



CELEBRATE 3.21 • HEALTHCARE

Healthcare Provider Kit

Care that celebrates



For medical, dental, therapy, and pediatric offices and hospitals. It covers ways to celebrate with staff and patients, a waiting-room poster, a staff guide to sharing a Down syndrome diagnosis with warmth, a new and expectant parent resource card, and staff and social copy.

WHAT'S INSIDE

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| 1 Ways to take part | 2 Waiting-room poster |
| 3 Sharing a diagnosis with warmth | 4 New & expectant parent card |
| 5 Pediatric office ideas | 6 Staff email & social posts |
| 7 Accessible care tips | 8 Trusted resources |

START HERE

How healthcare can show up

Families often hear about Down syndrome first from a healthcare provider. The tone you set matters for a lifetime.

WITH STAFF

- Rock Your Socks on Friday, March 19
- A team feet photo (no patients without consent)
- Share the staff guide on the next pages
- 5-minute huddle: words that work

WITH PATIENTS

- Waiting-room poster & window sign
- Kids' sock stickers or coloring sheets
- Resource cards at check-in
- A "Why the socks?" answer at the front desk

WITH THE COMMUNITY

- Post with #Celebrate321
- Sponsor printing of family resource cards
- Host a family meet-up in partnership with DSACO
- Offer a quiet appointment hour

Keep it respectful and HIPAA-safe. Never share patient photos, names, or stories without written authorization. Staff feet photos are the easy, safe choice.

WHAT IS DOWN SYNDROME?

A person has an extra copy of chromosome 21. It happens naturally, in every kind of family.

WHY 3/21?

Three copies of chromosome 21. The UN recognized World Down Syndrome Day in 2011.

HOW MANY?

About 5,700 babies with Down syndrome are born in the U.S. each year.

WORDS THAT WORK

- "Person with Down syndrome" (or ask what they prefer)
- "Has Down syndrome," not "suffers from"
- Celebrate and belong, not pity
- Never the r-word

ACCESSIBLE CARE TIPS

- Speak directly to the patient
- Explain before you touch; use pictures or a demo
- Allow extra time; offer first-of-the-day slots
- Ask what helps: headphones, a parent nearby, a favorite item

Staff huddle (5 minutes): Read the six practices on page 4 together, practice two "try instead of" phrases, and make sure everyone knows where the resource cards are.



WORLD DOWN SYNDROME DAY · MARCH 21

Why is our team wearing crazy socks?

People with Down syndrome have **three** copies of chromosome **21**. So on **3/21**, the world celebrates them, and so do we!

Different looks good here.

Ask us about it! · #Celebrate321



FOR CLINICAL STAFF

Sharing a Down syndrome diagnosis with warmth

Parents remember these moments for the rest of their lives. Research and parent groups consistently recommend these practices.

SIX PRACTICES

- 1 Lead with congratulations**
 For a new baby: “Congratulations!” comes first. Use the baby’s name.
- 2 Tell parents together, in private**
 With both parents or a support person present, in a quiet room, with time.
- 3 Use accurate, balanced language**
 “Your baby has Down syndrome,” not “I’m sorry” or “unfortunately.”
- 4 Share current, balanced information**
 Many people with Down syndrome go to school, work, have friends, and live full lives. Life expectancy is about 60.
- 5 Offer next steps and support**
 Give the resource card, offer a follow-up visit, and connect families with DSACO and national groups.
- 6 Pause and listen**
 Leave space for questions and feelings. There’s no “right” reaction.

TRY	INSTEAD OF
“Congratulations! She’s beautiful.”	“I’m sorry to tell you...”
“Your baby has Down syndrome.”	“Your baby is a Down’s baby.”
“The chance of...”	“The risk of...”
“Some children with Down syndrome...”	“They will never...”

PRENATAL DIAGNOSIS

Provide accurate, up-to-date, balanced information and support in a nonjudgmental way, and connect families with parent support organizations and local resources.

HELPFUL REFERENCES

- NDSS and NDSC new-parent resources
- Global Down Syndrome Foundation medical care guidelines
- American Academy of Pediatrics health supervision guidance for children with Down syndrome

PRINTABLE

New & expectant parent resource cards (4 per page)

Print on cardstock. Keep at check-in, in exam rooms, and in the NICU or maternity unit. Verify local listings each year.



Welcome, and congratulations!

You're not alone. These groups offer support, information, and friendship for families of people with Down syndrome.

Local: Down Syndrome Association of Central Ohio · dsaco.net

National: National Down Syndrome Society · ndss.org
National Down Syndrome Congress · ndsccenter.org
Global Down Syndrome Foundation · globaldownsyndrome.org

Our office contact: _____



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IDEAS & COPY

Pediatric office ideas, staff email & social posts

Make 3.21 fun for young patients, and easy for your team.

PEDIATRIC & DENTAL OFFICE IDEAS

- Sock stickers for every patient
- A coloring sheet at check-in (Universal Kit)
- A sock-decorating station in the waiting room
- Staff wear fun socks all week
- A “guess the staff socks” board
- An inclusive book basket (see Library Kit)

STAFF EMAIL

Subject: Rock Your Socks Friday for World Down Syndrome Day

Team, on Friday, March 19, let’s wear our brightest socks for World Down Syndrome Day! We’ll take a feet photo at [time]. Please read the one-page guide on sharing a diagnosis with warmth and the words-that-work tips. Thanks for making our practice a place where every patient belongs! [Name]

SOCIAL POST

“Our team is rocking our socks for World Down Syndrome Day! We’re proud to care for patients and families of all abilities. Everyone belongs here.
#Celebrate321 #WorldDownSyndromeDay”

FRONT-DESK ANSWER

“It’s World Down Syndrome Day this week! We’re wearing fun socks to celebrate people with Down syndrome. Would your child like a sticker?”

PHOTOS & PERMISSION

- Feet photos are easy and private
- Ask before posting any face
- Never post children without a parent’s OK
- Let people with Down syndrome tell their own story

HASHTAGS

#Celebrate321

#WorldDownSyndromeDay

#RockYourSocks

#CanalWinchester

QUIET APPOINTMENTS

Offer first-of-the-day or end-of-day appointments, a quiet room, and visual schedules for patients who need them, all year long.