

CAIP Innovative Attitude Change Project Proposal - Advancing Access and Inclusion

<p>Project Title: Equal recognition for all athletes</p>
<p>Submitted by: Active Aging Canada</p>
<p>Sector Targeted for Attitude Change: <input type="checkbox"/>Employers, <input type="checkbox"/>Youth (preschool – Grade 12), <input checked="" type="checkbox"/>Community (geographic community or community of interest)</p>
<p>Specific Audience To Be Reached: Canadians of all ages</p>
<p>Specific Attitude To Be Established: The government and many Canadians believe there is significant value in promoting and supporting Olympic athletes. They are deemed to be good role models for children and youth and encourage and promote sport at all ages. The Paralympic athletes would be excellent role models for youth with disabilities. Promoting and supporting these athletes to the same degree as the Olympic athletes would change attitudes of disabled youth and the values of Canadians with respect to what is possible for those who live with a disability.</p>
<p>Geographic Reach: Coast to coast to coast.</p>
<p>Project Description Summary: Paralympic athletes are not valued for their accomplishments by the media, the government, the private sector, or Canadians. They have more obstacles to overcome than an able-bodied athlete, and work as hard to achieve their goals to reach the Paralympic Games. There is minimal exposure during the games, and very few (if any) of the athletes become well known outside of the games. Recognition for their achievements should be equal to the recognition of able bodied Olympians. Media, government, and the private sector must value the contribution that Paralympians can make to society and promote and support them in a similar fashion as they do with the able bodied Olympians.</p>
<p>Project Outcomes: Paralympians will be valued for their strength, courage and abilities, by Canadians who are invested in the sport world. They will become positive role models for other youth with disabilities, and encourage them that anything is possible and their disability does not have to be a barrier.</p>
<p>Project Lead and Partners: Sporting organizations, Sport Canada, CBC, private corporations</p>