



CAIP Innovative Attitude Change Project Proposal - Advancing Access and Inclusion

Project Title: Don't "Dis" My Ability Social Media Initiative
Submitted by: Michelle McClure, Ability Online
Sector Targeted for Attitude Change: xYouth (preschool - Grade 12), xCommunity (geographic community or community of interest)
Specific Audience To Be Reached: Youth - elementary and high school students who do not have a disability (may also consider University students as well); community - individuals with and without disabilities via social media
Specific Attitude To Be Established: Gritty, edgy, no nonsense media strategy to change the attitude that people with disabilities can't do things - talents/potential not recognized. Get the conversation started and keep it going.
Geographic Reach: Across Canada



Project Description Summary: With attitude change comes inclusion.

This **NATIONAL** initiative involves:

- contact
- co-participation
- innovation etc
- Focus on Youth
- Discrepancy awareness

General notes from think tank:

No nonsense approach; punchy, hard, memorable; key messages focusing on ability rather than disability.

“We as Canadians have to act now!”

Consistent messages are sent out by all partners: CAIP etc

Tell people’s stories - this lets people know WHY this is important. Link back to Ability Online blog with detailed stories and the option to keep the conversation going.

“We are all in this together...no one is left out”.

It’s not about any one organization -it’s about the issue

Project Outcomes: Change attitude that a person is defined by their disability - rather they define themselves by building on strengths - focus on Ability.
Have individuals with disabilities share their stories via social media and the Ability Online blog
Drive people to the Ability Online website/blog to read full stories and continue the conversation.
When people without disabilities have a chance to get to know those with disabilities in a non-judgemental online community - perceptions change. People are more willing to respect differences and promote inclusion.

Project Lead and Partners: Michelle McClure
Joanne Smith
Peter Athanasopoulos
Ruby Ng
Christianne Schofield

Other partners to be identified as initiative roles out.