



Not Just One Day

*"Another brilliantly powerful campaign from @stammer for International Stammering Awareness Day #stammeringawareness needs to happen all year round ,across all platforms, especially mainstream media where it is significantly underrepresented!" Vanessa SLT*

## **REPORT ON INTERNATIONAL STAMMERING AWARENESS DAY 2021**

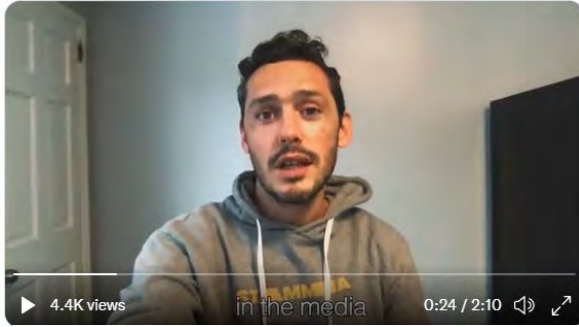
This year on International Stammering Awareness Day (ISAD), 22<sup>nd</sup> October, we focussed a change.org petition calling for the broadcast media to include people who stammer with the slogan 'No Diversity Without Disfluency'. We want to normalise stammering so that non-stammerers respond appropriately and that people who stammer see themselves reflected on TV and elsewhere in the media. This summary is a brief overview of the campaign.

**How did it go?** Pretty good. ITV gave solid coverage on 22<sup>nd</sup>, nationally and locally; the BBC announced that Ed Sheeran would be reading a story about a young boy who stammers on Cbeebies, and Ofcom – the UK regulatory broadcasting authority – gave the whole campaign a ringing endorsement with a quote for ITV saying *"We applaud the work to raise awareness of stammering and encourage broadcasters to take notice"*.

The petition has now been signed by over 17,000 and stands at #8 on the most popular petitions on change.org. Do help us and share this [link](#). We aren't done yet. We don't just want to hear people stammer on 22<sup>nd</sup> October every year, where people are interviewed about their stammer. We want to hear and see people who stammer on TV in dramas and soaps, on chat shows, talking as experts and commentators throughout every year. We are going to promote this petition – here and globally – throughout the next year so that every broadcaster hears the message.

# VIDEOS

Here are some of the videos we produced to illustrate the lack from voices of people stammer on our broadcast media AND to push the petition. These were filmed working with STAMMA's amazing team of volunteers and the campaign developed with the staff team plus Nina G, Marc Winski and Ronan Miller.



[Introductory Video](#)

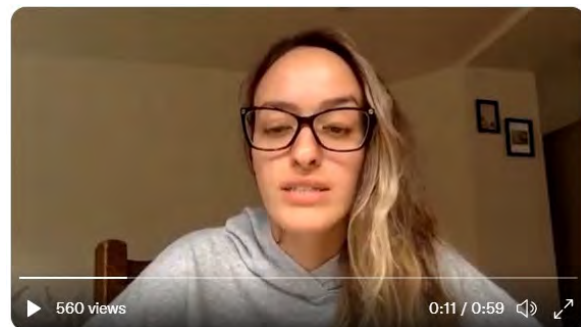


[When was the first time you heard someone stammer on TV?](#)

*Absolutely brilliant!! I LOVE it. Watching this made my cry!! Good tears! (the Introductory Video) Brilliant ... thank you STAMMA for another heartening ISAD campaign. Edel*



[When was the last time you heard someone stammer on the TV?](#)



[Perceptions of stammering](#)

*This is brilliant what you doing here with these little videos. I love it. What a community. I'm actually beginning to feel a SPARK of PRIDE flickering for having a stammer. From Disgust to Pride - what a journey and all down to you @stammauk helping me see others like me. ❤️*



[The last time you heard someone stammering on the radio not talking about stammering](#)



[Turn Us On](#)

*Weird but oh so wonderful 🤔🤔 definitely caught my attention, well done 🙌 Kate\_Hannah on Turn Us On*

Daniel Liakh stepped forward with the idea of a professionally produced video to push the petition, '[Not Just One Day](#)'. This beautifully shot, dark and funny video has already won accolades around the world, and continues to gain traction on LinkedIn, featured a voiceover from STAMMA member Paul Roberts .



# MEDIA



The BBC had their own story brewing around ISAD, which was the announcement that mega star Ed Sheeran would be reading a story on CBeebies. We were also delighted the BBC Stammering Network, held a webinar in the runup to ISAD featuring a live interview with Gautam Rangarajan, the BBC’s Director of Strategy and Performance.

Meantime ITV focussed on the petition and featured the story of the petition with a lunchtime news item featuring Scroobius Pip and Kirsten Howells and a further item on the 6pm news, followed by a local news story on the issue in every ITV area, with interviews with STAMMA.



During the week of International Stammering Awareness Day BBC Ability and the BBC Stammering Support Network are putting on a special event open to BBC Staff, to the wider broadcasting industry and to the stammering community.

HAYLEY HASSALL



GAUTAM RANGARAJAN





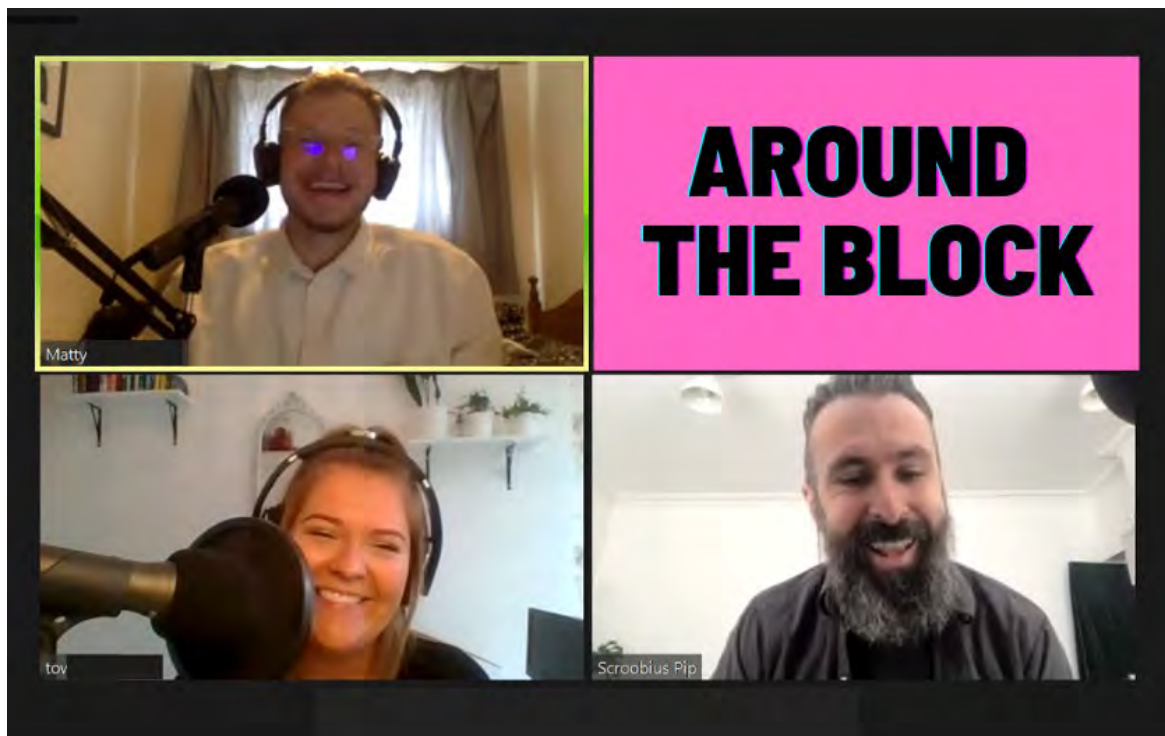
*That was the perfect zoom duration for Friday drinks in. Pepsi and gin thou Pip wtff. Many thanks everyone :) Pete Bradley. Thanks Pip and all the panel..excellent discussion! Siobhan Ward. Thanks for such an engaging and thought- provoking evening. Katie Callaghan*

## 22nd OCTOBER

Early in the day, Kirsten and Peter, one of our amazing helpline volunteers, ran a separate webinar for UK employees of SUEZ, a company specialising in waste collection and recovery.

At lunchtime on ISAD, Kirsten Howells coordinated a webinar around including stammering in the [Diversity & Inclusion](#) agenda.

In the evening we held a discussion on [Stammering in the Media](#) hosted by Scroobius Pip with Rhian Binns, Chantal Anderson, Paul Roberts and Lydia Campbell. These events have now been viewed over 600 times.



Finally, on the 22<sup>nd</sup> we launched the first of a 2-part podcast with Scroobius Pip, as part of our Around the Block series. Hosts Gemma and Matty chat with Pip about his career as an actor, rapper, spoken word artist and podcaster, his childhood and mental health and media representation of stammering. The two episodes have already notched up over 400 downloads and views.

## REACH

The campaign did pretty well, especially in terms of Twitter and engagement. Last year was better, but we'd the agency support and the benefit of outdoor adverts and the campaign was shared by organisations in Australia, Canada, Ireland, and the USA. Here are some social media impact and website traffic comparisons.

ISAD	Oct-21	Oct-20	Oct-19
Twitter Impressions	398.9k	349.7K	199.8K
Twitter Followers	7,261	6,223	5,231
Retweets	772	915	397
Likes	1.7k	2.1K	1.1K
Engagement rate	6.39%	2.60%	2%
Engagement	9,275	13,813	4,353
Facebook reach	65,479	95,651	87,131
Followers/growth	55	169	122
Insta likes	1,459	1,644	1,422
Insta followers	2,473	1,688	687
Website Page views	51,073	58,029	49,872
Users	26,168	29,719	24,761
% of New users	91.9%	90.6%	90.3
Ave time per session	01:05	01:18	1.16
Views of video	12,238	50,990	n/a
No of new subscribers	156	203	118
Calls, webchats & emails	83	90	41
Downloads Editorial Guidelines	116	753	n/a
Website downloads	2464	4400	n/a



## OVERVIEW

The campaign was aimed at broadcast media, and two major broadcasters - the BBC and Channel-4 acknowledged and platformed the discussion – not about *whether* we should hear stammering voices, but about *why* we should, and Ofcom’s comment sealed an in-principle victory that this should happen.

We aren’t asking for quotas, but over the next year we want to see evidence that stammering sits within the diversity agendas of our broadcasters. So that drop down lists around differences include stammering; that broadcasters have the processes in place to ensure that people who stammer aren’t put off from applying for jobs and feel that they can disclose a stammer and get the support they want in order to do their best. We’ve not arrived at our destination, but it is solid progress.

## COPY US

We encourage individuals and organisations around the world to copy this campaign and conduct live interviews with people about when they last heard someone who stammers on TV, and share these videos and petition, or create your own. This helps not just build awareness of stammering as an issue, but it establishes the need and right for people who stammer to be seen and heard on broadcast media.

*Thanks to the staff at STAMMA; Kirsten Howells, Steven Halliday, George Somers, Charlotte Smith; thanks to all brilliant volunteers James Leeper, David Rose, Lauren Wright, Christa Percival, Jimmy Lang, John Evans, Sophia Williams, Colin Marsh, Deborah Johnston, Lyn Jehani, Chris Thebe. and to Scroobius Pip, Paul Roberts, Nina G, Marc Winski and Ronan Miller. Hi fives to Daniel Liakh and his lovely crew, thank you to our own film editors Hugh Rich and Callie Powell. Thank you also to Rob Coe, Bob Adams, Claire Tupling, Liz.Reschwamm, Chris Thebe, Rhian Binns and Trevor Bradley and Lyn Jehani for their great interviews. And finally, thank you Mandy Taylor, Peter Miles, Aman Khan and Sophia Williams and Paul Roberts for the workshops.*

Jane Powell, CEO, 8/11/21