

## 7 TIPS TO INCREASE APHASIA AWARENESS

### 1. Use the word “aphasia” to describe aphasia!

Unless we use the word aphasia ourselves and encourage others to use the word, then aphasia will remain non-existent to the public.

### 2. Encourage and support people with aphasia and their family and friends in promoting public awareness

Self-advocacy programs and self-help groups are one innovative way of promoting awareness and advocacy.

### 3. Participate in public awareness campaigns

The National Stroke Foundation have a National Stroke Week usually held mid-September (further information and resources available at:

<http://strokefoundation.com.au/national-stroke-week/>). In June, Speakability promote Aphasia Awareness Week in the UK, and the National Aphasia Association (NAA) promotes National Aphasia Awareness month in the USA.

### 4. Share your human-interest stories with the media

Encourage patients/clients to share their experience of aphasia and submit it to a local newspaper.

### 5. Look for public venues to educate the public

Such as placing posters in public locations, providing educational material at health stalls, or presenting lectures to community groups to make aphasia something interesting and meaningful to them.

### 6. Involve students in aphasia advocacy

It is important that professionals recognise the responsibility to those who create their livelihood. Enlisting student participation in advocacy efforts provides early experience in this important aspect of service.

### 7. Influence public policy and political action

Grassroots efforts at influencing public policy can also impact public perceptions and knowledge of aphasia.