

Social Media pack for Learning Disability Week 2018



Who is this pack for?

This pack is for social media users and teams in:

- Self-advocacy groups, Treat me well groups and Mencap local Network groups
- NHS Trusts, CCGs, the Royal Colleges, Healthwatch, local authorities, charities and other health bodies.

What is Learning Disability Week?

[Learning Disability Week 2018](#) will be from **Monday 18th – Sunday 24th June**.

Every year, this week is all about raising awareness, challenging stereotypes and celebrating the lives of people with a learning disability in our society.

This year, we're focusing on **health** and our Treat me well campaign.



Why is the focus on health?

Earlier this year we launched our new campaign [Treat me well](#). Our campaign aims to transform how the NHS treats people with a learning disability in hospital.

Simple changes in hospital care can make a big difference – better communication, clearer information and more time. But we know the treatment people with a learning disability get in hospital is still not good enough in many parts of the country.

This has to change.

What to expect and how you can get involved

We want to bring people with a learning disability, hospital staff and the public together online to celebrate and share good practice, and to have a conversation about health and learning disability. Find out what we're doing and how you can get involved. If you have any questions [get in touch](#). Thank you!

1. Launching our Treat me well Champions programme



What we're doing:

We will be launching our Treat me well Champions programme for hospital workers. This will be a structured way for anyone and everyone who works or volunteers in a hospital to show their support for people with a learning disability, hear about best practice and start campaigning in their own hospital. We will be encouraging people to join as Champions by taking a survey online or offline.

How you can get involved:

[Please share our template posts](#) on your social media channels to encourage people in your audience who work in a hospital to become Treat me well Champions.

[Join our pack](#), and use your social media to show your support of #TreatMeWell and make an impact!

2. Celebrating positive experiences online



What we're doing:

Since we launched Treat me well, we have heard many amazing stories of outstanding, person-centred practice. We will be sharing these throughout the week, alongside examples of amazing reasonable adjustments we have heard of from hospital staff around the country.

How you can get involved:

Ask your audience to share stories of brilliant care or support they have received as a person with a learning disability, family member or carer.

We will be focusing on specific reasonable adjustments that can make a real difference to the healthcare experience of someone with a learning disability. Share any brilliant ideas and tips relating to these with us (@Mencap_Charity).

3. Events happening around England and Northern Ireland



What we're doing:

Throughout Learning Disability Week, we are encouraging people with a learning disability and hospital staff to work together to host events. We are aiming for at least 25 events to take place in hospitals around England and Northern Ireland.

For those unable to host events in hospitals, there are alternative suggestions.

You can see [where events are happening](#).

How you can get involved:

Share our event planning resources with your staff and any groups of people with a learning disability you are connected with. The Easy Read guide and Supporter's Guide to planning an event in your local hospital [are available here](#).

If you are planning to host a Treat me well event in your hospital during Learning Disability Week, [please register the event](#) so we can send you a package of t-shirts, balloons and items for your event.

4. National Selfie Day and Twitter takeovers

What we're doing:



On 21st June, it's National Selfie Day and we will be asking people who work or volunteer in hospitals to share a selfie of them at work with the hashtag #TreatMeWell.

We will also be hosting various Twitter takeovers during the week. That's when an individual takes over our Twitter account to discuss a chosen topic. They answer questions and share their insight and thoughts. These will be announced soon!

How you can get involved:

Why not have a 'team off' and see who has their selfie skills up to scratch?

[Download our pack of health-related props](#) for you and your team to create the perfect selfies with. Tweet them to us ([@Mencap_Charity](#)) using #LDWeek18.

If you would like to host your own Twitter Takeover about healthcare and learning disability, we can support you by linking you up with one of our spokespeople or with guidelines to follow if you are working with people you are already connected with. Please contact campaigns@mencap.org.uk.

Thank you!