

31 WAYS to change how the world views Down syndrome in 31 Days!

October is Down Syndrome Awareness Month (DSAM)! At GiGi's, we're celebrating with 31 Ways in 31 Days – a fun challenge designed to get EVERYONE to raise awareness and bring ACCEPTANCE to the Down syndrome community!

We ALL have the power to make the world a more inclusive and accepting place. 31 Ways in 31 Days helps EVERYONE find their inner strength and make the world more accepting!

Follow along, share on social media, and help us change the world!

1. **Brush up on the Basics** – There's a lot to learn about Down syndrome. Brush up on the facts by reading books, watching documentaries, and checking out this page!
2. **Share Your Story** – Take to social media and post how Down syndrome has touched your life. Share personal stories, post pictures, spread awareness! Tag @GiGisPlayhouse we can share your posts!
3. **Look the Part** – Wear merch promoting Down syndrome awareness, inclusion, and acceptance. Buy a shirt [here!](#)
4. **Follow Leaders (literally)** – There's so many great social media accounts leading the way and educating people about Down syndrome. Give them a follow! Here's a few accounts to get you started! [@erinadvocates](#) [@anyundik](#) [@vallitfit](#) [@pennytovar](#) [@ashlyncarmela](#) [@matthewschwabspeaks](#) [@mermaid_maryborman](#) [@gigigianni](#) [@21pineappleshirtco](#) [@calebs_crew](#)
5. **Add GiGi's Journey to Storytime** – Celebrate acceptance and inclusion with the newest book in the Harry Moon universe — and the first to feature a main character with Down syndrome. GiGi's Journey is a heartwarming adventure that promotes inclusion, courage, and ACCEPTANCE. Order this groundbreaking [book here!](#)
6. **Make Awareness Fun** – Print out [activity books](#) to teach children about Down syndrome and acceptance. Bring them to classrooms, restaurants, and more!
7. **Get your Copy of #GenerationG Magazine** – Our third issue of our #GenerationG magazine is out and showcasing inspiring stories of Down syndrome awareness and acceptance! Get copies for yourself, your school, your doctor's office, and your workplace [here!](#)
8. **Language Matters. Help Spread it** – Individuals with Down syndrome are not defined by the condition. They should be referred to as “a person with Down syndrome.” If you hear someone call someone a “Downs child” or a “Down syndrome kid,” educate them in a polite way!
9. **Stay up to Date** – The world of Down syndrome is constantly changing. New legislation, medical studies, and advancements are being made. Read trusted sources regularly to stay informed and head to our [homepage](#) to subscribe to the GiGi's Corporate Headquarters newsletter!
10. **End Hurtful Language** – Unfortunately, the R-word is still used: in schools, workplaces, and across social media. If you hear someone saying it, speak up, and [help us end the r-word!](#) Plus, you can help spread the word by picking up [this shirt!](#)
11. **Attend Inclusive Events** – Bring your family, friends, and neighbors to events that celebrate inclusion and acceptance, like our [GiGiFIT Acceptance Challenge!](#)
12. **Let Your Voice be Heard!** – Share information and resources about Down syndrome on your social media! [Find some sample graphics and posts here!](#)



Down Syndrome Achievement Centers
educate. inspire. believe.



31 WAYS (continued)

13. **Reach out to Your Local Library or Bookstore** — See if they'll set up a display for books like [GiGi's Journey](#) and other books about [disabilities and Down syndrome](#)!
14. **Start a Conversation** — Have a conversation with an individual with Down syndrome today. If you already have a loved one with Down syndrome, meet someone new! Say hi, introduce yourself! Encourage your kids, friends, and others to do the same!
15. **Support Achievement** — Individuals with Down syndrome can accomplish incredible things, but they need support! [Donate to GiGi's](#) to support FREE programs!
16. **Shop** — Visit stores, coffee shops, and businesses that prioritize employing people with Down syndrome! Take your kids and friends so they can build relationships!
17. **Make it a movie night** — Get your family and friends together and watch movies that celebrate people with Down syndrome: [The Peanut Butter Falcon](#), [Champions](#), etc.!
18. **Foster Friendships** — Encourage your children to befriend peers with Down syndrome. If they already have a sibling with Down syndrome, encourage them to reach out to a new peer at school! Promote inclusion from an early age!
19. **Get involved** — Challenge yourself to become an (even bigger) ally for the Down syndrome community. Assist in events, fundraisers, or [volunteer at GiGi's Playhouse](#)!
20. **Talk to Teachers** — Encourage an educator in your life to check out our [Educator Symposium event](#) so they can be well-versed in teaching children and adults with Down syndrome!
21. **Support Families** — Reach out to a family who has a loved one with Down syndrome. If your family has a loved one with Down syndrome, reach out to a new family! Talk to them, be a resource, offer support. Show that you care!
22. **Stop Bullying** — Bullying's still a problem. Have conversations with your children about how it's not okay to pick on anyone for being different! Encourage them to advocate for others in schools!
23. **Put Your Skills to Use** — Are you a photographer? A writer? An accountant? Offer to teach a group of individuals with Down syndrome your skill! Think about what your skill set is and then reach out to your [local GiGi's Playhouse](#) to teach and mentor!
24. **Advocate for Inclusive Education** — Talk to your schools. Explain the benefits of all children learning alongside one another!
25. **Promote Employment Opportunities** — Talk to your employer or another local business about hiring individuals with Down syndrome!
26. **Organize a Group Outing** — Recruit people from your workplace or school to come together and volunteer for the Down syndrome community! Bring your group to [a GiGi's Playhouse](#) for a day!
27. **Take Matters into Your Own Hands** — Organize a fundraiser for organizations that support Down syndrome. Whether it's a bake sale, car wash, or lemonade stand, every contribution counts!
28. **Style Your School or Workplace** — Already picked up Down syndrome awareness merch? Great! Now pick a day where your classmates and coworkers all wear Down syndrome awareness colors (blue and yellow)!
29. **Advocate for Accessible Spaces** — Talk to your work or school about making its space more accessible for individuals with Down syndrome. This can include ramps, elevators, and signage.
30. **Facilitate Independence** — Encourage independence and self-advocacy among individuals with Down syndrome. Volunteer at your [local GiGi's Playhouse](#) to help with teen and adult programs!
31. **Be #GenerationG** — Congratulations! You made it to the end of 31 Ways in 31 Days! Now that Down Syndrome Awareness Month is over, ensure that you stay generous, kind, and accepting year-round. If you haven't yet, [join #GenerationG](#) and encourage your friends to do the same!

