



#CreateAndConnect Campaign Guide

**National Deafblind Awareness Month:
June 2026**



About the Campaign

June is **National Deafblind Awareness Month (NDBAM)** - a global celebration of creativity, connection, and inclusion! It's our chance to shine a spotlight on the voices and experiences of people who are deafblind and inspire the world to see, feel, and imagine differently.

#CreateAndConnect is Dbl's social media campaign for NDBAM. We're inviting YOU - individuals, organizations, advocates, and those with lived experience - to share creative expressions that spark awareness and joy. Think art, movement, storytelling, or sensory experiences - every contribution helps build a world that celebrates diversity and imagination.

Together, let's make June a month of connection! By raising awareness in as many cities and countries as possible, we unite communities, advocacy groups, Dbl members and partners, and the global public in one powerful message: **inclusion matters everywhere.**

Ways to Participate

There's no one way to express yourself - creativity comes in many forms. Here are a few ideas to spark inspiration:

-  **Tactile Art:** Create sensory pieces that invite touch, texture, and exploration (e.g., mosaics, clay sculpting, textured paintings).
-  **Cooking as Storytelling:** Share a recipe or meal that brings people together. Think about the hands-on process, favorite smells, tastes, and textures.
-  **Yarn Installations:** Decorate public spaces with colorful yarn displays (knitting, crocheting, pom poms and yarn wrapping are all welcome)!
-  **Movement & Dance:** Express connection and freedom through movement.

Be bold, be creative - anything that inspires connection and awareness is welcome!

Not sure where to start? Check out our mini guides for just a few examples of how to make your creative expressions come to life:

- [Yarn Installations Mini Guide](#)
- [Cooking as Storytelling Mini Guide](#)
- [Tactile Art Mini-Guide](#)
- [Movement & Dance Mini Guide](#)

Where to Share Your Creations

Help amplify the campaign by posting on your favorite platforms. Use the hashtag **#CreateAndConnect** to join the global conversation and help others discover your contributions.

Platforms:

- Instagram
- Facebook
- LinkedIn
- BlueSky

Remember to use the hashtag #CreateAndConnect so we can track and share your social media posts!

Campaign Hashtags

- **Primary Hashtag:** #DbICreateAndConnect
- **Suggested Secondary Hashtags:**
 - #NationalDeafblindAwarenessMonth
 - #NDBAM2025
 - #BeyondBarriers

Social Media Ideas & Enhancements

Need help getting started? Here are some ways to enhance your participation and grow your campaign impact:

Collaborations

- Partner with **deafblind artists, accessibility advocates, or inclusive arts organizations.**
- Host **guest takeovers** — invite individuals with lived experience to share their stories, art, or creative processes directly.

Educational Content

- **Explainer Videos:** Showcase how your form of creative expression is created, why it's important to you, and how it connects to the Deafblind community.

- **Accessibility Tutorials:** Share tips on inclusive practices — from adding texture and scent to ensuring alt text and captions are included.

Live & Virtual Engagement

- **Instagram/Facebook Live:** Host interactive sessions with artists, chefs, choreographers or advocates.
- **Creative Expression Demos:** Share the process behind your creative expressions.
- **Webinars/Workshops:** Educate others on the importance of sensory-inclusive creative expression and communication.

Final Tips for a Meaningful Campaign

- **Include alt text and image descriptions** for all visuals.
- Add **captions or transcripts** to videos.
- **Describe textures, sounds, scents, or movement** in your content to make it more immersive and inclusive for everyone.
- Encourage **dialogue** by asking your audience how they connect through creativity.
- **Spread the word** and **share** other participant's creative expression submissions! The more we share, the more people will get involved!

However you choose to participate, remember to use the hashtag **#CreateAndConnect so we can track and share your social media posts!**