



CAIP Innovative Attitude Change Project Proposal - Advancing Access and Inclusion

Project Title: Media Standards and Training – Portraying Persons with Disabilities
Submitted by: SCI Canada
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)
Specific Audience To Be Reached: People in Canada who listen to/watch public broadcasting on radio and television.
Specific Attitude To Be Established: Persons with disabilities are valued citizens that enrich the lives of people in our communities both socially and economically.
Geographic Reach: Coast to Coast to Coast
Project Description Summary: Persons living with a broad range of disabilities collaborate with public broadcasters, universities and colleges to design standards of practice for the portrayal of persons with disabilities by the media and by marketing and communications outlets. This group would also develop and implement an evidence-based, best practice education program that provides the knowledge and skills to people in the broadcast and marketing/communications professions that enables them to comply with the standards of practice. Resources would be available to provide training to organizations involved in public broadcast and marketing/communications services.
Project Outcomes: Public broadcast media and marketing/communications services have the knowledge and skills to represent persons with disabilities as valued citizens. The general public across Canada experiences a positive and consistent representation of persons living with disabilities in a way which emphasizes their contributions to enriching the social and economic fabric of communities across Canada.
Project Lead and Partners: Canadian Radio-television and Telecommunications Commission. NGOs representing persons with disabilities.