



# dyslexia

in the UN  
Literacy  
Decade

## Partnership Opportunities for a three-year Programme January 2008–December 2010

including a first **World Dyslexia Forum in 2009**  
(date to be announced early 2008) and the  
introduction of new media and on-line  
training facilities



Coordinated by DITT—an NGO in  
operational relations with UNESCO

Dyslexia International—Tools and Technologies  
[ditt-online.org](http://ditt-online.org)

## Dyslexia and the UN Literacy Decade (UNLD) a three-year partnership Programme— Creating a global network for understanding and practical help.

- Dyslexia is 'a disorder manifested by difficulty learning to read and write, despite conventional instruction, adequate intelligence and socio-cultural opportunity'. (World Federation of Neurology—an NGO in association with WHO)
- 300 million people across the world risk life-long failure because of their dyslexia: failure at school, failure to find work, failure to get into training.
- Whilst up to 5% of the general population has severe dyslexia, it affects almost one third of prisoners. The costs to society of not training teachers to address dyslexia early are out of all proportion. The cost per annum for one prisoner alone in the UK is more than £ 35,000.
- You may know someone who is dyslexic—someone who faces continual failure at school, low self-esteem, and social exclusion. The impact on the family and wider social relationships can be devastating.

Dyslexia International—Tools and Technologies (DITT), an international non-governmental organisation, aims to bring full awareness of the problems associated with dyslexia into education systems world-wide. Working with leading experts DITT creates and promotes tools and technologies that enable dyslexic learners to succeed in a competitive world.

Now DITT, an NGO in operational relations with UNESCO, is coordinating a three-year Programme 2008–2010 with global reach.

Through different languages and cultures, the Programme will explore approaches that work best in enabling dyslexic learners to overcome their difficulties and develop their abilities.

The Programme brings together high-level educators in the public and private sectors—experts, teachers and administrators—to establish a platform for a world-wide network of supportive training and forums.

**You are invited to partner DITT in a results-driven three-year campaign to see dyslexic learners succeed in life.**

# The 3 elements to the Programme...

1

## The World Dyslexia Forum, in 2009

### Aims

With 460 ministerial delegates and high-level decision makers from over 190 countries, the World Dyslexia Forum will create a dynamic

- to provide a broader understanding of the causes and symptoms of dyslexia
- to explain how dyslexic children and adults learn differently, and to promote teacher training
- to agree on the elements for appropriate teacher training that will break the cycle of failure
- to create on-line links and networks of forums/partnerships for continuing support and professional training.

### Themes

#### Day 1: Discovery

- world experts in neuroscience will explore the anatomical and physiological factors, brain-imaging and genetic studies.

#### Day 2: Good practice

- rapporteurs will present findings in six languages: Arabic, Chinese, English, French, Spanish and Russian.

#### Day 3: IT solutions

- showcasing the latest IT tools that assist dyslexic learners.
- exchanging ideas on developing effective web-based training programmes.
- creating online forums and platforms to share good teaching practices and the latest research.

2

## A Web site

A new site will be created that will

- promote the World Dyslexia Forum 2009
- showcase a range of tools and technologies for dyslexic learners
- direct users to forums for professional support
- list the DITT expert consultancy team
- provide a country by country e-directory on dyslexia with extensive local and national links
- enable users access to training, virtual tutorials and other materials including training films.

3

## A Film 'Dyslexia— On the right track'

The film captures the purpose and goals of the Programme in 26 minutes on multimedia and in any language for diffusion throughout the world.

It features:

- methods of motivating dyslexic learners
- assistive technologies
- input from leading scientists
- testimonies from young people
- overcoming the barriers of social exclusion.

DITT's first outstandingly successful film produced by the BBC, 'Language Shock—Dyslexia across cultures', showed the magnitude of the problem. The new film shows how difficulties may be overcome.

Produced by Christopher James Ian, DITT director of media and technology, it will be directed by Len Brown of Footsteps Productions which has BBC and Channel Four experience in making TV programmes world-wide.

All young learners, dyslexic and non-dyslexic alike, should be given the opportunity to learn to read and write by the end of primary education.

# Dyslexia in the UN Literacy Decade three-year partnership Programme

## Activities Year One 2008— leading up to the Forum

- Global research into the impact of dyslexia and the extent of remediation
- Contact at ministerial, academic and local level in over 190 countries
- Identification of 'best practice' solutions
- Production and distribution of the film 'Dyslexia—On the right track'
- Lobbying of and awareness-raising with ministries of education
- Development and launch of a new website
- Promotion of the World Dyslexia Forum 2009
- Media and communications outreach programmes

## Activities Year Two 2009— coordinating the World Dyslexia Forum

- Preparation for hosting the World Dyslexia Forum
- Contact with high-level education advisers
- Design for expanding a network of education experts
- Formulating pre- and post-Forum outreach programmes
- International mailings and visibility campaign
- Global press & media relations
- Follow-up and reporting
- Maintenance and updating of the website

## Activities Year Three 2010— sustainability

- Follow-up of the post-Forum recommendations
- Implementation of training programs and teacher guides (online and other media)
- Promoting web forums to continue visibility of recommendations
- Coordination of work groups via DITT's regional ambassadors
- Publication and promotion of sustainable solutions for dealing with dyslexia
- Maintenance and updating of the website

# Sponsorship opportunities are available to suit all budgets and marketing goals

**DITT proposes several categories of partnership (diamond, gold, silver and bronze). All categories are invited to be involved over a three-year period. Guidelines per category are:**

## **Diamond** € 70,000 p.a. (Total € 210,000)

**Exclusive for one partner only:** significant and prominent exposure in all initiatives, participation in the film, involvement of an executive in the World Dyslexia Forum Advisory Board, possibility to address the World Dyslexia Forum, to propose and run a workshop, and to invite 10 guests. Prominent showcasing of their organization each year via the DITT programme to over 190 ministries of education.

## **Gold** € 50,000 p.a. (Total € 150,000)

**Exclusive for one partner only:** visibility in the film and at the World Dyslexia Forum. Logo on all documents and an opportunity to present their organization, invite 3 guests, participate in one of the panels and lead a workshop at the Forum. Participation of their organization in the post-forum activities and on the DITT website over 3 years.

## **Silver** € 40,000 p.a. (Total 120,000 each)

**Exclusive for two partners only:** mention in the film credits, logo on all documents, and on the website. Participation in a panel at the Forum. Logo on the delegate packs and also on the teaching material and program post-Forum. Mention on all material distributed globally.

## **Bronze** € 25,000 p.a. (Total € 75,000 each)

**Three partners:** Visibility on the World Dyslexia Forum website over 3 years and on all printed material pre-, during and post-Forum.

**Grand Total € 825.000**

### **Tax exemption is available.**

In addition to the traditional media and promotional exposure at the Forum, there are opportunities to be involved in the design and implementation of the recommended outcomes.

Whilst 'barter' solutions are welcome, some financial participation is essential.

As soon as you financially commit to become a sponsor your name will be associated with the conference and exposure will begin.

We shall be happy to discuss your specific requirements and, where possible, to customize a package to suit your specific business objectives. Please email [admin@ditt-online.org](mailto:admin@ditt-online.org) or telephone +32 (0)2 537 7066.