



Redefining Normal, Promoting Inclusion

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I am Norm

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Dear Administrator,

My name is Katherine Vroman and I am the National Project Manager for the *I am Norm* youth inclusion campaign. Launched in September 2010, *I am Norm* is a campaign run by youth with and without disabilities seeking to redefine what society thinks of as “normal” while promoting inclusive practices in schools and communities.

After a successful partnership last year, *I am Norm* is once again partnering with The Inclusive Schools Network to celebrate Inclusive Schools Week™, December 5-9, 2011 (please visit www.inclusiveschools.org for more information.) As the main component of *I am Norm*’s celebration, we are tasking our fearless youth leaders around the country to organize an “*I am Norm Day*” at their respective schools, and inviting other interested schools to host events as well.

- Each participating school or community will create their own “Norm-tags” (similar to our campaign logo) to exemplify what makes each person unique. The Norm-tag template can be downloaded at www.iamnorm.org/resources.

For example, my Norm-tag would read: “I am Katherine, I am an aunt, and I am Norm!” Another Norm-tag could highlight a particular talent or skill: “I am Dan, I am a filmmaker, and I am Norm!” Yet another could illustrate a unique way of communicating: “I am Malia, I know ASL, and I am Norm!”

- Participants will upload photos of their Norm-tags to the *I am Norm* Facebook page, and share their creativity with other participating schools around the country.
- The *I am Norm* youth leadership will decide which school produces and shares the *most creative* representation of their Norm-tags and the winner will be featured on the *I am Norm* website, and receive the 2011 *I am Norm Award* (official name TBD.)

I am Norm believes in the passion and commitment of each of our youth leaders and dedicated staff, but they need your support. In addition to the campaign’s recognition of the participating schools (and hopefully local media coverage) we hope the administration will be able to provide some additional acknowledgment of the students’ efforts (e.g. an extended lunch, end-of-the-day ice cream, pep rally, pizza day, etc.)

I will be following up with each participating school as plans take shape, however please do not hesitate to contact me with any questions or concerns.

Thank you in advance for all that you do.

Katherine Vroman, *EdM*, Project Manager

