

Swallowing Awareness Day



SAVE THE DATE – 13 MARCH – SWALLOWING AWARENESS DAY

Are you interested in raising awareness of how eating, drinking and swallowing difficulties (dysphagia) can affect people's lives? Then, please join the Royal College of Speech and Language Therapists (RCSLT) on 13 March 2019 for its Swallowing Awareness Day campaign.

Eating, drinking and swallowing difficulties have potentially life-threatening consequences. They can result in choking, pneumonia, chest infections, dehydration and weight loss. They can also make taking medication more difficult and they can lead to a poorer quality of life for the individual and their family.

The 2018 campaign was a huge success and saw collaboration between multidisciplinary professionals and the public to create a wide-range of imaginative campaign activities.

The Twitter hashtag #swallowaware2018 trended in the UK and reached around 4.5 million people in more than 30 nations around the world, including Uganda, Australia, Canada and the US.

We want to make Swallowing Awareness Day bigger and better than ever in 2019, and we need your help to do it!

There are many ways for you to take part in Swallowing Awareness Day 2019, like working with your catering department to create a modified menu, running a workshop to get people to experience what it is like to be helped to eat and drink, or creating interview videos with service users and patients about their experiences with dysphagia. Spread the word about your event by inviting your local MP, press, colleagues and members of the public to join you. In fact, get everyone involved!

Make sure you share your campaign activity on Instagram and Twitter and show everyone how you are raising awareness about people's swallowing difficulties and how they are supported by multi-disciplinary professionals such as speech and language therapists.

Please use the hashtag #swallowaware2019 and tag @RCSLT and @GivingVoiceUK when posting your campaign messages, images and videos on social media!

To help you get involved and enable you to get your message across, the RCSLT has built a campaign toolkit, which includes posters, factsheets, and puzzles, so why not take a look?!

We hope you have a great day campaigning for Swallowing Awareness Day 2019 and look forward to hearing about your activities!