**UNDER EMBARGO 14 October 2019**

**(Insert landmark) will light up purple and yellow on the 18th of October to celebrate Developmental Language Disorder Awareness Day**

* This year the world is lighting up purple and yellow to shine light on this condition with landmarks across Australia, Canada, UK and US shining bright.

Raising Awareness of Developmental Language Disorder (RADLD) is an international organization helping to increase awareness of this hidden, but common condition. This year’s campaign is ‘DLD – You and Me’ and families, teachers, speech language pathologists and other professionals are joining in to help people understand their personal experience with DLD.

**[PERSONALISE WITH YOUR OWN STORY]: [**insert quote of 2-3 sentences explaining how you are affected by DLD.**]**

**[**insert quote of 2-3 sentences explaining why you are supporting DLD Awareness Day, why you chose to light up the landmark, what you hope greater awareness will achieve and why you hope others will support the campaign.**]**

**ABOUT DEVELOPMENTAL LANGUAGE DISORDER**

Developmental Language Disorder[[1]](#endnote-1) (DLD) refers to difficulties learning language and affects approximately 7% of the population[[2]](#endnote-2). DLD causes difficulties with speaking, understanding and reading - with high risk of dyslexia. The complexity of DLD means that it can have a serious and long-term impact on development.

According to The Manchester Language Study[[3]](#endnote-3), 40% of those with DLD say that by age 16 they had difficulties interacting with their peers. Half experienced bullying during their childhood. Separate research found teenagers with DLD were more than twice as likely to report symptoms of depression compared to their typically developing peers[[4]](#endnote-4). Without diagnosis and specialist support, the impacts of DLD can last into adulthood by increasing the risk of unemployment and reducing the opportunity to be independent[[5]](#endnote-5).

**Dorothy Bishop, Professor of Developmental Neuropsychology, University of Oxford: “**We have been working to raise awareness of a hidden condition that affects around 7 per cent of children – two in every classroom. When a child has difficulty with communication, it has significant and lasting impact on every aspect of their development. This is why it is so important we raise awareness of DLD to remove the barriers preventing those affected from receiving the help they need. Our hope is that we will make it easier for those affected to be diagnosed and receive the specialist support that can make such a difference.”

Even though we’ve known about this problem for nearly 200 years, research into Developmental Language Disorder has found poor awareness of the condition relative to the frequency and severity of DLD[[6]](#endnote-6). Most commonly, those affected are mistaken as being inattentive, having more general learning difficulties or poor behaviour. By increasing awareness and recognition of DLD, RADLD’s goal is to ensure any child affected is able to access specialist speech and language therapy and support they need.

RADLD.ORG features fact sheets in more than 20 languages, quizzes and free up to date information on Developmental Language Disorder for health professionals, educators, families, those directly affected and the broader community.

* **ENDS-**

**For more information contact:**

[Insert contact name]

[Light Up Event Organiser/Other relevant title]

[Organisation if appropriate]

[Contact details – Ideally Email & Mobile]

**For more information or interviews with the RADLD team:**

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1. [↑](#endnote-ref-1)
2. DLD affects approximately two children in every classroom. A recent epidemiological study in the UK, the SCALES study (Norbury et al. 2016), found that 7.5% of children had DLD with no associated biomedical condition. [↑](#endnote-ref-2)
3. The Manchester Language Study was carried out at the University of Manchester (<http://research.bmh.manchester.ac.uk/ldd/research/ManchesterLanguageStudy/>) and
found that by 16 years of age, 40% of individuals with DLD had difficulties in their interaction with peers, 50% of 16 year olds recall being bullied in childhood (in comparison to less than 25% of typically-developing teenagers) and 13% have experienced persisting bullying since childhood (St. Clair, Pickles, Durkin & Conti-Ramsden, 2011). [↑](#endnote-ref-3)
4. Teenagers with DLD are two and half times more likely to report symptoms of depression than their typically developing peers (Conti-Ramsden & Botting, 2008). Most therapies for children's mental health problems are 'talking therapies' which may need to be modified for children with DLD. [↑](#endnote-ref-4)
5. DLD can increase the risk of unemployment and lack of independence in adulthood (Conti-Ramsden & Durkin, 2008). Nevertheless, those with milder problems often hold jobs, but usually of a relatively unskilled nature. [↑](#endnote-ref-5)
6. Research identifying poor awareness of the condition relative to the frequency and severity of DLD (Bishop, 2010) [↑](#endnote-ref-6)