



CAIP Innovative Attitude Change Project Proposal - Advancing Access and Inclusion

Project Title: Access & Inclusion Public Awareness & Engagement Campaign

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Sector Targeted for Attitude Change: Community

Specific Audience To Be Reached: The “50%” indifferent but could also include the 34% as champions.

Specific Attitude To Be Established: Normalization of Canadians of all abilities. This campaign would be more about the attitude we want to create versus the attitude we want to change as many people are indifferent or just don't think about the need for Canadians to become more inclusive. We want to show/promote inclusion, i.e. Canadian Tire and not segregate disability but normalize.

Geographic Reach: nation wide

Project Description Summary:

Our idea is to approach a creative agency who has talented people who develop creative ideas for a living to develop a disruptive, engaging creative campaign that will help to create awareness of the importance of access and inclusion. There may be agencies that would be willing to help us develop and pitch a creative idea for an important cause such as ours, knowing that the execution will be dependent upon government funding/buy-in. While we don't have funds to pay for creative development, if the exciting and impactful creative idea is presented and approved by Government, the campaign execution will then be funded along with the media to run the idea.

While an awareness campaign may not 100% in and of itself help to change attitudes fully, it is an important and highly effective step towards opening people's minds to make them talk about the issue, challenge their own perceptions and then ultimately behave in ways that are inclusive.

We propose that a core CAIP team lead the project and then present proposed idea/s to the larger CAIP group prior to the idea being included in our Government proposal.

The creative brief...

Objectives:



- We want to create a new narrative around “disability” and educate the public on how creating an inclusive environment helps everyone. For example, there may be things that aren’t visible to the average person but they know that they prefer the inclusive space much more than they do a non-inclusive space.
- We want a big, disruptive idea that gets people to think, taps into their emotion, could make them feel uncomfortable, and is engaging. An idea that has legs in various mediums and over the long-term
- Some similar campaigns we have in mind are: The new Downs Syndrome “Just not sorry”, Bell “Let’s Talk”. The “R” Word, CNIB, Canadian Tire “Wheels”, Autism Canada (stats increasing).

Target Market

The majority of Canadians who:

- May not be aware of how much work still needs to be done to make Canada fully accessible and inclusive of all Canadians
- May not know what needs to be done to make our country fully accessible
- Do not think about accessibility and/or inclusion of people with disabilities or of people with mobility, vision, hearing or cognitive challenges on a daily basis
- Think they aren’t touched by disability but realize they are in that they likely have an elderly parent, or grandparent, friend, colleague etc. who is impacted by a country is not fully accessible. There are currently 1 in 7 people with a disability in Canada and that is expected to grow to 1 in 5 by 2036. This is in large part to our aging baby boomer population.

Main Message (to be further developed with the agency partner):

- Canada has ability.
- None of us are “normal” and everybody is different/ has something to contribute. Diversity is normal.
- Universal Design / inclusive spaces / an inclusive Canada helps everyone.

Where:

- Multi-platform – we are open to where the idea best originates pending it will reach our mass audience. Ideally it will be an idea that could work in video, print, online, social, PR etc.

Timing: Consider something that rallies around National AccessAbility Week as this is a huge opportunity / rallying point to make some noise.

Ideas for Consideration:

- Perhaps the campaign/initiative leads to a website where we showcase companies who have done this successfully, i.e. Shopify (tech company in Ottawa, software for online sales and who have open-sourced how to do it), or Facebook.



- Consider inclusion of a national corporate partner in the execution. Their employees could rally around it.

Tone: inclusive, disruptive, engaging, respectful

Project Outcomes: Opens minds, engages the public, changes attitudes!

Project Lead and Partners: CAIP partners.

All eight funded organizations supporting the legislation may also want to support this idea.