

Action for Stammering Children – Email to PSP Steering Group including assets for new survey launch

Dear steering group members,

We're all set to release our new survey this week. Thank you all for your hard work and commitment on this. It's been great to see this project develop, and it feels exciting to be entering this new stage.

Ahead of the launch, I have prepared a bundle of assets that can be used to share the survey online and within your circles. We will give the green light when these are ready to be shared publicly.

Attached to this email you will find a 'Priority Stage Assets' folder which includes:

- The press release relating to the launch
- 2x 16:9 Slides
- 1x Animated GIF version of the slides
- 1x Vertical graphic for Instagram/Facebook stories
- 1x Solo QR code that directs to the survey
- 1x Email signature icon. Feel free to copy and paste the version below

[Email signature GIF]

The press release can also be found on our website
here: <https://actionforstammeringchildren.org/action-for-stammering-children-launches-new-survey-to-determine-research-priorities-for-developmental-stammering/>

When posting graphics to social media it's always good practice to include alt text/image descriptions. As a guide, the following copy can be used:

A graphic featuring information about a new survey by Action for Stammering Children. The tagline reads: "Shape the future of stammering research". The survey can be accessed by visiting bit.ly/stammer-research. Underneath are the logos of Action for Stammering Children and The James Lind Alliance.

In addition to the graphics package, please also find attached:

- Example social media wording
- The minutes from our last meeting

If you have any questions, please do get in touch.

All the best,

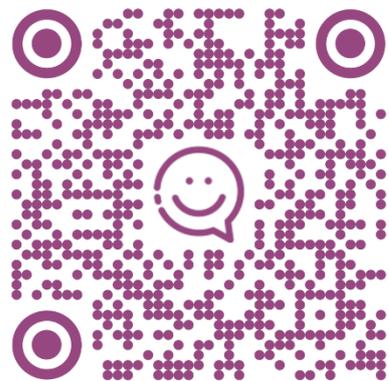
Graphics attached:

- [The press release relating to the launch](#)
- 2x 16:9 Slides



- 1x Vertical graphic for Instagram/Facebook stories

SHAPE THE
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bit.ly/stammer-research



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