



## CAIP Innovative Attitude Change Project Proposal - Advancing Access and Inclusion

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| <b>Project Title:</b> National AccessAbility Week   |
| <b>Submitted by:</b> Rick Hansen Foundation   |
| <b>Sector Targeted for Attitude Change:</b> Youth and communities across Canada   |
| <b>Specific Audience To Be Reached:</b> Youth, socially conscious Canadians (skew F, 45+), Communities (and their accessibility committees) who have historically supported National Access Awareness Week  |
| <b>Specific Attitude To Be Established:</b> Increase national awareness, understanding, and support for the importance of accessibility for people with disabilities  |
| <b>Geographic Reach:</b> Coast to Coast to Coast  |
| <p><b>Project Description Summary:</b></p> <p>Using a combination of digital, social and traditional media and PR, we will educate and engage Canadian communities and youth about the importance of accessibility and encourage celebration of progress. Efforts will amplify the federal government’s National AccessAbility Week (the last week of May) and set the stage for a national adoption of legislative and programmatic solutions. The message will be extended through partnerships with like-minded organizations (such as WE, Cnd Paralympic Committee, Easter Seals)</p> <p>Activities include:</p> <ul style="list-style-type: none"> <li>• Invite all Canadians to be “Barrier Busters” on a dedicated Rick Hansen Access Day by identifying and removing barriers;</li> <li>• Leverage the RHF School Program, currently providing resources for k-12 across Canada, to engage youth at all levels through Abilities in Motion (AIM) Days and accessibility challenges with the opportunity for fundraising;</li> <li>• Offer highly motivational RHF Ambassador presentations in schools and communities across Canada; creating a personal connection with people with disabilities who share their stories and encourage inclusion;</li> <li>• Recruit high profile Canadians as champions and validators; and</li> <li>• Partner with retail, corporate, media, and other disability organizations to facilitate community engagement and fundraising for accessibility infrastructure improvement upgrades.</li> </ul> |
| <p><b>Project Outcomes:</b></p> <p>Increased national awareness of the potential of people with disabilities and the importance of accessibility; support for, and understanding of, the importance of accessibility legislation in Canada</p>  |
| <p><b>Project Lead and Partners:</b></p> <p>Project to be led by the Rick Hansen Foundation and over a dozen communities who have continued to recognize National Access Awareness Week. Invite disability organizations and municipalities across the country to support and participate; engage with schools and communities across Canada.</p>   |