

The local information magazine for parents

In print, online plus free social media

ABC Generic editorial guidelines

ABC Magazine is editorial-led. This means that the magazine is always on or above the ratio of 60% generic editorial to 40% advertising. This ensures that we are a useful and informative magazine and not simply a listing of ads.

ABC Magazine aims to inform and educate its readers about family-related subjects and succeeds in making the magazine a reference source to be kept by readers for the full four month period (and beyond for many who keep back issues for future reference).

Generic editorial should be about the subject matter only and not advertise or promote your company, product or service by name. Please bear in mind a generic editorial may support other similar businesses. When referring to published information, please ensure that you have the permission of the originator and credit it to them. The author is credited with a byline, by Jane Henderson XYZ Ltd and an extended credit about their business at the end of the editorial.



How a speech and language therapist could help your child...

by Lucy Magrin
Creator and Director of Speech House Ltd

As a parent, you may have worried about your child's speech and language development and whether it is developing at a normal rate. You may even find that you are comparing your child to those of others and worry that they are lagging behind their peers.

Images (photos and illustrations) help break up an article and make it easier to read. If you would like to submit images please ensure you have permission to use these and email them as high resolution jpegs, tiffs or pdfs - high resolution is minimum of 300 dpi. It's better if you can send us a few images to choose from, so we can select those that work better with the final layout but please remember these are always used space allowing. Generic editorial will be set in house font, using the house style and your paid for ad will appear alongside your generic editorial. The ABC member of staff you have agreed editorial with will give you a word count, an outline of content and deadline date in writing - usually clearly marked on the order form.

All editorial should be emailed as a simple Word document. We will come back to you as soon as possible if there is a problem with the editorial (either in length or content). Once typeset a proof will be emailed to you for final checking prior to printing.

It is requested that any generic editorial supplied to ABC Magazine is exclusive to ABC Magazine for the life of the magazine in which it appears. All contributions may be reproduced in any county editions of ABC Magazine or on our website.

Children all learn to talk at different rates and some children develop more quickly than others. However, there are 'typical' ages by which we expect children to have reached certain milestones in communication skills. If your child is struggling to meet these milestones at the expected time, or you are worried about the way your child is talking or understanding, there is help out there. A speech and language therapist (SLT) will be able to assess your child and tell you what can be done to help.

There are quite a lot of myths and misunderstandings about the work of SLTs, so let's look at a few here:

Speech and language therapists only work with children who can't say their sounds correctly

Speech and language therapists would be better named 'communication therapists,' as what a lot of people don't realise is that we deal with anything that gets in the way of communication. This can include difficulties with articulating speech sounds, attending to activities, understanding what is being said, constructing sentences, talking fluently without a stammer, finding the right words to express thoughts and feelings, overcoming social anxieties, and understanding the rules for social interaction. Speech and language therapists may also work with voice

problems, or on developing a child's feeding skills where there is a swallowing difficulty. They can also give advice around communication at meal times where a child is overly fussy or anxious about eating.

Speech and language therapists just play with children

Adult-child interaction is essential for early language acquisition. Speech and language therapists have been trained to use play as a means of engaging young children in activities that enhance their language development. In many instances where there is mild to moderate delay in developing language skills, speech and language therapists will often encourage parents to play with their child in a way that

maximises opportunities for communication. This allows the child to hear repetitions of words and simple sentence structures, aiding comprehension and use of spoken language. An SLT may also support parents by teaching them techniques such as following their child's lead in play, reducing the number of questions asked, modelling words/sentences for their child, facing their child when talking, or pausing for longer periods of time to allow their child time to process and respond.

I've heard SLTs encourage using signing - surely this will delay my child's talking further?

Many children who are delayed in developing language and speech skills become very

frustrated at not being able to communicate their needs and get their message across. This may result in difficult behaviours such as hitting out at other people, screaming loudly, or in self-harming behaviours (head banging, biting themselves etc). This can be very distressing for all involved. Using signing, and other visual support such as photos, objects or symbols can help your child to better communicate their needs and result in calmer behaviour. Research into signing with young children has found that it actually speeds up their language acquisition, so as well as making your child calmer and happier, these techniques will also be accelerating your child's speech and language skills.

If you are at all concerned about any aspect of your child's communication, don't delay seeking advice from an SLT. We can carry out an assessment to determine the issues and suggest the best way forward for treatment. The longer a speech and language problem is left, the harder it can be to sort out, resulting in a potential loss of confidence for your child. So seek out your local SLT today and give them a call - we're here to help!

Lucy Magrin is Creator and Director of Speech House Ltd, a local company dedicated to improving the lives of children with communication difficulties. Please contact us on 01903 530681 www.speech-house.co.uk info@speech-house.co.uk

The longer a speech and language problem is left, the harder it can be to sort out...

01903 530681
07867 482 258

Speech House Ltd
Providing Specialist Tailored Speech And Language Therapy Services

Do you want to improve your child's speech?
We aim to provide all the support your child needs

For more information visit www.speech-house.co.uk

Example of a client's generic editorial, which is accompanied by their ad.