

Unlôck The Everyday

**Toolkit for supporting
organisations**



Help us Unlock the Everyday for millions of people around the world

Are you from an organisation that wants to help improve access to assistive technology? Does your organisation believe that everyone, no matter where they live, should have access to the assistive technology they need? Then this toolkit is for you.

Unlock the Everyday is a global campaign, launched in January 2024, to raise awareness of assistive technology and people's right to access it. We need organisations from across the world to get involved and show their support.

Here you will find everything you need to support and promote the Unlock the Everyday campaign.

This toolkit will be updated and new materials added during 2024.

Key Messages

These are some of the campaign key messages you can help amplify.

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The benefits of assistive technology (AT) can transform lives. Appropriate assistive technology enables people to participate – at school, at work, in sports, in life – by unlocking opportunities that are not possible without it.
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Improving access to assistive products such as eyeglasses, wheelchairs, prosthetics and hearing aids, **urgently needs global attention** - it has been **neglected and under-resourced for too long.**
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Today only 10% of people in low-income countries have access to the assistive technology they need, compared to 90% in high-income countries. That's millions of people excluded from work, school, and a social life because they lack the assistive technology they need.
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Everyone should have access to safe, appropriate and affordable AT when they need it – **no matter where they live, or their income.**
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Access to assistive technology not only allows people to participate in everyday activities – **it also restores independence and dignity.**
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Improving access to AT is a powerful way to **accelerate progress towards all of the UN's 2030 Sustainable Development Goals (SDGs)**, particularly those relating to overcoming poverty, good health, quality education, gender equality, reducing inequalities, decent work and climate action.
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Everyone has a right to quality and affordable assistive technology, but despite this, there is a huge **global funding gap.** To ensure lifetime access to appropriate AT for all people needing assistive products in LMICs today, would cost approximately USD **700 billion over 55 years.**
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Stats and Facts

Here are some key facts and stats that help to explain why **Unlock the Everyday** has been launched and why we urgently need to improve access to assistive technology for millions of people in low-income countries.

- Today **2.5 billion people need at least one form of assistive technology** and most people will require assistive technology at some point in their lifetime, whether because of a disability, injuries or simply old age.
- **By 2050 this figure is likely to rise to 3.5 billion.**
- Without access to assistive technology, when it is needed, **more than 30% of the global population** will struggle to meet their most basic human needs.
- Today **only 10% of people in low-income countries have access to the AT** they need, compared to **90% in high-income countries.**

- Research from ATscale shows that for **every dollar invested in assistive technology, a \$9 return can be expected** through improved educational outcomes, better paid employment and high productivity among adults and lower longer-term healthcare costs.

Product specific stats

- Globally at least **80 million people need an appropriate wheelchair**, but up to **95% of those in need** do not have access to one.
- Globally **1.5 billion people have hearing loss**, yet hearing aid production currently meets **less than 10% of the global demand**. Unaddressed hearing loss across the globe **leads to an annual cost of US\$ 980 billion.**

Social Media

Unlock The Everyday aims to unite global voices and drive action to raise awareness of assistive technology.

Social media is a key channel for doing this.

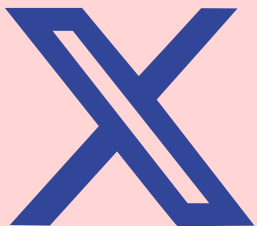
We encourage supporting organisations to post about the campaign, amplify the voices of assistive technology users and share and interact with other social media posts talking about our campaign.

Interacting with the campaign channels on your own platforms will help spread the campaign to as many people as possible.

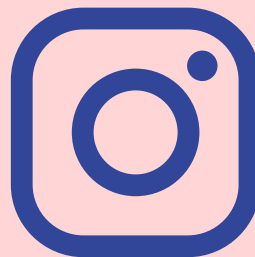
Hashtags and Tagging

We encourage supporting organisations to use the **#UnlockTheEveryday** campaign hashtag in social media posts – whether LinkedIn, X or Instagram – to add your voice to the conversation.

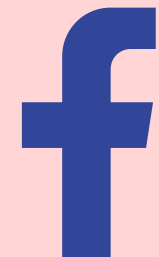
Please also tag the Unlock The Everyday campaign channels in social media activity!



@Unlock_Everyday



@UnlockTheEveryday



UnlockTheEveryday

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Social Media

Social media images for the **Unlock The Everyday** campaign are available to download, to be used either with your own post or with one of our suggested posts below.

Please select and download the images you wish to use.

These include:

3x static assets

2x editable assets

Only 10% 
of people in low-income
countries can access the
assistive technology
they need. Help us

#UnlockTheEveryday

Let's unlock
[INSERT TEXT
HERE]
with assistive
technology

#UnlockTheEveryday

Let's transform
lives with assistive
technology in
[INSERT
COUNTRY/REGION]

#UnlockTheEveryday

Social Assets for Partners to Edit

Partners can edit the middle text to make it relevant to their sector/ expertise:

Examples include:

- Better education • Better livelihoods
- Children's futures • Stronger economies

Partners can insert the country/ region to make this asset more relevant to them and their followers. Accompanying posts from partners could delve into local statistics to make the campaign feel locally relevant e.g. In Kenya only XX% have access to glasses.

Please note that the correct font to use is Montserrat. If you do not have this installed on your computer already, you will need to download the font here by clicking the 'Download Montserrat Font' button in the bottom right hand corner. Locate the font files (.ttf), right click, select install (or double click on files). To ensure the font displays correctly, restart PowerPoint before opening the templates.

Example posts

Below you can find some suggested **social media template posts** for Twitter/ X and Facebook, Instagram and LinkedIn. Do tailor these suggested posts to suit your organisation – or write your own post – including **#UnlockTheEveryday**.



Example post 1

Assistive technology can transform lives. Everyone who needs it should have access.

We're *[or insert name of organisation]* supporting #UnlockTheEveryday to improve access for everyone. *[insert link to microsite]*

It's not fair that only 10% of people in low-income countries have access to #AssistiveTechnology. It's time for change.



Example post 2

We *[or insert name of organisation]* want to create a world of #inclusion and #accessibility. Assistive technology can transform lives for millions of people around the world.

We want to help #UnlockTheEveryday and urgently improve access for people struggling to get the assistive technology they need.

Find out how you can get involved by clicking on the link below.

[insert link to Unlock the Everyday website]

Example post 3

Did you know that 2.5 billion people need at least one form of assistive technology? Whether it's glasses, a hearing aid or a wheelchair, most people on the planet will require assistive technology at some point in their lifetime.

We're joining #UnlockTheEveryday to help improve access to assistive technology in *[insert country/region]*

Discover more in the link below.

[insert link to Unlock the Everyday website]



Please note that Unlock the Everyday is not yet on LinkedIn itself. However, we encourage all supporting organisations to help promote the campaign on their own LinkedIn channels.

#Hashtags

Here is a guide to other useful hashtags to incorporate in your own posts to maximise reach and relevancy:

Campaign Hashtag		Maximizing reach Widely used, more general hashtag included to increase post impressions		Maximizing relevancy Hashtag used to reach smaller, more topic-specific audiences
#UnlockTheEveryday	+1 from	#Accessibility	+1 from	#AssistiveTechnology
		#AssistiveTechnology		#AssistiveTech
		#TechForGood		#HearingAid
		#SustainableDevelopmentGoals		#Wheelchair
		#SDGs		#Prosthetics / #Protheses
		#Inclusion		#Mobility
		#Equality		#ScreenReader
				#Classes

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Photos

Why not help promote the campaign through your organization's newsletter or on your website? Here you can find a range of photos featuring people from around the world using different types of assistive technology. These photos help to demonstrate the transformative power assistive technology can have – enabling children to go to school and have fun with their friends, and adults to go to work and participate in the sports they enjoy.

When using any of these photos please ensure to use the captions and crediting information provided at the download link.



These include:



Wheelchair users



Hearing aid users



People with artificial limbs



Glasses wearers



People using assistive technology devices

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Thank you so much for
supporting the campaign

If you need anything else then please get
in touch – see the website for contact details.

