

CAIP Innovative Attitude Change Project Proposal - Advancing Access and Inclusion

<p>Project Title: Multi-Media Programming</p>
<p>Submitted by: SCI Canada and Joanne Smith</p>
<p>Sector Targeted for Attitude Change: <input type="checkbox"/>Employers, <input type="checkbox"/>Youth (preschool – Grade 12), <input type="checkbox"/>Community (geographic community or community of interest) *Community</p>
<p>Specific Audience To Be Reached: People living in Canada who consume and are influenced by social media, radio and television programming.</p>
<p>Specific Attitude To Be Established: Demonstrate to all Canadians that people with disabilities want and need to be more actively involved in all realms of their communities. And by sharing such stories, give people a greater understanding and appreciation how this diversity and inclusion enriches everyone's lives.</p>
<p>Geographic Reach: Coast to Coast to Coast</p>
<p>Project Description Summary: The media is a powerful tool that can reach and influence mass numbers of people. At one time, Canada was a world leader in disability-related media content and on-air disability representation. Unfortunately this is no longer the case. This Multimedia programming will be developed and delivered over 3 years using social media, radio and television. It will be a reinvention and expansion of the successful Gemini-award winning CBC television program Moving On hosted by Joanne Smith for 18 years. In the same way that Moving On entertained, informed, educated and positively affected attitudes of the general public by sharing stories of individuals with disabilities who were making enormous contributions to our communities through their entrepreneurship, leadership, unique innovations and successfully pursuing their goals, this new programming will be designed to positively influence the attitudes of people living in Canada whereby they have an increased appreciation for how their lives will be enriched by including people with disabilities and how the country will be stronger socially and economically as a result. Moreover, this program has the unique ability to motivate and support individuals with disabilities to become more actively involved in their communities, fulfil their ambitions and follow their dreams. The programming will cover all types of disability and will focus on the social and economic benefits of increasing access and inclusion of people with disabilities. Production will be directed by a team of people living with a broad range of disabilities and experts in production, marketing and communications. High profile figures seen as opinion leaders will also be engaged in delivering a range of messages. The project will include an evaluation of impact on changing attitudes among targeted audiences using pre and post measures.</p>
<p>Project Outcomes: People living in Canada experience a shift in their attitudes by establishing a sense of increased value for the involvement of people with disabilities, leading to actively pursuing the engagement of people with disabilities in their community. Community members who have an interest in promoting a positive attitude towards involving people with disabilities have a range of media resources for use to foster a shift in attitudes within their community.</p>
<p>Project Lead and Partners: CAIP Project Council members</p>