



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

<b>Project Title:</b> Youth for Tomorrow Leadership Summit
<b>Submitted by:</b> Rick Hansen Foundation
<b>Sector Targeted for Attitude Change:</b> Youth (Grade 6 – Grade 12)
<b>Specific Audience To Be Reached:</b> Communities, Schools, Youth (age 12-19)
<p><b>Specific Attitude To Be Established:</b>          There is a whole generation of youth leaders who are passionate about inclusion for people with disabilities. This cohort works together to find solutions to issues and raises their voice on the importance of accessibility in their communities.</p>
<b>Geographic Reach:</b> Cross Canada – coast to coast to coast
<p><b>Project Description Summary:</b>          An annual contest and event bringing together 50 youth leaders – with and without disabilities – to learn about, solve challenges, and celebrate diversity and inclusion. This project will create an ongoing legacy from Canada150 activities of a number of organizations who delivered youth projects in 2017 (e.g. RHF, 4R Indigenous, Indspire, Sesqui, WE).</p> <p>Through schools and communities, youth will be invited to apply to attend the Youth for Tomorrow Leadership Summit. Fifty will be chosen to attend a weekend of celebration and learning to be held in different cities annually, combining motivational speakers such as Hannah Taylor (the Ladybug Foundation), Rick Hansen, and other champions of change, with hands-on activities related to solving challenges for people with disabilities.</p> <p>The initiative will be promoted across social media and through communication vehicles at the school and community levels. Media will be invited to cover the event, with social media activation ongoing to amplify and showcase participation. Following the Summit, attendees will be encouraged to present ideas within each of their communities.</p>
<b>Project Outcomes:</b> Capitalize on the next generation of champions for people with disabilities, providing an opportunity for youth to learn from each other and inspire others. The national scale and cross organizational promotion of the event will increase awareness of the potential of people with disabilities. It will also provide an ongoing legacy for Canada150 Signature Projects.
<b>Project Lead and Partners:</b> Rick Hansen Foundation along with corporate, media and community partners such as Shaw, Boston Pizza, and Canadian Tire Jumpstart Foundation.