

# DD AWARENESS MONTH 2023

March is National Developmental Disabilities Awareness Month, a time to celebrate people of every ability!

This March, more than 10,000 community members helped us paint the community orange on Inclusion Day to help us celebrate inclusion in Summit County

**21** MUNICIPALITIES & THE COUNTY

passed resolutions & proclamations to recognize March as DD Awareness Month



Summit County, Akron, Barberton, Boston Heights, Clinton, Fairlawn, Green, Hudson, Lakemore, Macedonia, Mogadore, Munroe Falls, New Franklin, Northfield, Norton, Stow, Tallmadge, Twinsburg, Reminderville, Richfield, and Village of Silver Lake

## MAKING MEANINGFUL CONNECTIONS: DD AWARENESS EVENTS



DD AWARENESS BREAKFAST & AWARDS



INCLUSION DAY



INCLUSION DAY AT THE ZOO WEEKEND



## INCLUSION DAY EVENTS: MARCH 4-6

More than 10,000 community members helped us paint the community orange on Inclusion Day to help us celebrate inclusion in Summit County

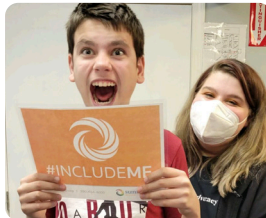
REACHED  
**118,691**  
PEOPLE

Inclusion Day is the 1st Monday in the month of March, designed to kick off DD Awareness Month. We encourage people, families, providers, schools and the community to wear orange and show their "inclusion pride" by posting photos to social media in support of inclusive schools, communities, and workplaces. We offered free inclusion kits to help people celebrate and show their support for people of all abilities.

ENGAGED  
**7,581**  
PEOPLE



**182**  
FAMILIES & ORGS  
(72% increase)



**7,878**  
INCLUSION DAY  
KIT REQUESTS  
(135% increase)



**75** ORGS POSTING TO  
SUMMIT DD CHANNELS  
**63,328** INCLUSION DAY SOCIAL  
MEDIA IMPRESSIONS  
(Facebook, YouTube, and Instagram)

INCREASED  
REACH BY  
**493%**



## SUMMIT DD REACH:

Additional ways Summit DD celebrated DD Awareness Month and raised awareness for inclusion and people with developmental disabilities

### SUMMITDD.ORG & SOCIAL MEDIA

NEARLY  
**8,000**  
PEOPLE  
VISITED  
WEBSITE



REACHED  
**160,000**  
PEOPLE THROUGH  
SOCIAL MEDIA  
CHANNELS



### ADVERTISING & MEDIA

In addition to events, Summit DD could be seen and heard throughout the area on:

- billboards
- METRO buses
- local magazines
- newspapers
- radio stations



SummitDD.org | 330-634-8000