



Outreach Toolkit for AAPD Community Input Survey and Focus Groups



1. Email the Survey to Your Networks

Forward the original email to people in your networks and add a personalized message. Find the [original email in English here](#), and the [original email in Spanish here](#). Or, you can copy/paste the following email/newsletter blurb into your own email or an existing newsletter.

Sample Newsletter/Email in English

The American Association of People with Disabilities (AAPD) is launching a new program. We want to help people understand their health condition or changing body or mind. To help us make this program, we want to learn what kind of information or support is most helpful for you. We are looking for people to take our Community Impact Survey. It is open from Monday, August 17, to Friday, October 9, and is available in English, Spanish, ASL/ Audio-Described, and Easy-Read. Learn more at: bit.ly/AAPD-Learning-Program

Sample Newsletter/Email in Spanish

La Asociación Americana de Personas con Discapacidades (AAPD) está ofreciendo un nuevo programa. Queremos ayudar a que la gente entienda su condición de salud o cómo cambia el cuerpo o la mente. Para ayudarnos a desarrollar este programa, queremos saber qué tipo de información o apoyo resulta ser más útil para usted. Estamos buscando personas para tomar nuestra encuesta de impacto comunitario. Estará abierto desde lunes, 17 de Agosto hasta viernes, 9 de Octubre y está disponible en inglés, español, ASL, descrito por audio y en Easy-Read. Aprende más a: bit.ly/AAPD-Learning-Program-espanol

2. Invite Someone to Participate

Is there someone in your life who has a long-term condition but doesn't identify as disabled? Do you know someone who is newer to disability identity who could benefit from information or support about it? Do you have an aging family member who is navigating a changing body/mind?

Invite them to participate!

Sample Texts to Send a Loved One:

Hey! I found this survey for people with health conditions and thought of you. It only takes 10 minutes. Here's the link if you're interested: bit.ly/AAPD-Learning-Program

Hey! I found this survey for people with changing bodies or minds, and thought of you. I think this organization would appreciate your input. Here's the link: bit.ly/AAPD-Learning-Program

Hey, an organization I am connected with is doing a survey to learn from people with different health conditions, or aging and/or changing bodies and minds. Would you be open to taking it? It takes just 10 minutes: bit.ly/AAPD-Learning-Program

3. Print and Share a Flyer

Do you have a health condition, or an aging or changing body or mind?



Share your voice! Community Input Survey

We are building a program to help people explore their experiences and learn about the systems that impact them. Your input will help others in a similar situation.



Receive \$100 for participating in our Focus Groups

bit.ly/AAPD-Learning-Program



Questions? Email learning@aapd.com or call 202-521-4316

[Download General Flyer in English](#)

¿Tiene una condición de salud, su cuerpo o mente siente el peso de los años o comienza a cambiar?



¡Déjese oír! Encuesta de consulta comunitaria

Estamos desarrollando un programa para ayudar a las personas a explorar sus experiencias y conocer los sistemas que les afectan. Su aportación ayudará a otros en situaciones similares.



Reciba \$100 por participar en nuestros grupos de estudio

bit.ly/AAPD-Learning-Program



¿Tiene alguna pregunta?
Escriba al correo electrónico learning@aapd.com o llame al 202-521-4316

[Download General Flyer in Spanish](#)



Disability + Incarceration
We want to hear from people with health conditions who have been in jail or prison

Share your voice! Community Input Survey



A lot of people coming home after jail or prison are dealing with conditions that are physical, mental, or emotional that make life harder and access to services more difficult. We want to know what information or support is helpful.

bit.ly/AAPD-Learning-Program



Questions? Email learning@aapd.com or call 202-521-4316

[Download Formerly Incarcerated Flyer in English](#)

Are you an immigrant, migrant, or refugee and you're navigating a health condition, mental health struggles, or changes in your body or mind?



Share your voice! Community Input Survey



Systems like healthcare, work, and housing can be hard to figure out, especially if you're also dealing with language barriers or fear.

We want to learn what resources and information would support you.

Receive \$100 for participating in our Focus Groups

bit.ly/AAPD-Learning-Program



Questions? Email learning@aapd.com or call 202-521-4316

[Download Immigrant/Migrant/Refugee
Flyer in English](#)

¿Es usted un inmigrante, migrante o refugiado y está lidiando con una condición de salud, tiene problemas de salud mental o cambios en su cuerpo o mente?



¡Déjese oír! Encuesta de consulta comunitaria



Los sistemas de servicios médicos, empleo y vivienda pueden ser difíciles de entender, especialmente si también se está lidiando con barreras lingüísticas o si tiene miedo.

Queremos saber qué recursos e información de apoyo le ayudarían.

Reciba \$100 por participar en nuestros grupos de estudio

bit.ly/AAPD-Learning-Program



¿Tiene alguna pregunta?
Escriba al correo electrónico learning@aapd.com o llame al 202-521-4316

[Download Immigrant/Migrant/Refugee
Flyer in Spanish](#)

Have you experienced a health condition from a traumatic event?



Share your voice! Community Input Survey



If your life changed in a moment, whether through a car accident, an injury, gun violence, or a medical emergency, you know what it's like to have the world completely change overnight.

Maybe you're still healing, maybe you're figuring out a new normal. We're building a program for people who have navigated a new normal and now want to understand the systems they have to navigate as a result.

Share your story to help others similar to you.

bit.ly/AAPD-Learning-Program

Questions? Email learning@aapd.com or call 202-521-4316

[Download Trauma-related Disability Flyer in English](#)

4.Post on Social Media

Tag AAPD in your post! Instagram and Threads: @aapdoofficial Twitter: @AAPD Facebook: https://www.facebook.com/DisabilityPowered/ LinkedIn: https://www.linkedin.com/company/american-association-of-people-with-disabilities/ Bluesky: @aapd.com	
Download Facebook Graphic in English	Download Facebook Graphic in Spanish
Facebook Caption in English: Our partners at @The American Association of People with Disabilities (AAPD) are launching a new program. Learn more at: bit.ly/AAPD-Learning-Program. AAPD wants to help people understand their health condition or changing body or mind. Systems like healthcare, work, and housing can be hard to navigate. What kinds of support or information do you wish you had? AAPD is creating a new program to provide the kinds of support you need, but to do so, AAPD needs to learn about your experiences! The survey takes just 10 minutes and is open from Monday, August 17, to Friday, October 9. The questions and answers are available in English, Spanish, ASL/Read-Aloud, and in Easy-Read format.	Facebook Caption in Spanish: Nuestros colaboradores de la American Association of People with Disabilities (AAPD) están lanzando un nuevo programa. Obtenga más información en: bit.ly/AAPD-Learning-Program. La AAPD desea ayudar a las personas a comprender su condición de salud o los cambios en su cuerpo o mente. Puede resultar difícil desenvolverse en sistemas como los de atención médica, empleo y vivienda. ¿Qué tipo de apoyo o información le habría gustado tener? La AAPD está creando un nuevo programa para ofrecerle el apoyo que necesita; para ello, ¡necesita conocer sus experiencias! La encuesta toma solo 10 minutos y estará abierta desde el lunes 17 de agosto hasta el viernes 9 de octubre. Las preguntas y respuestas están disponibles en inglés, español, ASL/lectura en voz alta y en formato de lectura fácil.
Download LinkedIn Graphic in English	Download LinkedIn Graphic in Spanish
LinkedIn Caption in English:	LinkedIn Caption in Spanish:

Our partners at the American Association of People with Disabilities (AAPD) are launching a new program, and they're looking to hear about the experiences of people like you. If you have a changing body or mind, or a long-term health condition, AAPD wants to know what kind of information or support would be most helpful for you. Take their survey at: bit.ly/AAPD-Learning-Program. The survey takes just 10 minutes and is open from Monday, August 17, to Friday, October 9. The questions and answers are available in English, Spanish, ASL/Read-Aloud, and in Easy-Read format.	Nuestros colaboradores de la American Association of People with Disabilities (AAPD) están lanzando un nuevo programa y desean conocer las experiencias de personas como usted. Si su cuerpo o su mente están cambiando, o si tiene una afección de salud a largo plazo, la AAPD quiere saber qué tipo de información o apoyo le resultaría más útil. Participe en su encuesta en: bit.ly/AAPD-Learning-Program. La encuesta toma solo 10 minutos y estará abierta desde el lunes 17 de agosto hasta el viernes 9 de octubre. Las preguntas y respuestas están disponibles en inglés, español, ASL/lectura en voz alta y en formato de lectura fácil.
Download Instagram Graphic in English	Download Instagram Graphic in Spanish
Instagram Caption in English: Are you dealing with a health condition, or an aging or changing body or mind? Our partners at The American Association of People with Disabilities (@aapdoofficial) want to talk to you! Systems like healthcare, work, and housing can be hard to navigate. What kinds of support or information do you wish you had? AAPD is creating a new program to provide the kinds of support you need, but to do so, AAPD needs to learn about your experiences! Head to the link in our bio to learn more about their survey. The survey takes just 10 minutes and is open from Monday, August 17, to Friday, October 9. The questions and answers are available in English, Spanish, ASL/Read-Aloud, and in Easy-Read format.	Instagram Caption in Spanish ¿Te enfrentas a una condición de salud, o a cambios en tu cuerpo o mente debido al envejecimiento? ¡Nuestros colaboradores de la American Association of People with Disabilities (@aapdoofficial) quieren hablar contigo! Navegar por sistemas como la atención médica, el empleo y la vivienda puede resultar complicado. ¿Qué tipo de apoyo o información te habría gustado tener? La AAPD está creando un nuevo programa para ofrecerte el apoyo que necesitas; para ello, ¡quieren conocer tus experiencias! Visite el enlace en nuestra biografía para obtener más información sobre su encuesta. La encuesta toma solo 10 minutos y estará abierta desde el lunes 17 de agosto hasta el viernes 9 de octubre. Las preguntas y respuestas están disponibles en inglés, español, ASL/lectura en voz alta y en formato de lectura fácil.

X/BlueSky/Threads Post in English (no graphic, link to website): Our partners @AAPD are launching a new learning program. They need folks to take their survey: bit.ly/AAPD-Learning-Program. Survey is open Monday, August 17, to Friday, October 9, and is available in English, Spanish, ASL/Audio-Described, and Easy-Read.	Download Twitter/X Post in Spanish (no graphic, link to website) Nuestros socios de @AAPD están lanzando un nuevo programa de aprendizaje. Necesitan personas que respondan a su encuesta: bit.ly/AAPD-Learning-Program. La encuesta estará abierta desde el lunes 17 de agosto hasta el viernes 9 de octubre y está disponible en inglés, español, ASL y más.
Alternative Text in English: “Share your thoughts! Community Input Survey AAPD wants to talk to you! Take their survey or participate in a focus group! Receive \$100 for participating in AAPD’s Focus Groups” At the top half of the flyer, there are two circular photos of a racially diverse group of disabled people gathered together in groups, talking and engaging with each other. The background of the flyer has decorative elements of blue, purple and green, and the \$100 message is inside a rounded rectangle box near the bottom.	Alternative Text in Spanish: “¡Haz oír tu voz! Encuesta de opinión de la comunidad ¡AAPD quiere hablar contigo! ¡Responde a su encuesta o participa en un grupo de discusión! Reciba \$100 por participar en los grupos de discusión de AAPD.” En la mitad superior del folleto hay dos fotografías circulares de personas con discapacidad reunidas en grupos, conversando e interactuando entre sí. El fondo del folleto presenta elementos decorativos en azul, morado y verde, y el mensaje sobre los 100 dólares aparece dentro de un recuadro de esquinas redondeadas, cerca de la parte inferior.

To make the social media accessible to Blind and low vision people **add alternative text.**

Select the “edit” setting on the image, and then find “Alt” or “Alt text” and copy/paste the alternative text above. On Instagram, you’ll find alt-text under “advanced settings.”