The theme shared between the International Day of Sign Languages (IDSL) and the International Week of the Deaf (IWDeaf) is “With Sign Language, Everyone is Included!”

The IDSL has been adopted by the United Nations General Assembly to be celebrated annually on 23 September beginning in 2018. Members of the International Deaf Community gather together during this time to promote the status of sign languages and the rights of deaf people. Going forward, WFD will take the lead in promoting IDSL and IWDeaf one day of the week.

Inclusion and equal participation in society require sign languages to be accessible, respected and supported, all of which are subsequently required to achieve any of the sustainable development goals established by United Nations.

**CAMPAIGN KEY MESSAGES**

**OUTREACH**
Reach out to and influence as many governments as possible to legally fulfill obligations to promote the status of sign languages and linguistic human rights of deaf people

**CORE PRINCIPLES**
Reflect the principles of the CRPD in its recognition of sign languages as equal to spoken languages

**PROMOTE**
Promote sign language as a critical prerequisite to the full realisation of human rights for deaf people

**EARLY ACCESS**
Stress early access to sign language and services in sign language, including quality education available in sign language, is vital to the growth and development of the deaf individual and critical to the achievement of the internationally agreed development goals

**UNDERSTANDING**
Emphasise that when working with deaf communities, the principle of “nothing about us without us” must be considered and integrated

**EMPHASIS**
Emphasise that sign languages are fully fledged natural languages, structurally distinct from spoken languages, alongside which they coexist

**LANGUAGE DIVERSITY**
Promote sign language and deaf culture as multilingualism and as a means of promoting, protecting and preserving diversity of languages and cultures globally

**UNIQUE PERSPECTIVES**
Promote deaf people as unique in having both perspectives of disability and linguistic minority