



Developmental
Disabilities
Awareness Month

Include *All* Abilities

FACT SHEET: CAMPAIGN SYMBOL

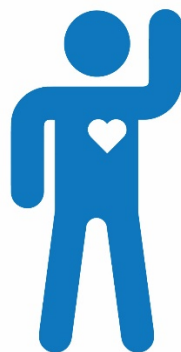
Bethesda is excited to introduce a new campaign symbol during Developmental Disabilities Awareness Month 2020. It is a straightforward and easily recognizable symbol of a person waving a hand and asking to be included. It expresses the truth that we all want to be included and we all have the power to include. Our vision is that this symbol will become a worldwide reminder of the need to include people of all abilities.

SYMBOL DESIGN: THE TRUE MEANING

Raising/waving a hand: We raise our hand because we all want to be included – at home, at work, at school, at church and in the community. What can we all do to make the world a more inclusive place for people with disabilities?

Heart: It's a gentle reminder that behind every person, and behind every disability, is the heart of a unique individual with their own goals. They deserve to be respected and supported in their journey.

Use of blue: This color is commonly associated with developmental disabilities.



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THE LAUNCH

The symbol will be front and center at Developmental Disabilities Awareness Month activities involving Bethesda in 2020. Together, let's answer the call of 6+ million people with disabilities raising their hands to be recognized and included in all aspects of life – community, employment, learning, faith and more!

TO ACCESS THE SYMBOL

- Go to [IncludeAllAbilities.com](https://www.includeallabilities.com) and look under "Media."
- Visit Bethesda's social media channels including Facebook, LinkedIn, Twitter and Instagram.