

GO green for dyslexia!



In the first week of October, Nessy is encouraging schools and businesses to GO Green for dyslexia!



Did you know?



20% of the population are **Dyslex!c**

Dyslexia is so much more than difficulty reading & spelling and can affect:

- Organisation
- Memory
- Mixing up left and right
- Arithmetic

In the UK, 1 in 5 children are functionally illiterate at the age of 11

In the US, only 33% of 9-10 years-olds can read proficiently

Dyslexia is hereditary & neurological

No two dyslexics are the same!

GO

Get information

- Nessy has a free eBook called *Dyslexia Explained* which you can download from: nessy.com/uk/e-book
- Nessy's dyslexia training for teachers is FREE during dyslexia awareness week
Promo code: *GGDT19*

Get tested

- Dyslexia Quest, Nessy's dyslexia screening tool is free during dyslexia awareness week!
Promo code: *GGDQ19*
- Nessy has a free dyslexia test checklist: dyslexiatest.me

Get help

- Children with dyslexia need structured, explicit teaching in phonological awareness and phonics
- Schools can take a 60-day free trial of Nessy Reading & Spelling
nessy.com/free-trial/signup

Check out: bdadyslexia.org.uk • dyslexiaida.org • dys-add.com or your local dyslexia association to learn more about how to get your child tested.

TAKE ACTION

APPROACH

- Dyslexics need evidence-based structured literacy teaching
- Create a supportive environment combined with an individualised, multisensory program of learning
- Dyslexics should be taught explicitly and with enough frequency and repetition to master language and mathematics concepts



OUTCOME

- With determination and creative ideas many with dyslexia become successful after they have left school
- People with dyslexia often see things more holistically - they miss the trees but see the forest
- People with dyslexia are often visual thinkers and this makes them good at problem solving
- Many of the world's top architects and designers have dyslexia
- Many of the world's most creative actors have dyslexia
- One in three American entrepreneurs have dyslexia



Who's Going Green For Dyslexia?

BUSINESSES

Many businesses are encouraging employees to wear green in support. Some have even hosted green lunches, or green cake days.

SCHOOLS

Schools are having 'wear green' days with students donating \$1 or £1 to the Dyslexia Trust. Many schools signed up to get GO Green for dyslexia decorating packs (including turn your tongue green sweets and candy) free from Nessy.

LANDMARKS

Famous landmarks including Bristol Zoo have agreed to GO Green in support.



Let's get involved

Go green

Take a photo

Send it to Nessy

SPIDERGROUP
BUSINESS TECHNOLOGY | WEB DESIGN & DEVELOPMENT | DIGITAL MARKETING

dyslexiatrust



www.nessy.com/uk/go-green-dyslexia/