning results in improved services for children with SLCN and their families. Last year, the *Shine a Light Awards* honoured NHS Worcestershire and Worcestershire County Council for their work. Read their story here <http://bit.ly/MN5YvA> Could you be a winner in the 2012 Awards?

Have you designed a strategy to encourage good communication for all children, but most of all to support children with SLCN? Last year Sheffield City Council, Inclusion and Learning Service won an award. Could you be a winner in the *Shine a Light 2012 Awards*?

(http://www.thecommunicationtrust.org.uk/media/8989/sheffield_city_council_escal_case_study_final.pdf)

The *Shine a Light Awards* are back for 2012 and they are bigger and better than before! Why not remind yourself of the inspirational winners who picked up awards from Vanessa Feltz last year by watching the Shine a Light video <http://www.youtube.com/watch?v=v-4PgsL4rT4&list=UU9d6X5r2B7YwHaKtgf8A3vg&index=3>

We've entered the X *[insert award]* category as part of this years *Shine a Light Awards 2012*. Read why this campaign is so important www.shinealightawards.co.uk

Suggested Twitter posts

Shine a Light Awards @PsychCorpUK are back rewarding best practice in speech, language and communication <http://bit.ly/NnDPd8> #SAL2012 (135 chars)

New categories for *Shine a Light 2012 Awards* @Comm_nTrust ‘Youth Justice Award’ and ‘Innovation Award’ <http://bit.ly/NnDPd8> (124 chars)

Does your nursery promote good speech and language skills for children? Enter the *Shine a Light 2012 Awards* <http://bit.ly/NnDPd8> #SAL2012 (138 chars)

Application deadline for *Shine a Light 2012 Awards* midnight September 21st. Enter for your chance to shine <http://bit.ly/NnDPd8> #SAL2012 (137 chars)

Do you know a young person with SLCN who deserves to be honoured in the *Shine a Light 2012 Awards* <http://bit.ly/NnDPd8> #SAL2012 (128 chars)

2012 *Shine a Light Awards* has new category for innovation in SLC/N field. Could you be a winner? <http://bit.ly/NnDPd8> #SAL2012 (138 chars)

Remind yourself of the winners of the *Shine a Light Awards* last year and be inspired to enter this year <http://bit.ly/OVc8xo> #SAL2012 (134 chars)

We’ve entered the *Shine a Light Awards 2012* @Comm_nTrust @PsychCorpUK. Are you inspired to enter too? <http://bit.ly/NnDPd8> #SAL2012 (132 chars)

Looking forward to hearing the results of the *Shine a Light Awards 2012*. Last years winners were inspiring <http://bit.ly/OVc8xo> #SAL2012 (137 chars)

Remember to always include the hash tag #SAL2012 in any of your tweets about Shine a Light

Press release

Below is a copy of the press release that The Communication Trust and Pearson Assessment have used to launch the *Shine a Light 2012 awards*. Please use this as you see fit should you have journalists you feel will be interested or for your networks.

The press release can also be downloaded from

<http://www.thecommunicationtrust.org.uk/about-the-trust/what-do-we-do/press-and-media/>

Press Release - For Immediate Release (July 2012)

SHINE A LIGHT AWARDS ARE BACK FOR 2012 WITH NEW CATEGORIES – COULD YOU BE A WINNER?

The Communication Trust and Pearson Assessment have launched the 2012 **Shine a Light awards** and are looking for teams, settings and individuals across the UK that exemplify best practice and excellence around supporting children and young people's communication.

The **Shine a Light** awards are becoming a flagship event in the speech and language calendar, thanks to the huge success of last year's awards run as part of the *Hello* campaign (national year of communication). Over 300 applications were received with 12 winners and 23 highly commended finalists, picking up coveted awards at a glittering ceremony.

This year, The Communication Trust and Pearson Assessment have refreshed the award categories to give a broader range of organisations and individuals the chance to showcase the work they are doing. Brand new for 2012 are the 'Innovation Award', 'Youth Justice Award' and 'Communication Champion award'. Pearson will also give their own 'Outstanding Achievement award' for the best overall application.

Wendy Lee, Professional Director for The Communication Trust, says: "The Shine a Light awards are a unique way to recognise the fantastic work being done by teachers, therapists and scores of professionals to support children and young people's communication.

Last year's awards raised the profile of more than 35 leading organisations for early years, schools, speech and language therapy teams and commissioners alongside a number of inspiring individuals and young people with communication difficulties. They were a motivational force, resulting in tangible differences for the winners and highly commended finalists and these great examples of good practice were shared with practitioners across the UK."

Chris Hall, Managing Director for Pearson Assessment, says: “The *Shine a Light Awards* were the highlight of the *Hello* campaign last year, which Pearson Assessment was proud to support. We were blown away by the inspiring work and quality of entries received. Exciting new categories for this year such as the ‘Innovation Award’ for settings that are using new ways to support children and raise awareness of their work, will add to the popular categories from last year.

“We are pleased to see that ‘Communication Friendly’ settings, ‘Team of the Year’ and ‘Commissioning’ awards are back. In 2012, we want to give recognition and thanks to more teams and individuals. It may be your time to shine whether you are part of a large area-wide initiative, small grassroots project or individual champion.”

Information and application forms are available on the *Shine a Light Awards 2012* website www.shinealightawards.co.uk

The deadline for applications is September 21st and the winners will be celebrated at the *Shine a Light 2012* awards ceremony at Pearson Assessment’s Head Office in London on 21st November.

You can read the 2011 winners stories at <http://www.thecommunicationtrust.org.uk/about-the-trust/what-is-the-hello-campaign/highlighted-activities/shine-a-light.aspx>

For more information contact Press and PR Officer Lynne Milford on 0207 843 2564 or email lmilford@thecommunicationtrust.org.uk

Notes to editors

About The Communication Trust

- The Communication Trust is a coalition of nearly 50 voluntary sector organisations with expertise in speech, language and communication, which raises awareness, influences policy, promotes best practice among the children’s workforce and commissions work from its members.
- It has an extensive advisory group including the Royal College of Speech and Language Therapists, Association of Educational Psychologists and the General Teaching Council.
- The Trust ran *Hello* the national year of communication – in conjunction with Jean Gross, the Government’s Communication Champion for Children in 2011 to make children’s communication a priority in homes and schools across the UK.
- For more information about the Trust visit www.thecommunicationtrust.org.uk

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 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.

- Pearson Assessment sponsored the 2011 *Hello* campaign for the national year of communication www.pearsonclinical.co.uk