



## What you asked for and how we decided what to include

During the consultation process for our 2015 – 2018 strategic plan, we held 4 consultation events across Scotland, invited our members to a planning day and conducted a survey for anyone to complete. This short paper gives a summary about how we analysed the information we received and how we decided whether or not it was included in our new strategic plan.

All of the ideas and suggestions were considered and we did our best to include as many as possible in our plan. Some suggestions were considered unrealistic as they were outwith our remit or beyond our financial means; others were similar to what we are already doing. For example:

- Lobby for ring fenced funding for learning support
- Look into employing a 'dyslexia lobbyist'
- Buy wrist bands to raise awareness

Dyslexia Scotland is a relatively small organisation with 6 staff to cover the whole of Scotland. We do have an extensive network of volunteers who help us in many parts of our work but our capacity to do things means that we had to prioritise the suggestions which came from our consultation. Some ideas that we might want to explore further or revisit if in future we have more capacity were:

- Look at more innovative fundraising ideas eg ice bucket challenge
- Promote an online discussion forum where people can post anonymously and use external volunteer moderators
- Build a community for adults with dyslexia (for example with events and camps to build confidence)

- Run a competition in schools to design a cartoon character for a national poster campaign
- Develop our own training for Job Centre Plus staff (we do however plan to work with other UK dyslexia organisations to contribute to this)
- Establish a network of dyslexia aware employers
- Work with TV script writers to encourage them to develop more characters with dyslexia
- Consider how we might increase understanding of dyslexia by having information about it included in professional training such as the NHS and education
- Target beyond Scotland by exploring overseas interest in the work of Dyslexia Scotland
- Explore more targeted events – eg for parents, primary/secondary teachers, with a good geographical spread
- Explore high quality online assessment for adults

Resources were also a consideration in the process. Whilst some of the suggestions would be desirable, we decided that they would not be possible without additional funding. We will, however, seek funding for them as a priority. They were:

- Build on the current careers service pilot
- Work with universities to develop courses that include dyslexia in Initial Teacher Education, and encourage professional recognition through GTCS

Those which are not a priority for funding are:

- Produce higher quality films for YouTube
- Make a Scottish version of 'The Big Picture' film
- Send a leaflet to every parent and teacher in schools through local authorities and target places like GPs and community centres.

Many of the suggestions are things that we already do, or could be done in partnership with others without additional resources. There were also things that we don't do and in order to expand our reach, these are encompassed in our new plan:

- Do more work with Job Centre Plus to help staff be able to identify dyslexia
- Target HR departments of large employers to raise awareness
- Strategically align our approach to make a more explicit link with others' strategic focus eg GIRFEC, Curriculum for Excellence, and make this more explicit in our materials/website
- Make our website clearer and reduce the number of clicks needed
- Consider the locations of roadshows and include city neighbourhoods
- Branches and local members should do presentations at school assemblies
- Tap into other organisations' conferences
- Develop a new logo for Dyslexia Scotland
- Develop information for parents to use in schools if they feel their child is not getting the right support, and for teachers to use to help them manage the expectations of parents
- Make all teachers and Head Teachers aware of the toolkit

Dyslexia Scotland will always aim to respond to the needs of our members and children and adults with dyslexia in Scotland. Our work will be monitored by our board and Members' Representative Council. If you would like any further information about this document please contact [info@dyslexiascotland.org.uk](mailto:info@dyslexiascotland.org.uk)

Click [here](#) to read our full strategic plan for 2015 – 2018 and Executive Summary.