Research on the National AccessAbility Week and Recommendations for the Future
– Final Report –

by the Canadian Centre on Disability Studies Incorporated, operating as

Eviance

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Contents

Executive Summary

Background. This is the Final report for research conducted by the Canadian Centre on Disability Studies Inc., operating as Eviance, on the National AccessAbility Week (NAAW). NAAW takes place every year starting on the last Sunday in May. It is intended to mark a time for promoting accessibility and inclusion across workplaces, for celebrating the contributions of people with disabilities in Canada, and for recognizing the efforts of Canadians to remove barriers and ensure people with disabilities have an equal chance to participate in all aspects of society. Preceded by a forerunner campaign in the late 1980s and 1990s, NAAW was recently revived as National AccessAbility Week and, with the passage of the *Accessible Canada Act* in 2018, now has a legislative base

This report explores:

1) Exemplary multi-year, government-involved approaches, organized around designated days/weeks/months, that government organizations and NGOs are using to bring attention to issues of accessibility and inclusion for persons with disabilities, and what we can we learn about the operation and successes of these campaigns; and

2) What key stakeholders from provincial and territorial disability organizations think would be the key components of a successful NAAW in Canada.

To complete the research, we conducted an environmental scan of 34 public awareness campaigns, half of which focused on issues of accessibility and inclusion for people with disabilities and half of which focused on other themes but provided information useful for the present study. Governments played a significant role in almost two-thirds of these campaigns. In addition to providing analytical content about the campaigns in the body of this report, Appendix 1 provides campaign summaries and details about the selected campaigns' scopes, targets, methods and tools. We conducted a literature review that included nearly 200 documents. Some of these materials focused on public awareness campaigns on accessibility and inclusion for people with disabilities. However, as such campaigns have not received much research attention, some of the materials we consulted provided information about other campaigns and considerations which yielded insights useful for the present study. In addition, we conducted 21 interviews with representatives from organizations that work with people from all socio-economic backgrounds who have a diverse range of disabilities. Some of the individuals and their organizations are significantly involved with Indigenous and ethno-racially diverse people, and most include rural and urban communities within their scope of activities. Eight of these organizations were significantly involved in NAAW 2019 and the remainder been involved with other public awareness campaigns that aim to further the access and inclusion of people with disabilities as full participants in society. Seven are bilingual organizations and one

uses French as its primary language. Interview respondents included: one government official; one representative from a social planning council; one academic involved in community activities related to access and inclusion; seven representatives from provincial/territorial disability stakeholder NGOs; and eleven representatives from national disability stakeholder NGOs with provincial/territorial and/or local affiliates. In terms of the disability focuses of interview respondents, sixteen were from organizations with cross-disability mandates and five were from organizations that each focus on a particular type of disability or on a range of disabilities caused by a single (main) underlying cause or condition. Our main line of questioning in the interviews focused on what the respondents considered to be the key strengths of their organizations' NAAW-related and other campaign activities, and what the key features of a successful NAAW campaign would be in the future.

Role of government and other partners. We found that government leadership in the campaigns we scanned was often in the production of communication tools (e.g., posters, graphics, videos, etc.), and secondarily in the operation of campaign events and strategies, and encouraging distributed action (i.e., the creation of locally-led events or strategies within the government's jurisdiction). In only two of the campaigns we examined were we able to determine that they included a legislated observance of a day / week / month, one of which was NAAW and the other National Disability Employment Awareness Month in the United States. The literature underscored that campaigns are often designed with a view to engaging partners (influential individuals and/or strategically selected organizations) who can help in furthering the aims of the campaigns. The selection of partners and the roles they will play depend on the nature, scope and aims of a campaign. However, very little has been written on partnerships between government and disability organizations, or among disability organizations themselves, in public awareness campaigns which focus on disability-rights issues such as access and inclusion. That said, all of the interview respondents for the present research spoke about the importance of working collaboratively with others in efforts to raise awareness and celebrate successes on issues of access and inclusion. There was a clear sense that no single organization can move the access and inclusion agenda forward across all the fronts where progress is needed. Several commented on the importance of governments in funding and assisting with campaign activities.

Intersectionality. We understand that people with disabilities represent a complex and multilayered social position in Canada, shaped by experiences of race/ethnicity, gender, age, sexual orientation, class and ability. The intersecting characteristics of people with disabilities means they face heightened risks of violence, poverty, exclusion, and barriers in access to employment, basic needs, housing, and other aspects of social and community life. As such, we define intersectionality as a framework for understanding that inequities are never the result of single, distinct factors. Rather, they are the outcome of intersections of different social locations, power relations and experiences. Our research showed that none of the 17 accessibility-related campaigns included in our environmental scan provided clear evidence of taking an explicitly intersectional approach in their target goals or messaging. Only one

campaign in our broader sample of 34 campaigns used an intersectional approach. Mirroring the limited attention to issues of intersectionality in the campaigns we reviewed, and despite concerns expressed about the multiple forms of discrimination that affect people with disabilities that the UN Convention on the Rights of Persons with Disabilities (CRPD) underscores, little has been written in the scholarly and grey literature on intersectionality as a feature of public awareness campaigns on access, inclusion and disability. That said, several authors, including the UN Committee on the Rights of Persons with Disabilities, have pointed out the importance of intersectionality and the difficulties that are likely to arise for community organizations and governments if they attempt to address issues of disability in isolation from other markers of disadvantage. Several interview respondents spoke about the importance of campaigns taking intersectional differences into account by gearing their messages and modes of communication to the diverse characteristics, interests and capacities of the audiences they aim to reach. Several organizations included in our interview sample are making explicit efforts to ensure intersectional approaches, with particular attention to Indigenous and racialized people, people in rural/remote communities and people with multiple disabilities.

Geographic scope. Most of the campaigns included in the environmental scan had a clearly defined geographic scope, e.g., city, county, province/state, country, continent. Almost half had a country-wide scope. The literature review found that the scope of a campaign will depend on the intended results and available resources. Some research, however, points to the importance of even campaigns with broad reach having a strong local focus, responding to local needs and leaving a local imprint by targeting people with local power and influence. Most of the interview respondents for the present research described their organizations' campaign activities as ones which took place in local communities *for* local communities. That said, several interviewees expressed the view that the federal government in Ottawa has an important role to play in supporting local campaign efforts.

Duration. Slightly more than half of the campaigns included in our environmental scan were organized around a day / week / month. Of the 19 government-led campaigns in the sample, half were ongoing campaigns rather than organized around a day / week / month. The literature indicates that effective campaigns factor in enough time for the results to manifest with the resources available and that longer-term campaigns seem necessary for changing knowledge, attitudes, beliefs, and help-seeking behaviours. The interview respondents for the present research appreciated the importance of taking a week to highlight and celebrate progress in moving access and inclusion forward, but also spoke about the importance of the significant work that is needed leading up to and following the week of NAAW, for which organizations also need support.

Targeted changes. We found on the basis of our environmental scan that, most commonly, campaigns target individual behaviour change such as reporting, reduced incidences of discrimination/harm, increased help seeking, increased participation, and increased intent to act. Campaigns can also target changes in knowledge, attitudes, beliefs or values within

individuals, or policy and practice change within organizations, and can have more than one change target. Sometimes it was difficult to deduce the changes that campaigns were aiming to bring about. We found that the most compelling campaigns were those which had a clear link between their message / call to action and the targeted change they were aiming to bring about. In many cases, changes are sought by means of the distributed actions of organizations operating across and within communities.

Our review of the literature found that two major aims and spheres of campaign activity are: 1) individual behavior change, which includes influencing the individual beliefs, values and attitudes which give rise to behaviors; and 2) the engagement of public will, by increasing the public visibility of issues, shaping public perceptions of who is responsible, raising awareness about solutions, influencing the design of public policy and services, and mobilizing constituencies into action. Effective campaigns are multi-faceted, target strategically selected individuals and groups as well as the public at large, involve a range of messaging methods, evoke action, involve governments as partners particularly for comprehensive and long-range initiatives, and reflect common recognition and understandings among large segments of the public *and* government on issues that require public attention. Effective campaigns will assess local needs and the availability of resources, seek direct inputs from people with disabilities (or other primary intended beneficiaries) and other stakeholders on issues that require attention, and can draw from secondary research for such information. A variety of behavioural and other changes sought may be within people with disabilities and/or within the public at large or selected groups who have the potential to affect the access and inclusion of people with disabilities. However, in effective campaigns, the goals are clearly formulated and evaluated for whether they have been achieved.

Interview respondents responsible for several of the initiatives we heard about sought input from people with disabilities and other local stakeholders on local needs and issues related to accessibility and inclusion, and developed campaign activities accordingly. A couple of respondents underscored the importance of a flexible approach to campaign funding which can accommodate a variety of understandings of legitimate local needs in the context of local communities' different states of awareness and development on issues of disability.

Targeted audiences. The campaigns included in our environmental scan aimed to create change among a variety of audience types, and sometimes more than one audience. Of the 17 accessibility-related campaigns, about a third were aimed at the general public or bystanders, about a third were aimed at people with disabilities as the primary audience, and a few targeted individuals within organizations and social networks that are involved with people with disabilities or accessibility issues. Of the 17 other campaigns, most were targeted at the general public or bystanders; only a few were aimed at more than one subpopulation or at a specific subpopulation. Similarly, the literature review found that campaigns may target individual persons such as people with disabilities, members of their social networks, people who work in organizations that serve people with disabilities and the general public. However,

organizations may also target organizations, which can include employers, service organizations, Disabled Persons' Organizations (DPOs), schools and various organizations within government. For the organizations of the people we interviewed, it was common for them to try to raise awareness among community members in general about what it means to live with disability, some of the challenges people with disabilities experience, and some of the solutions that would foster greater access to and inclusion in the life of the community. Some of the initiatives, however, intentionally focused on selected sub-groups within the community, which included employers, educators, social workers, municipal councils and provincial/territorial government officials.

Campaign strategies. A variety of campaign strategies and communication mediums were used by the campaigns included in the environmental scan. These included distributed action (engaging and supporting local action), involving people with disabilities in campaign design, developing programs, adopting novel strategies to raise awareness, drawing upon behavioural psychology to evoke behavioural change, employing multi-pronged approaches, and using tools for starting local discussions to raise awareness about sensitive issues. Our review of the literature found that the modalities used for a campaign depend on whether members of the targeted audience(s) have been framed as spectators, actively engaged participants (or potential participants) in the campaign and/or in the lives of people with disabilities. Modalities explored include general awareness raising, calls to action and broad-level values orientation to inform and bring about alignment with sought-for behavioral norms. Selected tools include mainstream media, organizations' websites, internal communication systems, social media, facilitated direct contact between selected publics and people with disabilities, use of personal testimonials and awareness-raising, education, training and professional development for selected groups. The types of initiatives under NAAW that interview respondents discussed were diverse, typically involved broad-level awareness raising, and drew from strategies such as personal testimonials, facilitated direct contact with people with disabilities, the convening of community events for everyone at which low-key disability awareness raising also took place, providing selected groups with education, tips and advice on access and inclusion, strengthening local service-delivery capacity for inclusion, the use of social and other media, the distribution of grants and the leveraging other activities and opportunities consistent with the aims of NAAW (e.g., the International Day on Persons with Disabilities, provincial disability strategies, religious celebrations).

Messaging. Messaging used by the campaigns included in the environmental scan varied. However, effective design features included compelling visual design in communications materials, a clear call to action and/or concise or clever slogan and a logical connection between the campaign message or call to action and the targeted change. The literature review found that the examples used to illustrate key messages need to be respectful, appropriate and resonant in light of targeted audiences' characteristics (e.g., age, cultures, gender), suitable in "tone", i.e., non-alienating, as well as clear, succinct, understandable, engaging, memorable and actionable and delivered through venues and modes of communication that are likely to

reach the intended audiences. Several interview respondents spoke about the importance of gearing the messages and modes of communication to the capacities and interests of the audiences they wanted to reach. This involved communication in indigenous and other languages, innovative measures to communicate with Deaf people whose main language is neither English nor French, and measures to communicate with people who have difficulties with the written word and greater comfort with images.

Lessons learned. Evidence of evaluation and of campaign organizers' reflections on lessons learned as a result of their campaigns was limited in the environmental scan. While the research literature points to the importance of the evaluation of campaigns, little was to be found on the evaluation of disability-related campaigns with a focus on access and inclusion. The evaluations which have been conducted tend to point in the direction of campaign effectiveness where campaigns: bring about direct contact and positive experiences between members of the general public and people with disabilities; provide information and awareness-raising for specific audiences (e.g., for teachers, for school children); are linked to anti-discrimination legislation; provide Information, awareness, education and training programs that are multifaceted and prolonged; and are adequately resourced. Generally, the initiatives we heard about in the interviews did not have a strong evaluation focus, so the organizations were usually not altogether clear about whether they achieved what they set out to achieve under NAAW. Some reflections based on the interviewees' experiences, however, included the importance of: ensuring enough lead time to plan and publicize activities; accurate and timely publicity of details about campaign activities; creativity and perseverance in efforts to "blast through" other campaigns and their messages; the potential benefits and a few cautions about adopting a unifying theme for NAAW; the potential usefulness of common branding for NAAW activities; the framing of NAAW as an important but not the main or only access- and inclusion-focused initiative of the federal government; and the need for better publicity of NAAW among non-participating organizations whose involvement has the potential to strengthen NAAW's reach and impacts.

Recommendations. Our recommendations can be found in section V of this report. They focus on the following for the Accessibility Secretariat.

Building an enabling national-level campaign by:

- Developing a clear set of goals and objectives for the government's involvement in NAAW over a multi-year strategy;
- Providing a mix of long-term (multi-year) and shorter-term funding for organizations to plan for and implement NAAW activities;
- Ensuring provision of timely, accurate information about NAAW activities that are slated to occur in local communities;

- Publicizing NAAW among organizations not presently participating in NAAW whose activities are consistent with the aims of NAAW and who have the potential to extend the reach and impacts of NAAW; and
- Developing any theming for NAAW in collaboration with disability organizations and ensuring they have plenty of advance notice about upcoming themes.

Supporting campaign design and evaluation by:

- Supporting local campaigns to directly and substantively engage diverse people with disabilities in assessments of local and regional needs and promising practices that warrant campaign attention, and in the design and evaluation of campaigns and related activities;
- Assisting local campaigners to improve the effectiveness of their efforts by making resources available on best practices;
- Increasing the relevance and effectiveness of provincial/territorial and local campaigns' designs and messaging by providing organizations with access to campaign professionals;
- Creating opportunities for participating organizations to share and learn from one another about successful campaign strategies and activities.
- Continuing to support NAAW activities that provide opportunities for community members to directly meet, have conversations with and get to know people with disabilities and the people at the organizations serving them;
- Encouraging intersectionality in local and regional NAAW events by facilitating the development of new and ongoing relationships between accessibility- and inclusion-focused organizations for people with disabilities and organizations representing other diverse populations; and
- Supporting local and regional disability stakeholders to develop, carry out and report on evaluations of their campaigns.

I.   Introduction

This is the Final report for research conducted by the Canadian Centre on Disability Studies Inc., operating as Eviance, on the National AccessAbility Week (NAAW). This report explores:

1) Exemplary multi-year, government-involved approaches, organized around designated days/weeks/months, that government organizations and NGOs are using to bring attention to issues of accessibility and inclusion for persons with disabilities, and what we can we learn about the operation and successes of these campaigns; and

2) What key stakeholders from provincial and territorial disability organizations think would be the key components of a successful NAAW in Canada.

The research involved:

- An environmental scan to explore exemplary awareness-raising initiatives (including reviews of websites and related documents);
- A literature review on strategies for and theories behind effective multi-year approaches to awareness-raising on disability issues, including on issues of accessibility and inclusion; and
- Interviews with key informants from selected initiatives.

The discussion which follows provides brief context information about NAAW, a summary of our methodologies, followed by our findings. We conclude with recommendations. Appendix 1 provides details about the accessibility-related and other campaigns we explored, and a list of commonly used campaign tools. The findings focus on the roles of government and other partners in campaigns, how campaigns reflect concern for intersectionality, the geographic scope and duration of campaigns, targeted changes and audiences at the focus of campaigns, campaign strategies, messaging and lessons learned. In each of the sections dedicated to those topics, we have presented results as drawn from the environmental scan, the literature review and the interviews.

II.   About NAAW

National AccessAbility Week (NAAW) takes place every year starting on the last Sunday in May. It is intended to mark a time for promoting accessibility and inclusion across workplaces, for celebrating the contributions of people with disabilities in Canada, and for recognizing the efforts of Canadians "who are actively removing barriers and ensuring persons with disabilities have an equal chance to participate in all aspects of Canadian society." The Government of

Canada has framed the initiative as a means of "strengthening the collaborative effort needed to create a country that is fully accessible and inclusive" (Government of Canada, 2019).

Historically, NAAW (previously, National Access Awareness Week) was used to promote access for people with all disabilities who encounter physical, communication, technological, systemic and attitudinal barriers that prevent them from participating in day-to-day activities. The Rick Hansen Foundation (RHF) created and implemented NAAW in 1988 in partnership with federal and provincial governments. NAAW was part of the legacy of the Rick Hansen Man in Motion Tour, which was a two-year trek Rick Hansen made of 40,000 km through 34 countries in his wheelchair to raise awareness about the need for accessibility for people with disabilities. The federal Secretary of State, through the Secretariat for the Status of Disabled Persons, provided coordination, funding and secretarial support for NAAW, which had an extensive organizational structure. More than 1,000 communities across Canada participated in the initiative from 1987 to 1995. NAAW was recently revived as National AccessAbility Week and, with the passage of the *Accessible Canada Act* in 2018, now has a legislative base (House of Commons of Canada, 2018). Currently, some provincial and territorial governments hold an annual Access Awareness day or week in late May or early June (NAAW staff, 2020). NAAW does not have the same degree of organizational structure as it did in the past. While the Accessibility Secretariat engages with stakeholders to gather information about community-based NAAW events and provides stakeholders with tool kits, it does not provide the same coordination and secretariat function as the Secretariat for the Status of Disabled Persons provided in the 1980's and 1990's.

III.   Methodology

A.   Environmental Scan

The environmental scan for this study aimed to identify exemplary multi-year, government-involved approaches, organized around designated days/weeks/months, that government organizations and NGOs are using to bring attention to issues of accessibility and inclusion for persons with disabilities, and what we can we learn about the operation and successes of these campaigns. In addition to campaigns addressing accessibility and inclusion, the search also aimed to identify best practices in public awareness campaigns by including (1) campaigns addressing accessibility and inclusion that were not organized around a designated day / week / month, (2) campaigns addressing other thematic areas that were organized around a designated day / week / month, and (3) campaigns addressing other thematic areas that were *not* organized around a designated day / week / month. In the latter case, an emphasis was placed on campaigns that were led by, or which otherwise involved significant involvement of, governments. The table below summarizes the types of campaigns included in the environmental scan.

Types of campaigns included in the environmental scan: Sampling frame

Campaign Thematic Area

		Accessibility / Inclusion	Other thematic area
Campaign Type	Designated day / week / month	Focus	(2)
	Other type of campaign	(1)	(3)

Using key words, web-based searches were conducted based on the sampling frame above. Potentially relevant campaigns were identified and stored in a search file. A subsequent scan of the campaigns and their related websites and online documents was undertaken to confirm the inclusion of the identified campaigns. Ultimately, 34 campaigns were included in the final data set for the environmental scan: 17 campaigns related to accessibility and 17 campaigns in other thematic areas including cyber safety (2), domestic violence (2), gendered violence (1), human trafficking (1), LGBTQI2S rights (1), racism (4), sexual harassment (1), sexual violence (3), and substance use (2).

A data extraction file was constructed to support data collection. Drawing on themes from the literature review and emerging themes from interviews with stakeholders, the extraction tool included a series of campaign elements, for example, geopolitical scope, sponsor, role of government, strategies and tools, targeted change, etc. For each campaign, online materials were reviewed, and campaign elements were identified and inputted into the extraction file. The tables in the Appendix summarize the results of the data collection phase of the environmental scan.

Limitations. While the results of the environmental scan provide useful evidence for understanding the mechanisms of effective public awareness campaigns, it is important to note that, as with any type of data collection, there are limits to what we can know from this method. Given the data sources used in the environmental scan (i.e., websites and online documents) the results of the scan present the following limits:

- Public-facing materials available online may present only a partial description of any given campaign. In particular, key details about relationships between partners, evaluation outcomes, lessons learned, and other strategic decisions were difficult to identify within this dataset. The results of the literature review and interviews provide

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some additional information to address these gaps in the environmental scan.

- With only a limited understanding of each campaign we must be cautious in interpreting trends within the dataset. For example, the nature of government involvement may differ somewhat from what we were able to identify solely from online data sources. Additionally, it is not valid to use this dataset to identify the most common communications tools used, as it is unlikely that we were able to accurately capture all of the communications tools used by any given campaign – offline communication materials used in a campaign were particularly difficult to identify using only online data sources.

Despite these limitations, the results of the environmental scan captured diverse trends and lessons that can be applied to the ongoing strategy for NAAW in Canada. A brief summary of the campaigns included in the environmental scan, and fuller details about their' features, can be found in Appendix 1.

B. Literature review

We examined the scholarly and grey literature to identify the key elements of public awareness campaigns and to explain and deepen our understanding of the results of the environmental scan and interviews with stakeholders. We used several search criteria in Google Scholar to obtain material on effective public awareness campaigns with a focus on the access and inclusion of people with disabilities as full participants in society. Of particular interest were day-long and week-long campaigns.

A general observation is that, while the literature on issues of disability access, inclusion, anti-stigma and rights is vast, the literature on public awareness campaigns that touch upon these themes is much more limited, and much of it concentrates on issues of mental health. However, we adopted a snowball method and followed up on literature referenced in the bibliographies of the most relevant publications we obtained and continued to follow up on the latter bibliographies as well.

Our high-level searches also led us to information about well-developed public awareness campaigns in other domains, such as health promotion, disease prevention, prevention and responses to violence, and environmental protection. We consulted selected information about campaigns in those areas where the literature on the features of campaigns for furthering the access and inclusion of people with disabilities in society was thin on the ground. Generally, we avoided literature that focused on subject matters that were beyond scope unless that literature drew attention to broadly applicable features of effective public awareness campaigns that could be used for campaigns to further the access and inclusion of people with disabilities. Particularly helpful were some of the materials referenced in the literature on mental health and anti-violence campaigns. Owing to the scarcity of literature on the specific focus of the present study, we found we had to broaden our search to include materials that

dealt with longer-term disability-related public awareness campaigns instead of limiting the search to literature about campaigns organized around around designated days, weeks or months.

C.   Interviews with Stakeholders

The interviews conducted for this research were from two groups of respondents:

1) Knowledgeable representatives from organizations that were significantly involved in NAAW in 2019 in British Columbia, Alberta, Saskatchewan, New Brunswick, Ontario, Nova Scotia, the Northwest Territories and Yukon (8 interviews); and

2) Knowledgeable representatives from organizations that were not involved or only peripherally involved in NAAW but who have been involved with other public awareness campaigns that aim to further the access and inclusion of people with disabilities as full participants in society (13 interviews with respondents from British Columbia, Manitoba and Ontario). Several of these individuals' organizations are considering becoming involved in NAAW.

Interview respondents represented a range of perspectives on issues of accessibility and inclusion. Respondents included: one government official; one representative from a social planning council; one academic involved in community activities related to access and inclusion; seven representatives from provincial/territorial disability stakeholder NGOs; and eleven representatives from national disability stakeholder NGOs with provincial/territorial and/or local affiliates. Seven are bilingual organizations and one uses French as its primary language. In terms of the disability focuses of interview respondents, sixteen were from organizations with cross-disability mandates and five were from organizations that each focus on a particular type of disability or on a range of disabilities caused by a single (main) underlying cause or condition. Together, interview respondents and their organizations work with people from all socio-economic backgrounds who have a diverse range of disabilities. Some of the interviewees and their organizations are significantly involved with Indigenous and ethno-racially diverse people, and most include rural and urban communities within their scope of activities. Some of the respondents' organizations have a main focus of activity such as employment, education, outreach to children and families, or the provision of legal services and related programming, while other organizations are multi-purpose and are involved in a variety of access- and inclusion-related programs and policy initiatives. The interviews lasted from 45 minutes to an hour each.

Our main line of questioning focused on what the respondents considered to be the key strengths of the NAAW-related and other campaigns their organizations ran or in which they have participated, and what the key features of a successful NAAW campaign would be in the future.

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In that context, and as time permitted, we also explored: the use of media (social and other) in the respondents' campaigns; community and governmental support for the campaigns; brief descriptions of any evaluations that may have been conducted; and, in addition to the suggestions interview respondents presented in the course of the interviews, any further recommendations they had for running a successful campaign like NAAW in the future. Many of the success factors which the interview respondents discussed are consistent with findings reflected in the scholarly literature.

IV.   Findings

A.   Role of Government and other Partners

1.   Environmental Scan − Role of Government and Other Partners

A national, provincial/state, or local government played a significant role in almost two-thirds of the included campaigns (n=22). A government was identified as being a campaign lead for 19 of the campaigns. The remainder were led by non-governmental organizations. For 3 of the campaigns where a government was not the lead organization, they were identified as being a significant partner, sponsor or funder.

Campaign Lead by Thematic Area

Campaign Thematic Area

		Accessibility / Inclusion	Other thematic area
Campaign Lead	Government	7	12
	Non-governmental organization	10	5

Government-led campaigns tended to have three distinct, and not mutually exclusive roles for the government organization: production of communication tools (e.g., posters, graphics, videos, etc.), operation of campaign events and strategies, and encouraging distributed action (i.e., the creation of locally-led events or strategies within the government's jurisdiction). Of the campaigns included in the environmental scan, it was most common for governments to play a lead role by producing communication tools (n=14). Five of the campaigns led by governments

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relied on a strategy of encouraging decentralized action, and only 2 of the government-led campaigns involved a government organization directly operating events or some other strategy other than communications. In the latter case, for example, *AccessAbility Day* in Australia is a campaign that includes a program run by the government in which people with disabilities and businesses can register to take part in a work placement experience over the course of one week annually.

In only 2 of the campaigns were we able to determine that the campaign included a legislated observance of a day / week / month, one of which was NAAW, the other National Disability Employment Awareness Month (NDEAM) in the United States. More information about NDEAM is presented below.

Spotlight on: National Disability Employment Awareness Month

National Disability Employment Awareness Month (NDEAM) is a legislated observance held every October in the United States that celebrates the contributions of workers with disabilities and educates about inclusion of people with disabilities in the workforce. NDEAM was established by an act of the US Congress in 1945. The administrative department responsible for NDEAM is the Office of Disability Employment Policy (ODEP) within the US Department of Labor.

The NDEAM website offers a number of resources for people and organizations planning to participate in observing the month. These include a timeline of the history of disability employment in the US as well as the following communications tools: poster in English and Spanish available for download or order, drop-in article templates for association and union publications, a sample NDEAM proclamation for use by a mayor, governor or organization leader, a sample participation press release to announce an organization's participation, sample social media content, and tips for keeping social media engagement accessible.

The website also includes tailored lists of activity suggestions for different groups who may wish to participate, including employers and employees (e.g., review policies, establish an employee resource group, train supervisors), educators and youth service professionals (e.g., hold a discussion, implement "soft skills" training, engage student leaders), state governors, legislators and other policymakers (e.g., Take Your Legislator to Work Day, legislate Disabilities Awareness Day, create an NDEAM proclamation or statement), associations and unions (e.g., feature NDEAM in

a magazine or newsletter, send a president's message about NDEAM, hold an NDEAM brown bag lunch webcast or teleconference), disability-related organizations (e.g., post an NDEAM weblink, solicit and NDEAM proclamation, hold a poster contest), federal agencies (e.g., access the Workforce Recruitment Program, provide federal specific training, start a mentoring program). Links to all of the suggestions can be found on ODEP's website (https://www.dol.gov/odep/topics/ndeam/).

The 2019 NDEAM theme was "The Right Talent, Right Now". Activities led by ODEP included a news release in June announcing the theme and inviting participation from individuals and organizations, a presidential proclamation issued on September 30, and an event hosted on October 30 honouring NDEAM that explored disability inclusion through the lens of workplace policies and practices that support mental health. Speakers and panelists included senior Department of Labor officials and mental health experts. A video of the event was made available on YouTube.

2.   Literature Review — Role of Government and Other Partners

Campaigns are often designed with a view to engaging partners (influential individuals and/or strategically selected organizations) who can help in furthering the aims of the campaign (Bouder, 2013). Which partners are selected and how the partnerships function will depend on the nature, scope and aims of a campaign. Effective partnerships require attention to clarity of roles / responsibilities, mutual respect, good communication and other considerations.

There is a robust scholarly literature on public and community partnerships in health- and violence-related campaigns and programmatic responses to issues in those areas (e.g., Butterfoss, 2009; Ivery, 2008; Koss, White & Lopez, 2017 and research cited in those articles). However, very little has been written on partnerships between government and disability organizations, or among disability organizations themselves, in public awareness campaigns which focus on disability-rights issues such as access and inclusion (Fisher & Purcal, 2017).

3.   Interviews — Role of Government and Other Partners

While the published literature may not have much to say about partnerships involving people with disabilities and their organizations in public awareness campaigns, all of the interview respondents for the present research spoke about the importance of working collaboratively with others in efforts to raise awareness and celebrate successes on issues of access and inclusion. If the term "partnership" was not consistently used by all interview respondents, what *was* conveyed was a clear sense that no single organization can move the access and inclusion agenda forward across all the fronts where progress is needed.

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As a result of the perceived need to work with others, the organizations that played lead roles in NAAW engaged with a wide diversity of other organizations. Such organizations were in the public sector (e.g., provincial/territorial and municipal governments), and in the business, health-related (regional health centres and hospitals), educational (schools, post-secondary academics) and not-for-profit sectors (e.g., employment agencies, arts and culture organizations, recreation providers, disability-related service organizations, advocacy and self-help groups).

In some cases, these collaborative working relationships helped the organizations to coordinate their labour and other resources across NAAW initiatives that took place at the local level. In other cases, the organizations were able to leverage the networks of diverse other organizations for information sharing and event promotion, e.g., by means of government's internal communication channels with its own departments and agencies, through community organizations' memberships and broader networks.

Several interview respondents pointed to partnerships with other stakeholders as the single-most important factor behind the successes of their efforts under NAAW. Several commented appreciatively about the importance of government funding and other support for their campaign efforts. One example was a well-attended event with public- and private-sector employers on the how to's of job accommodations. The interview respondent's organization collaborated with a local chamber of commerce to host the event, which featured a respected employer as guest speaker who discussed his experiences with job accommodations. The event was well attended and subsequently led to employers asking the organization to partner on inclusive employment issues going forward. Another interviewee spoke about collaborating with two government departments and their local CBC radio station to feature on-air interviews with young people with disabilities. The government departments assisted with the cost of publishing a book about the lives of the same youths, who read and discussed excerpts on air. The same organization has partnership arrangements with airlines that serve the north, which helps reduce the typically expensive cost of travel for the organization's outreach into remote communities. A representative from another organization described how their provincial government had provided professional support from a communications team for the development of attractive posters for NAAW activities, which the government and the participating organization distributed widely within their own networks.

In terms of guiding principles for partnerships, one interviewee spoke about how her organization sponsored and helped coordinate community-level marketplaces at which a variety of service organizations interacted with the public and discussed their work. Her organization focused on raising community awareness about inclusive employment, which was her organization's mandate. The core insight was that, together, the organizations could help raise community awareness and forge links with members of the general public on a wide diversity of issues related to access and inclusion. It made more sense to the interviewee that organizations continue in that vein rather than competing against one another to market

themselves as having expertise and resources beyond their respective mandates and areas of strength. The interview respondent described how competitive processes for accessing limited funding can undermine this kind of collaboration and partnership among community organizations.

Several other interviewees described how working partnerships with other organizations enabled them to build on one another's strengths, share resources and achieve impacts that would have been impossible for them to achieve in isolation from one another. Practical examples include sharing office space, photocopiers, kitchen facilities and meeting space for events, and providing training and awareness raising for one another's staffs. In this way, an organization that specializes in brokering access to affordable housing, for example, and another organization that specializes in supports for independent living, were able to broaden their reaches to the people the organizations serve in the local community.

All the people we interviewed commented favourably about the opportunity to learn from one another at a debriefing session that was convened by NAAW officials after NAAW 2019. While not strictly a "partnership" activity, respondents said they would appreciate more such opportunities to collaborate, to find out what others are doing and to learn from one another in the future. One respondent suggested that, based on these kinds of conversations, a digest of key principles, activities and learnings could be distilled into a booklet, which could serve as an NAAW orientation guide for participating organizations in the future.

Another respondent said that such a guide with ideas for facilitated events, other activities and an evaluation component would be a useful tool for use in NAAW-styled initiatives with a focus on the post-secondary system as a particular focus of attention. Branding would have to ensure the guide and related activities would be perceived as "cool" among post-secondary students and would require collaborative marketing in partnership with student unions and campus-based disability groups.

B.   Intersectionality

1.   Environmental Scan — Intersectionality

The campaigns included in the environmental scan provided only limited insight into their incorporation of intersectionality. None of the 17 accessibility-related campaigns identified took an explicitly intersectional approach in their target goals or messaging. However, it is possible that campaigns using decentralized action may have included events or strategies with intersectional approaches in local communities and organizations.

Only one campaign out of 34 included in our scan used an intersectional approach. *Draw the Line* is a provincial awareness campaign in Ontario led by the Ontario Coalition of Rape Crisis Centres, a provincial NGO, in partnership with the provincial government, Nishnawbe Aski

Nation, and several other provincial NGOs that represent diverse populations, including Egale Canada (LGBTQI2S people), Mujer (Latin American women), and White Ribbon (boys and men). Each of the partner organizations contributed to the campaign by producing communications tools (e.g., posters, videos) that specifically target their core audience. In this way, partnerships with specialized organizations contributed to messaging that captured the intersectional lived realities of diverse people in Ontario.

The finding that few public awareness campaigns in our sample used an intersectional approach is in and of itself revealing. As state and civil society actors continue to develop greater proficiency in applying an intersectional lens to public policy, including public education, we may expect to see a shift in emphasis toward greater use of intersectionality in public awareness campaigns. The *Draw the Line* campaign offers one model for approaching this task: develop partnerships with organizations that serve diverse populations in order to incorporate an intersectional lens into campaign goals and communication tools.

2.   Literature Review – Intersectionality

Our literature review indicates that little has been written on intersectionality as a feature of public awareness campaigns on access, inclusion and disability. This gap in the literature mirrors the limited attention to issues of intersectionality in the campaigns we reviewed. This gap is significant given concerns expressed about multiple forms of discrimination in the Preamble (p) and Article 6 of the UN Convention on the Rights of Persons with Disabilities or CRPD. (United Nations, 2008).

The term "intersectionality" was coined in 1989 by American critical legal race scholar Kimberlé Williams Crenshaw (1989). We define intersectionality in accordance with Crenshaw and others such as Olena Hankivsky (2014) who defines intersectionality such that:

> Intersectionality promotes an understanding of human beings as shaped by the interaction of different social locations (e.g., 'race'/ethnicity, Indigeneity, gender, class, sexuality, geography, age, disability/ability, migration status, religion). These interactions occur within a context of connected systems and structures of power (e.g., laws, policies, state governments and other political and economic unions, religious institutions, media). Through such processes, interdependent forms of privilege and oppression shaped by colonialism, imperialism, racism, homophobia, ableism and patriarchy are created. (p. 2)

This means that inequities are not the result the single, distinct factors; but are the outcome of intersections of different social locations, power relations and experiences.

Some authors have drawn attention to the limited attention to intersectionality in the design of campaigns that focus on people with disabilities (e.g., Naidu, Haffejee, Vetten & Hargreaves, 2005) and others have noted tensions that are likely to emerge if organizations pursue the aims of the CRPD in isolation from issues of gender, ethno-racial diversity and other intersectional

markers of human differences (e.g., Bartlett, 2017). That said, some researchers have underscored that the CRPD does indeed require intersectional approaches to policy, programming and campaigns (e.g., Buettgen, Hardie, Wicklund, Jean-François, & Alimi, 2018; Paré, 2019; see also Committee on the Rights of Persons with Disabilities, 2017 and 2018) and the research literature more broadly reflects a growing awareness that issues of disability cannot be treated in isolation from other characteristics associated with disadvantage, such as age (e.g., Kroger, 2004; Hodges, O'Brien, McGorry, 2007), gender (e.g., Judd et al., 2008; Galdas, Cheater & Marshall, 2005), Indigeneity (e.g., Carlson, Farrelly, Frazer & Borthwick, 2015; Durst, South & Bluechardt, 2006; Fem Net North, 2016; Gillespie, Rioux, Mora Severino, Moore, et al., 2016), ethno-racial diversity (e.g., Gary, 2005; Lam et al., 2010) and intersectional complexity (e.g., Nicolaidis et al., 2010; Shuttleworth & Sanders, 2010; Meer & Combrinck, 2015; Buettgen, Hardie, Wicklund, Jean-François, & Alimi, 2018; Canadian Centre on Disability Studies and DAWN Canada, 2017; Hankivsky, 2012).

Our previous research involved a scoping review of the literature and an environmental scan of policies, programs, services and activities that are intended to address the intersectional forms of discrimination impacting persons with disabilities in Canada. This research indicated that "despite the great theoretical contributions of intersectionality, it's inherent complexity causes many practitioners, service providers, and activists to grapple with its application" (Buettgen, Hardie, Wicklund, Jean-François, & Alimi, 2018, p. 42). This in part may be attributed to the multitude of social locations that intersectionality asks us to consider when thinking about identity, and associated societal systems and structures of power. Indeed, intersectionality demands a commitment to those who wish to adopt it as a tool, which extends to organizations who are trying to adapt it. For instance, at an organizational level, implementing tasks that reflect intersectionality must happen carefully, without rush and with thoughtful planning.

3.   Interviews — Intersectionality

Several interview respondents spoke about the importance of campaigns taking intersectional differences into account by gearing their messages and modes of communication to the diverse characteristics, interests and capacities of the audiences they aim to reach. One respondent described how the geographic location of her organization brings it into regular contact with Indigenous people, which in turn needs to be reflected in the organization's outreach, communication and service efforts. This respondent's organization implemented diverse NAAW activities whose aims were to raise the awareness of the unique intersectionality of Indigenous identity and disability.

Several respondents related their organization's experiences that, for some people, effective campaigns involve communicating in a variety of Indigenous and other languages, e.g., Somali, ASL, sign language for people from Somalia. There is also a need to convey key ideas in ways that are accessible and interesting to people with limited text-based literacy skills, e.g., graphically, and for communication that is grounded in diverse lived experiences of disability, ethnicity and gender. With the latter aim in view, one respondent pointed to the need for

disability organizations to enter into long-term allyships with First Nations communities and the LGBTQI2S community – something she felt the disability community had not done very well to date.

Some lines of intersectionality addressed by the organizations of the people we interviewed were across ethno-racial, cultural, gender *and* socioeconomic lines. For instance, one respondent described how his organization has created a Speaker School for vulnerable adults, which includes women, Indigenous persons, injured workers, and people who are unemployed. These individuals spend an evening per week over fourteen weeks at an Indigenous Friendship Centre in an atmosphere of mutual support and learning. The sessions culminate in the graduates individually presenting to City Council on what they have learned about accessibility. Much of that learning is from one another. While this respondent's organization was not directly involved in NAAW in 2019, he felt that the culminating activity is compatible with NAAW and indicated that his organization will be exploring more explicit involvement in NAAW in the future.

Another interviewee's organization, which is looking at participating in NAAW in 2020, uses an intersectional approach as its main method of reaching out to families of children with disabilities. The organization's work places a major focus on ethno-racially diverse newcomers and refugees who are often of the Muslim faith. The organization runs a range of access- and inclusion-oriented programs, including an accessible Ramadan campaign. That campaign has been designed specifically to ensure that ethno-racially diverse community members and their children with disabilities will be integrally involved in the religious and cultural activities associated with Ramadan. The behind-the-scenes work for the campaign involves a personalized communication strategy which invites leaders of organizations within Muslim communities to consider implementing simple changes that will make their programs and services more accessible and inclusive for all community members. The invitation draws attention not only to how children with disabilities and their families will benefit, but to how others also stand to benefit, such as seniors, mothers with young children in strollers, people who need interpreter services in a variety of languages, people carrying heavy parcels for whom doorways can impede access, and other groups at risk of marginalization within the dominant English-speaking community *and* within Muslim communities. The respondent felt that, as NAAW follows directly on the heels of Ramadan, it will provide excellent opportunities to showcase her organization's accessible Ramadan campaign and to celebrate similar inclusion-focused activities that take place during Ramadan. She also suggested that any changes organizations implement during the Ramadan season to further access and inclusion will be harder to undo than if the organizations were to gear up activities mainly for the seven days of NAAW.

A respondent from another NGO, which has not been actively involved in NAAW but which was involved in consultations for the *Accessible Canada Act*, spoke about her organization's campaign efforts leading up to World Aids Day on Dec. 1, two days before the United Nations'

International Day of Persons with Disabilities. She commented favourably on efforts by disability organizations to acknowledge diversity within the disability community, i.e., people with invisible, episodic and physical disabilities. But she also underscored the importance of efforts to bring other dimensions of intersectionality to the table so racialized and LGBTQI2S people with disabilities will be included in campaigns and other activities. She said her organization's aim has been to "incorporate the un-usual suspects" and noted that, "Faith communities are very powerful in terms of messaging to these communities."

C.   Geographic Scope

1.   Environmental Scan – Geographic Scope

Most of the campaigns included in the environmental scan had a clearly defined geographic scope that typically followed existing defined regions, e.g., city, county, province/state, country, continent. Only 2 of the campaigns were explicitly international in their scope: *Global Accessibility Awareness Day* (GAAD), and *International Day of Persons with Disabilities.* Almost half of the included campaigns (n=15) had a country-wide scope.

Geographic Scope of Included Campaigns
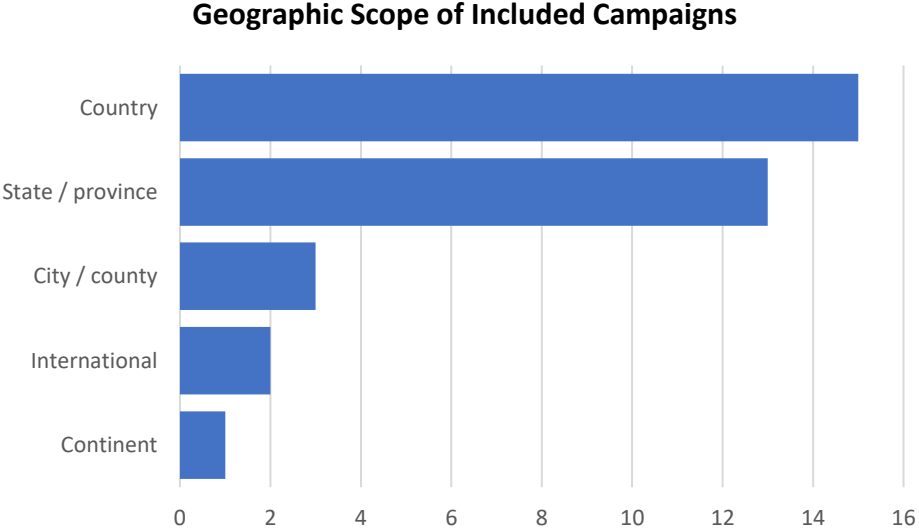
Almost two-thirds of the campaigns (n=21) had a geopolitical scope in North America (including 17 campaigns in jurisdictions within Canada), 6 campaigns were in Australasia, 5 campaigns were in Europe, and 2 campaigns were international in their scope. The chart below summarizes the geopolitical scope of the campaigns in the dataset.

Geopolitical Scope of Included Campaigns

Region	Value
Australia	2
Australia - Queensland	1
Australia - Victoria	1
Belgium	1
Canada	5
Canada - Alberta	3
Canada - Manitoba	3
Canada - New Brunswick	1
Canada - Nova Scotia	2
Canada - Ontario	2
Canada - Quebec	1
Europe	1
International	2
Ireland	2
New Zealand	1
Phillipines	1
Scotland	1
United States	2
United States - Boston	1
United States - New York City	1
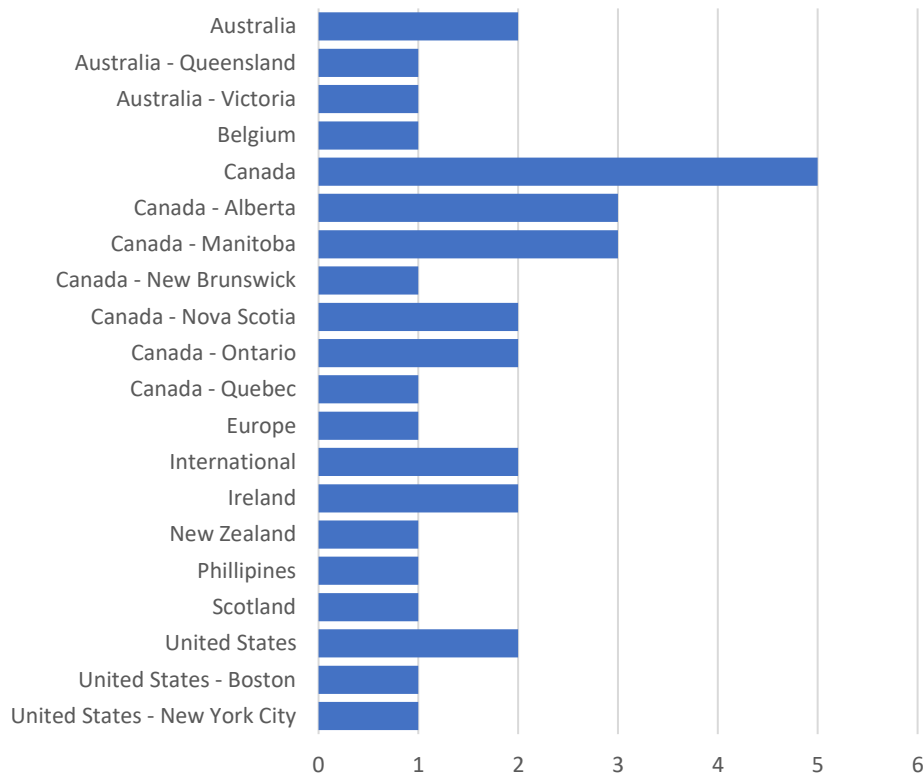
2.   Literature Review — Geographic Scope

Campaigns are designed with a view to achieving changes within a defined geopolitical scope (breadth of field), which can range from broad and inclusive (e.g., an entire country or province) to highly localized (e.g., a municipality, school district or school). We found that there is no "ideal" scope; the research literature reflects campaigns' diverse geographic and political fields of attention and underscores the importance of careful selection of campaign scope for achieving intended results with available resources. There is considerable overlap between the geographic and political dimensions of a campaign, although not all campaigns seek political action or change.

That said, some research points to the importance of even broadly-reaching campaigns having a strong local focus, responding to local needs and leaving a local imprint by targeting people with local power and influence (e.g., Corrigan & Shapiro, 2010; Dumesnil & Verger, 2009; Kohls et al., 2017; McGregor, Canavan, & O'Connor, 2018; New Zealand, Ministry of Health and Health Promotion Agency, 2014; Siggins Miller, 2019). Some authors have observed that wide-level awareness raising within the population in general usually requires major financial resources and may be the kind of activity which governments are particularly well suited to play (e.g., Sareen, Isaak, Bolton, Enns, & Stein, 2014; Wakefield, Loken, & Hornik, 2010).

3.   Interviews — Geographic Scope

The interviews and the list of activities that were undertaken for NAAW revealed that most took place in local communities for local communities. While many NAAW activities took place in towns and cities, several of the interview respondents' organizations made deliberate efforts to ensure their activities took place and were publicized in rural / remote communities as well.

For many organizers, local NAAW activities provided opportunities for local community members to get to know some of the local service-providing individuals, organizations and programs in the disability sector and the people the organizations serve. Community members' increased awareness and knowledge about local resources for people with disabilities remains within the local community beyond the seven days of NAAW.

In contrast, another respondent spoke about the unique challenges facing her organization in its NAAW campaign efforts across communities that are characterized by constant influxes and outflows of people in search of work. Here, the challenge is to raise community awareness and further social change in ways that will take root in the local communities, despite the constant flow through of people. She and several other interviewees spoke about the importance of there being people associated with campaigns like NAAW who have been in the community for a significant time who can serve as trusted points of reference, knowledge and responsibility for longer term community members.

Several interviewees stressed the importance of championing and reporting on accessibility and inclusion at the individual community level and that the federal government in Ottawa has an important role to play in that regard. One interviewee said that NAAW could be used as an opportunity to generate community "report cards" on the state of access and inclusion in local communities. Another respondent related his preference for a wider base of more highly visible community celebrations for NAAW, which would include not only Ottawa and provincial capital cities, but other larger cities as well. He said, "Help people with lived experience and DPOs [Disabled Peoples' Organizations] rally in these communities. Underscore the federal involvement." Another respondent made a similar comment with respect to generating interest and providing support for access and inclusion in small communities. Another commented on the importance of NAAW funding for local community organizations that are often under-resourced. She said, "This has helped them keep going. It gives them a hook and way to profile their leadership in the community — a springboard to recognition."
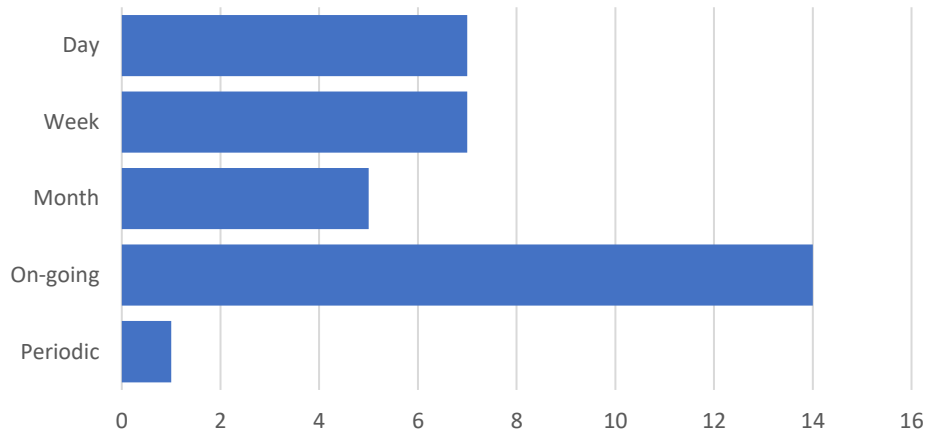
D.   Duration

1.   Environmental Scan — Duration

Slightly more than half of the campaigns (n=19) were organized around a day / week / month. Although this was a primary selection criterion for the campaigns included in the environmental

scan, the addition of ongoing campaigns allowed us to capture other diverse campaigns with significant government involvement. Of the 19 government-led campaigns in the sample, 10 were ongoing campaigns rather than being organized around a day / week / month.

Number of Included Campaigns Organized Around a Day / Week / Month

2.   Literature Review — Duration

The literature reflects that campaigns last various lengths of time. A key question for campaign designers is: given the campaign's scope, the intended changes sought within the individuals and organizations at the focus of attention, and the resources available how long is long enough? No single answer is suitable for all campaigns, but effective campaigns factor in enough time for the results to manifest with the resources available (e.g., City of Red Deer, 2006; Ruhanen, Mclennan, & Moyle, 2013; Thrasher, et al., 2011). Longer-term campaigns seem necessary for changing knowledge, attitudes, beliefs, and help-seeking behaviours (e.g., McGregor, Canavan, & O'Connor, 2018).

3.   Interviews — Duration

In reflecting on the duration of an initiative like NAAW, one respondent said, "It's good to have these kinds of weeks, but more important are the fifty-one weeks before and after… We need something like a monthly [Indigenous] circle meeting so people can keep ramping up for NAAW — a bit of permanence to keep things moving, to keep the sense of community strong… It takes time and energy and thought to figure out how to bring people in. NAAW can be *one* important piece of this." A similar insight was provided by the respondent who framed NAAW as a potentially powerful culmination of activities that take place during Ramadan, and which have the potential for traction beyond Ramadan and NAAW.

E.   Targeted Change

1.   Environmental Scan – Targeted Change

Public awareness campaigns are designed to bring about some type of change within a populace. Most commonly campaigns target individual behaviour change, but other campaign targets could include changes in knowledge, attitudes, beliefs or values within individuals or policy and practice change within organizations. Campaigns can also have more than one change target. The change target of a campaign can be simple to deduce based on the campaign activities and messages, but sometimes it is less clear, and it is rarely explicitly described in public-facing communications materials. For the environmental scan, we aimed to identify at least one change target for each of the campaigns.

Of the campaigns included in the environmental scan, 15 included at least one behavioural change target which included specific behaviour targets such as increased reporting, reduced discrimination/harm, increased help seeking, increased participation, and increased intent to act. Increased knowledge and understanding were the second most common change target of the included campaigns (n=13). Several of the campaigns also included a change target within organizations, including practice change (n=4), policy change (n=2), and change in the built environment (n=1).

Target Change of Included Campaigns
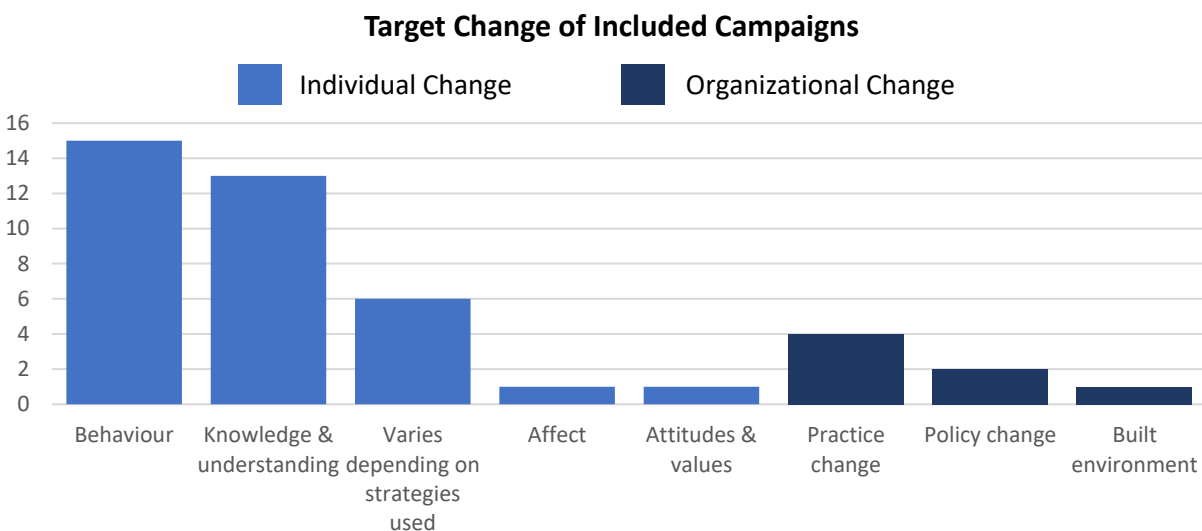
It is important to note how campaigns differed in their ability to logically connect their messaging or call to action with a targeted change goal. For example, some campaigns had a clear link between their message / call to action and targeted change. *Make Way Day,* an award-winning accessibility campaign in Ireland, is a good example of a campaign that logically connects the message to a targeted change. The campaign aims to encourage people to be aware of how barriers in public spaces impede the movement of people with impairments that affect their mobility. The campaign encourages people across the country to capture such

barriers in photos and videos on *Make Way Day.* In this case there is a logical connection between identifying barriers and using that activity to educate others with the target change of keeping public spaces barrier-free.

Conversely, there were several examples in the dataset of campaigns that seemed to be missing a clear logical connection between the message / call to action and a targeted change. For example, in the case of *Red Shirt Day,* a national accessibility campaign led by Easter Seals, participants are encouraged to wear a red shirt, but the messaging and other campaign activities fail to identify a change target and to connect it to the campaign appeal of wearing a red shirt.

In campaigns that encouraged distributed action at local levels it was often the role of local campaign organizers to determine a target change goal by virtue of the activities they chose to run. For example, similar to NAAW, the *Global Accessibility Awareness Day* encourages distributed action internationally to create change in accessible technology, however, it is up to local actors to decide on priority targets. More information about Global Accessibility Awareness Day is presented below.

Spotlight on: Global Accessibility Awareness Day

Global Accessibility Awareness Day (GAAD) was started in 2012 by two technology experts – a web developer from Los Angeles and an accessibility professional from Toronto. The pair worked together to leverage their networks and promote the first annual GAAD, largely through the use of social media. The purpose of GAAD was to promote awareness of digital accessibility/inclusion among design, development, usability and related community who influence technology and its use. The day is marked by individuals, organizations and governments around the world each year with events, initiatives and online engagement via social media.

The GAAD website includes information about the day translated into 7 languages. Although the information is limited compared to some other initiatives, it includes lists of in-person and virtual events for each year that the day has run, as well as related initiatives run on the day, and a list of suggestions for how to contribute as an individual. These lists serve as a running inventory of event ideas for event organizers in future years as well as a central place to identify events to participate in on GAAD.

Local (and virtual) organizers have used the opportunity created by GAAD to highlight and educate about digital accessibility/inclusion in interesting ways. For example, virtual events hosted in 2019 included: a 7 day challenge to enhance website accessibility, #A11YJAM game jam to raise awareness of accessibility barriers when playing games and encouraging developers to design with these in mind, BBC Access All Areas highlighting advances in assistive technology innovations, online meet ups (e.g., virtual coffee meeting for academic librarians to learn about inclusive design and accessibility), and webinars (e.g., ADA, digital accessibility and civil rights, VPATs, accessible course material, promoting accessibility at your organization)

Planning for the day is largely decentralized with only limited tools provided to local event organizers (e.g., lists of past events, social media accounts and hashtag).

2.   Literature Review – Targeted Change

The literature review also found that campaigns typically seek to effect one or more changes. A campaign may be designed to directly achieve the changes by means of the campaign itself. At other times a campaign is designed to seek changes in conjunction with other social change and policy change measures to which the campaign is linked, e.g., a broader disability strategy. The kinds of changes that are sought, where they are to take place and the people implicated are diverse. In well-run campaigns, the sought-for changes are usually clearly stated and measurable. Campaigns may seek to bring about changes within the primary beneficiaries of the campaign, e.g., people with disabilities. Campaigns may also seek to bring about changes within other target populations that typically include people with the potential to address/remove barriers and implement/support positive changes to affect people with disabilities.

In her frequently cited analysis of public campaign evaluations, Coffman (2002) observed that public awareness campaigns tend to be organized according to two major aims and spheres of activity: 1) individual behavior change, which includes influencing the individual beliefs, values and attitudes which give rise to behaviors; and 2) the engagement of public will, by increasing the public visibility of issues, shaping public perceptions of who is responsible, raising awareness about solutions, influencing the design of public policy and services, and mobilizing constituencies into action. In providing detailed considerations for the design and evaluation of campaigns which focus on reducing social stigma associated with mental illness, Corrigan and Shapiro (2010) draw from the research literature to explore relationships between attitudes, emotions and behaviors at the individual level. (See also Brostrand, 2006; de Vries, 2020; Hunt & Hunt, 2004; Kleeman & Wilson, 2007; and Petty & Cacioppo, 2018). However, Hemshall and Moulden (2016) have found in their research that that providing education, raising public

awareness, and working on bringing about attitudinal change do not in and of themselves lead to behavior change. In their review of campaigns for stemming child sexual abuse in particular, Hemshall and Moulden observe that campaigns have evolved over the past two decades to increasingly reflect the understanding that effective campaigns are multi-faceted, target strategically selected individuals and groups as well as the public at large, involve a range of messaging methods, evoke action, and involve governments as partners particularly for comprehensive and long-range initiatives. (See also Campbell, Gilmore, and Cuskelly, 2003; City of Red Deer, 2011; Cook et al., 2014; Deane, 2009; Harvey, 1985; New Zealand, Ministry of Health and Health Promotion Agency, 2014; Sawrikar and Katz, 2008; Scotch and Schriner, 1997; Tait and Purdie, 2000). In their practical guide for engaging public and political will, Railie, Railie and Post (2017) have pointed out that campaigns are most likely to be successful when large segments of the public *and* governments share common recognition and understandings on issues that require public attention, and agree upon solutions.

a) *Assessment of needs, issues and resources*

Campaigns typically seek individual or collective behaviour changes, and/or policy and practice changes, that directly touch the lives of people with disabilities (e.g., Coffman, 2002; Kozleski & Sullivan, 2010). When designing effective campaigns, therefore, organizers often begin by getting a better understanding of the issues of social importance that require attention and of the community resources that may be available to help address those issues. The third chapter of the University of Kansas' Community Tool Box (2020) provides a range of practical resources to help organizations with conducting such assessments.

Direct inputs from of people with disabilities about issues of concern. In some cases, campaigners consult directly and early on in the campaign with the intended beneficiaries of the campaign and their immediate stakeholders such as people with disabilities and their family members (e.g., Alves, Fazzi & Griffo, 2010; Balach & Sutton, 1997; Arai, Hutchison, Pedlar, Lord, & Sheppard, 2008; Bouder, 2013; Butterfoss, 2009; England et al., 2012; Harman & Heath, 2017; Sparling et al., 2015; Valentine, 2001). While not a consistent feature of campaigns, several researchers have singled out the early and ongoing involvement of people with disabilities in identifying issues and solutions as an important hallmark of effective campaign practice (e.g., Bogart & Uyeda, 2009; Corrigan & Shapiro, 2010; Fisher & Purcal, 2017; Roker, Player & Coleman, 1998). Such involvement helps ensure that the issues identified are indeed issues and that the solutions to those issues are effective and respectful of people with disabilities (e.g., Lalvani & Broderick, 2013; Valle and Connor, 2011).

Such involvements can be facilitated through interviews, focus groups, workshops, planning sessions, conferences, web polls, and other methods for outreach and engagement. Community-based participatory research is one example of an approach that may employ several methods to garner inputs from people directly affected by campaigns and policy

initiatives (e.g., Cacari-Stone, Wallerstein, Garcia & Minkler, 2014; McDonald & Stack, 2016; Minkler & Wallerstein, 2003; University of Kansas, 2020).

While such direct engagement gives concrete expression to the slogan, "Nothing About Us Without Us", and there is a fairly robust literature on people with disabilities as playing principal roles in the design and conduct of research and monitoring, we found little scholarly literature on the participation of people with disabilities the design and targeting of public awareness campaigns *per se.* Article 8 of the CRPD, which focuses on the need for positive and respectful public awareness campaigns about people with disabilities, is itself is silent on this matter, although Articles 4(3) and 33(3) do underscore the importance of people with disabilities being involved in the design and monitoring of programming that directly affects them (UN Committee on the Rights of Persons with Disabilities, 2018).

Direct inputs from other stakeholders. Campaigners will also attend to the views of key stakeholders on the issues people with disabilities are experiencing. Such stakeholders include support staffs working for DPOs, government and other social workers, educators, police, health care and mental health service providers and others (e.g., Aiden & McCarthy, 2014; Irving, Piasek, Kilcullen, Coen, & Manning, 2014; Raphael & Sayani, 2019; University of Kansas, 2020). Methods of outreach are typically similar to those for garnering direct insights from individuals with disabilities, i.e., interviews, focus groups, workshops, planning sessions, conferences, web polls, and other methods for outreach and engagement.

Secondary sources of information about issues. In addition to garnering direct inputs from people with disabilities and other stakeholders, campaigners may use informational resources developed by others and which help shed light on community needs and issues. For instance, campaigners may draw from statistical surveys produced by governments or polling firms, or which NGOs have designed specifically to capture information about disability-related issues, including community knowledge/beliefs about disability and attitudes towards people with disabilities.

Campaigners may draw from or commission research conducted by academics, think tanks, NGOs and other organizations outside of academia. Many such secondary resources focus on issues relevant to understanding people with disabilities or target audiences, typically within broad geographic catchment areas, e.g., a province/state or country. (A few examples of numerous such studies are by the Environics Research Group, 2004; Angermeyer & Schomerus, 2017; the Canadian Hard of Hearing Association, 2018; Sawrikar & Katz, 2008; Daruwalla & Darcy, 2005; Thompson et al., 2012; Skladzien, 2017; Thompson, Fisher, Purcal, Deeming, & Sawrikar, 2012).. That said, surveys and case studies of individual communities have been conducted as well (e.g., Clark, Geake, Smith, Greiner & Yost, 2009; Canrinus & Lunsky 2003; Killoran, Tymon, & Frempong, 2007; Leicestershire County Council and NHS Leicestershire County & Rutland, 2009; Shier, Graham & Jones, 2009; Sparling et al., 2015).

Information about resources. Clear formulation of the resources (e.g., the people, organizations, and potential sources of funding) available in or to a community can also assist campaigners in formulating potential allies and partners for the campaign and the financial resources needed to fund it or otherwise support it (e.g., Arai, Hutchison, Pedlar, Lord, & Sheppard, 2008; Bracht & Rice, 2001; University of Kansas, 2020) The latter can include volunteer and paid labour and other resources freed up for the campaign by community organizations and employers. Such resources include meeting space, information technology support (e.g., for meetings, workshops, digital broadcasts), secretarial support, refreshments, and so on.

b) Kinds of changes sought

Examples of changes that campaigns aim to bring about *within people with disabilities* include:

- Increasing a targeted behaviour, such as asking for things/services, speaking up or speaking out, or less of a targeted behaviour such as acquiescence to unacceptable situations (e.g., Ellis, 2016; Levit, Cismaru, & Zederayko, 2016; Mann, 2018; Ryan & Julian, 2016; Trevisian, 2017);

- Decreasing a targeted feeling or emotional state such as loneliness, self-stigma, anxiety and of having no value, and increasing the opposite emotional states such as a sense of well-being, connectedness, confidence, etc. (e.g., Egan, 2011; Kohls et al., 2017; Mosher, 2017);

- An increased sense of self-efficacy, e.g., a greater sense that I/we can make a difference, that I/we can change, that I/we know what to do to make things better (e.g., Thomas, 2011).

- Reduction in the share of people with disabilities living in poverty, experiencing violence/ abuse, and other disadvantages and harms (e.g., D'Aubin, 2018; Hinshaw, 2007). Such changes are more likely to occur where the public awareness campaign is nested within or connected to a broader social change or policy change strategy;

- More requests for support / accommodations by people with disabilities in various settings (e.g., Henderson et al., 2013; Jorm et al., 2005; Kohls et al., 2017), taking into account people with various disabilities and other characteristics across intersectional lines that amplify the disadvantages and other difficulties experienced, such as age group (e.g., Hodges, O'Brien, McGorry, 2007; Kroger, 2004), gender (e.g., Galdas, Cheater & Marshall, 2005; Judd et al., 2008), Indigeneity (e.g., Carlson, Farrelly, Frazer & Borthwick, 2015), ethno-racial diversity (e.g., Gary, 2005; Lam et al., 2010) and intersectional complexity (e.g., Meer & Combrinck, 2015; Nicolaidis et al., 2010; Shuttleworth & Sanders, 2010).

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Changes sought *within the public at large and selected groups* with the potential to affect the access and inclusion of people with disabilities include:

- More knowledge of basic facts about disability, the capacities of people with disabilities, how disability affects people's lives in the context of society's attitudes, values and practices, etc. (e.g., Amado, Degrande, Boice, & Hutcheson, 2012; Blauwet & Willick, 2012; Power & Power, 2010; Skladzien, 2017; Werner & Scior, 2016);

- Increasing a targeted behaviour such as the level of service for people with disabilities, improved proficiency in accommodating; less of a targeted behaviour towards people with disabilities such as refusals to serve or accommodate, discrimination (e.g., Corrigan & Shapiro, 2010; Hanisch, Twomey, Szeto, Birner, Nowak, & Sabariego, 2016; Henderson et al., 2013; Thornicroft, Rose, Kassam & Sartorius, 2007).

- An increase in the desire or intent to change behavior (e.g., Ajzen & Fishbein, 1980; Coffman, 2002; Gadomski et al., 2008; Madden, Ellen & Ajzen, 1992; Miller et al., 2012; Moynihan et al., 2014; Potter et al., 2009; Potter, 2012);

- Increased feelings of supportiveness towards people with disabilities, or feeling more at ease with, feeling less fearful/ apprehensive about people with disabilities (e.g., Amado, Degrande, Boice, & Hutcheson, 2012; Egan, 2011; Werner & Scior, 2016);

- Increased or stronger perceptions of self-efficacy, e.g., a greater sense that I/we can make a difference, that I/we can change, that I/we know what to do to make things better (e.g., Cavil & Bauman, 2004; Cismaru, Jensen, & Lavack, 2010; Klimmt, 2016);

- Appropriating and communicating new understandings that challenge, destabilize or push the limits of a community's prior knowledge, beliefs and stereotypes about disability (e.g., England et al., 2012; Friedman, Arnold, Owen & Sandman, 2014; Manchaiah & Zhao, 2012; Skladzien, 2017; Vaughan & Hansen, 2004).

c) *Clarity about goals*

Many documents that we reviewed underscored the importance of campaigns developing clearly defined goals and strategies based on assessment of community needs and resources. Attention is often dedicated early in effective campaigns to defining goals in ways that can be operationalized and measured. Such considerations yield metrics (indicators and measures) for use in assessing campaign impacts and progress over time (e.g., Brown et al., 2014). The SMART approach has been adopted in a variety of campaigns and other change strategies, and involves developing goals that are Specific, Measurable, Attainable, Realistic and Time-sensitive (e.g.,

Albritton, Morganti-Fisher, O'Neill & Yates, 2011; Boyer, Rodriguez, Artis, & Garcia, 2016; Doran, 1981; Edgell Sr, Ruf & Agarwal, 2000;Gardner, Linde, Sevcik & Lytle, 2013; Miller & Bauman, 2014).

Evaluation is key to the effective use of SMART goals, however (Bjerke & Renger, 2017). Kohl et al. (2017), Corrigan and Shapiro (2010) and others have reported some of the methodological difficulties in assessing the impacts of campaigns (e.g., Clement et al., 2015; Dumesnil & Verger, 2009). Sample size, frequency of data collection, respondent under/over-reporting, bias and resourcing are among the challenges.

d) *Towards solutions*

In addition to capturing insights and information about the nature and scope of the problems people with disabilities are experiencing, campaigners often want to discover solutions for those problems and highlight examples of how communities would be accessible and inclusive of people with disabilities in the absence of such problems (e.g., Abbott & McConkey, 2006; Fichten et al., 2009; Gray, Gould, Bickenbach, 2003; Rick Hansen Foundation, 2019). Here, community-level analysis is commonly used and may draw inputs from diverse people through a variety of methods. NAAW itself seeks to draw attention to solutions by highlighting local experiences and learnings.

3.   Interviews — Targeted Change

In developing their NAAW campaign strategies, those responsible for several of the initiatives we heard about sought input from people with disabilities and other local stakeholders on local needs and issues related to accessibility and inclusion. For instance, one project surveyed municipal governments to discover how they were furthering access and inclusion in their communities. The surveys also captured information on barriers to access, innovative local practices on accessibility, whether municipal staff were designated with specific responsibilities in the area of accessibility, and how the municipalities were gathering input from residents with disabilities on issues of accessibility. Another organization uses a Rick Hansen public awareness survey to garner insight into community attitudes and issues related to access and inclusion. Several of the other campaigns followed up on NAAW events with post-event evaluation forms and online surveys. In addition to capturing participants' feedback about the NAAW events, the questions asked if there were other issues or concerns related to access and inclusion that need to be addressed. Organizations that captured responses to those questions are using that information for planning their NAAW campaigns in 2020.

One respondent underscored that needs and understandings of "disability", "accessibility" and "inclusion" can vary significantly across communities, and that NAAW needs to be flexible in this regard. Discussion of access and inclusion will probably look and sound much different in communities where disability is quite widespread but often goes undetected until the school

years than it will in larger communities with more services, information and awareness around disability.

Responses to issues of access also vary considerably by community, which calls for varied approaches within NAAW. For example, built environmental access may warrant less celebratory attention in communities that are already planning proactively to ensure it than in communities where inaccessible built environments are common and where difficulties are addressed through *ad hoc,* person-by-person, complaint-driven processes. In the latter communities, drawing attention to positive examples of access and inclusion and efforts to institute a systemic approach to ensuring built-environmental accessibility may be a suitable focus for a NAAW campaign.

As well, because there are few services for disability in many northern communities, focusing on how ordinary community members can support people with disabilities in the absence of services would make sense as a focus of campaign to promote access and inclusion, there.

We heard in the interviews that physically inaccessible built environments and the lack of accessible services continue to be widespread concerns. However, several interview respondents explained how people with disabilities in some communities have much less "voice" and status in the decisions that are made about them than in other communities and are at greater risk of being infantilized, dominated and controlled by service providers and family members. In response, the respondents' organizations focused on furthering accessible communication and respectful treatment in schools, workplaces and health care settings as among the focuses of their NAAW campaigns.

In recognition that some communities have not attained the same level of development and awareness as other communities on issues of disability, access and inclusion, one of the interview respondents expressed appreciation for the flexibility to tailor their NAAW programming to meet the needs and resources (human, technical, built environmental) of her local community as needs became more clear during the course of NAAW. The respondent's organization was permitted to use unspent NAAW funds for a community development activity featuring people with intellectual disabilities from a distant community as mentors to people with intellectual disabilities in her community. The usefulness of this activity became evident as NAAW unfolded and was not anticipated when the organization's funding was first approved.

F.   Target Audiences

1.   Environmental Scan — Target Audiences

The campaigns included in our environmental scan aimed to create change among a variety of audience types, and sometimes more than one audience. For 8 of the 34 campaigns the target

audience varied depending on the strategies used within the campaign. Nine of the 34 campaigns included organizations as a target audience.

Of the 17 accessibility-related campaigns, 6 were aimed at the general public or bystanders, 5 targeted people with disabilities as the primary audience, 3 included a target audience of individuals within organizations that are involved with people with disabilities or accessibility issues, and 2 included a target audience of social networks of people with disabilities.

Of the 17 other campaigns, most were targeted at the general public or bystanders (n=13), while 3 were aimed at a specific subpopulation and an additional 3 were aimed at more than one subpopulation.

While targeting multiple audiences within a single campaign was less common in the campaigns in our dataset, there were a few examples. *Dear Everybody,* an accessibility-related campaign in Canada led by Holland Bloorview Kids Rehabilitation Hospital, is an excellent example of a campaign that adeptly delivers targeted, yet complementary messaging, including a clear call to action, to two separate audiences. In this case, the campaign aims to increase the representation of people with disabilities in advertising and calls on consumers to sign a pledge to support brands that include people with disabilities in their promotional materials. The campaign also calls on businesses to sign a pledge to increase the diverse representation of people with disabilities in their advertising. Other examples of audience segmentation in the dataset include *What Would You Do,* a government-led campaign in Ireland aimed at raising awareness about domestic violence through the use of a resource guide for audience segmenting, and Draw the Line, an Ontario-based campaign led by an NGO, that uses audience segmentation to target intersectional audiences in its efforts to address sexual violence.

2.   Literature Review – Target Audiences

a) *Identification of the target audiences*

Campaigns typically focus on achieving change at the individual person and/or organizational levels. There is considerable overlap between these two dimensions because individuals make up organizations. However, not all individuals targeted by campaigns are in an organization-based relationship with people with disabilities.

Individual persons who may be at the focus of a campaign include:

- People with disabilities themselves as learners, advocates, communicators, mentors, co-researchers or intended beneficiaries of a campaign (e.g., Corrigan & Shapiro, 2010; Hassiotis & Scior, 2015; Hassiotis, Scior, & Hamid, 2014; Sparling et al., 2015);

- Individuals in the social networks of individuals with disabilities, e.g., family members, friends, neighbours, co-workers, fellow students (e.g., Beyond Blue Ltd., 2011; Corrigan,

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Morris, Michaels, Rafacz, & Rüsch, 2012);

- Individuals within organizations that are involved with people with disabilities, e.g., teachers, social workers, health-care professionals, employers/supervisors (e.g., Australian Government, Productivity Commission, 2004; Bouder, 2013; Corrigan, 2004; Corrigan, Morris, Michaels, Rafacz, & Rüsch, 2012; Weiss & Tschirhart, 1994);

- Individual members of the general public who may have indeterminate relationships with people with disabilities but which the campaign may seek to bring into relationship or solidarity with people with disabilities (e.g., Australian Government, Productivity Commission, 2004; Australian Human Rights Commission, 2012; Banyard, Moynihan & Plante, 2007).

Organizational focuses of campaigns can work within or across geopolitical boundaries and can include employers (e.g., Fisher & Purcal, 2017; Hamid et al., 2015; Hanisch, Twomey, Szeto, Birner, Nowak, & Sabariego, 2016), DPOs, service providers (e.g., Kleeman & Wilson, 2007), schools (e.g., Lalvani & Broderick, 2013; Valle and Connor, 2011), legislative assemblies, specific government departments and units, etc. (e.g., Centre for Disability Law and Policy, ND; Flynn, 2011; Government of Canada, 2020; Government of Ontario, 2012; Kablan, Oulaï, & Elliott, 2015; Nova Scotia Accessibility Directorate, 2019).

Some aspects of organizations that a campaign may target for change may be highly dependent upon individuals but are not persons *per se* and can transcend individual persons. Examples are organizations' *values and cultures,* their *policies* and administrative *systems,* their human resource, professional development, customer relations and other *procedures,* and the *programs, goods and services* the organizations make available and which campaigners may want changed.

b) Knowledge of the targeted audiences

Before mounting a campaign, campaigners will often make efforts to understand the people and their issues that the campaign has been created (e.g., Gulliver, Griffiths & Christensen, 2010; Mencap, 2019; Perera, et al., 2019; Sparling et al., 2015). Campaigners will also try to understand the other people the campaign seeks to influence. The latter understanding should take into account the target populations' levels of awareness, skills and attitudes on a given issue, as well as the cultures and peer dynamics at work within the targeted groups' communities (Banyard, 2011; Durham & Fisher, 2019).

3. Interviews — Target Audiences

As is common in other high-level public awareness campaigns, it was common for the NAAW initiatives we heard about to try to raise awareness among community members in general about what it means to live with disability, some of the challenges people with disabilities experience, and some of the solutions that would foster greater access to and inclusion in the life of the community.

Some of the initiatives, however, intentionally focused on selected sub-groups within the community. For instance, one focused on raising awareness by fostering a variety of activities within schools across the province, reaching what the interviewee estimated were some 17,000 young people. Another interviewee said her organization convened film screenings at high schools and will be reaching out to university Presidents and Deans in 2020 with a view to extending the reach of her organization and NAAW into the post-secondary system. Another organization focused on issues of youth transition to employment and to other post-school life situations, so became involved with the business community, government officials responsible for education and employment, and other community leaders. One organization hosted a free lunch for employers and community service organizations, featuring a talk by a knowledgeable employer on the "business case" for hiring people with disabilities and cost-effective approaches to job accommodations. Another organization engaged with government-based social workers and regular classroom educators on issues of access and inclusion. As discussed above, one organization placed major emphasis on reaching out to municipal councils and civil servants. The core insight, here, was that if the organizations could get community influencers "onside" with what the organizations were trying to accomplish through NAAW, the organizations would increase their likelihood of success. Said one respondent, "We sit on most committees … We want the voices of people with disabilities at every table that's talking about disability."

G. Campaign Strategies Used

1. Environmental Scan — Campaign Strategies Used

A variety of campaign strategies and communication mediums were used by the campaigns included in the environmental scan. The methodology limits the conclusions that we can draw about trends in strategy use across the campaigns as our data sources are not guaranteed to have provided an exhaustive description of all of the strategies and mediums used by each campaign. However, it is possible to identify exemplary campaigns using some of the key strategies in the dataset.

Encouraging distributed action. For several of the campaigns it was common to encourage distributed local action. While some campaigns, particularly those led by governments, tended

to be less active in encouraging distributed action, for example, designing communications tools but providing few additional resources, others were more proactive in engaging local action. Disabled Access Day in Scotland is an interesting example of encouraging distributed local action. Led by an NGO, the campaign encourages businesses and other venues (i.e., "spaces and places") to do something new and interesting to encourage the participation of people with disabilities, including improving accessibility features, as a way of encouraging people with disabilities to increase their participation in their local communities. The campaign provides assistance to local venues in developing their plans for Disabled Access Day. More information about Disabled Access Day is highlighted at the end of this section.

Involving people with disabilities in campaign design. It was notable that there was only sufficient information for one campaign to identify that people with disabilities were involved in the campaign design. A Belgium-based campaign, led by an NGO, in observance of the International Day of Persons with Disabilities called I Have A Disability and I Have Rights, was designed exclusively by people with disabilities. The campaign website includes a behind the scenes gallery of the making of the campaign which encourages people with disabilities to know their rights and to report rights violations.

Developing programs. AccessAbility Day, an accessibility campaign led by the government of Australia, is an excellent example of a campaign that includes a program developed as at least one component of the campaign. It is a campaign that includes a program run by the government in which people with disabilities and businesses can register to take part in a work place placement experience over the course of one week annually. In this case, the government is the campaign lead and administers the placement program. More information about AccessAbility Day is highlighted at the end of this section.

Novel strategies to raise awareness. One of the more unique strategies identified in the dataset was the use of a parade, the centerpiece of the Disability Pride Parade campaign led by an NGO in New York City. This was a novel and logically coherent strategy aimed at increasing visibility of and solidarity with people with disabilities. Although the parade lasts only a day, the lead campaign organization runs additional events and public awareness strategies throughout the year.

Use of behavioural psychology. A few of the campaigns, notably those aimed at increasing bystander interventions, used behavioural psychology in their campaign messaging to encourage behaviour change. An excellent example is the government-led campaign in Victoria, Australia, Respect Women: Call It Out. This campaign aims to encourage public transit users to engage in safe bystander behaviours when they witness sexual harassment on public transit. The campaign videos use contemporary behavioural psychology evidence to target the psychological barriers to intervening. For example, in one video, a bus rider observes a woman being ogled by another male rider. The video voice over plays the bystander's internal dialogue as he struggles to identify his responsibility and decide on whether or not to act. It then shows him taking the simple step of moving his body between the women and the other male rider.

Conversely, there were a few examples in the dataset of campaigns that rely primarily or exclusively on fear as a motivating message, which is commonly understood to be a less motivating tactic in behavioural psychology research. These included 2 substance use campaigns led by governments: Don't Drive High (Canada), and Fentanyl (Manitoba).

Multi-pronged, government-led campaigns. Government-led campaigns in this dataset mostly focused on developing and delivering a communications strategy, and in some cases distributed local action. In addition to NAAW, there was at least one other Canadian example of a government-led campaign that employed several different strategies. The Birds and The Bees, a sexual violence campaign led by the government of Nova Scotia included multiple strategies to address common myths about sexual safety and consent, including a communications strategy using posters, videos, etc., prevention and training activities, and funding for local initiatives.

Discussion starting tools. Many awareness campaigns aim to increase awareness about an issue among a population by encouraging discussion about what are sometimes challenging or sensitive topics. However, it was rare in this dataset to find campaigns that included tools to support people in having challenging conversations. An interesting exception was the Stand Against Racism campaign led by an NGO in Boston, United States. The lead campaign organization produced tools to support organizations to have conversations about racism, including a pledge board where organization members can write down their commitments to addressing racism, and a package of curated content for organizing a discussion group. These strategies equip the target audience with resources for having the discussions needed to reach the target change rather than relying on them to initiate and engage in such discussions with limited or no resources.

Spotlight on: Disabled Access Day

Disabled Access Day is celebrated in the UK every second year. It was started in 2015, running 2016 and 2017 and then moving to every second year after that. The next Disabled Access Day will be 2021. The purpose of Disabled Access Day is to celebrate good access and create opportunities for people to try something new. The day was created in response to a personal experience of the founder, Paul, who wanted to try his power wheelchair on the bus but not during busy times. He attended an open house held by his local bus service to try it out at a more relaxed time and saw the value in people have opportunities like this. The goal of the day is to make it easy for people with disabilities to try something new in a way that makes it easier to arrange and reduces anxiety and fear. Paul worked with Euan, the founder of Euan's Guide – a charitable online review website for reviewing accessibility and inclusion experiences in venues in the UK – to organize and run Disabled Access Day.

The website for Disabled Access Day includes suggestions and guides for how to participate tailored to each participant group: individuals and venues. Individuals, families and friends are encouraged to participate in Disabled Access Day by attending events organized as part of the day or just going out and trying something new, sharing a picture on social media and writing a review on Euan's Guide. Tools for individuals include a hashtag, newsletter, and list of venues participating in the day. Venues are encouraged to organize a unique experience or event to highlight their accessibility and inclusion – something they wouldn't usually do – for example, run a touch tour, have a workshop, give a look behind the scenes, have more volunteers on hand, way marked routes. Venues are asked to provide information about the availability of a Changing Places facility in or near their venue, post their venue on Euan's Guide and include information about their participation in Disabled Access Day, and promote their venue using social media. A guide for venues provides tips for preparing and running a successful Disabled Access Day, and blog posts on the website provide examples of past successful initiatives run by other venues.

Disabled Access Day collects information each year to evaluate their success. This includes a survey of participants and venues that gathers quantitative and qualitative data as well as recommendations for improving future years. An annual impact report presents the results of the survey, as well as other key statistics from the day, stories of success, and photos from the day. The report also includes the date for the next Disabled Access Day and suggestions for how to get involved. It is a very engaging, well-designed report offered in alternative formats.

Spotlight on: AccessAbility Day

AccessAbility Day is a national program run by the Australian government that encourages employers and jobseekers with disabilities involved in the country's disability support program, Disability Employment Services (DES), to experience connect through a one-day placement. The initiative takes place over the course of a week in Australia each year, with placements lasting a single day during the week. Employers may take on multiple placements during the week. The purpose of AccessAbility Day is to provide an opportunity for employers to see the potential that jobseekers with

disabilities can bring the workplace and learn about government supports and for jobseekers with disabilities to experience a workplace that aligns with their work interests. The initiative was piloted in 2017 and was rolled out across the country in 2018.

Employers and jobseekers can register to participate in the initiative through a simple online registration form, through a DES service provider, or through an AccessAbility Day hotline. The website for AccessAbility Day includes guides tailored to different groups including: jobseekers with disabilities, employers, DES providers, and local governments. Each guide includes a tailored message from the Assistant Minister for Social Services and Disability Services, notes that there will be a follow up evaluation, a quick guide flow chart to illustrate how to participate, and a checklist specific to that group. The guides also include information specific to that group including how to prepare for the day and ensure proper insurance (employers), what to expect on the day (jobseekers), how to register jobseekers and employers on an online portal (DES providers), and how to get involved (local government). The guides are offered in accessible formats including an accessible easy read fact sheet version of the jobseeker guide with large text, simplified language and pictures.

The day is coordinated nationally and is embedded in the grant agreement with DES. It also includes local coordination by local steering committees. In addition to the guides the AccessAbility Day website also includes promotional material such as posters, web badge, email banner, social media posts and newsletter article template.

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2.   Literature Review — Campaign Strategies Used

The modalities used for a campaign depend on whether members of the targeted audience(s) have been framed as spectators, actively engaged participants or potential participants in the campaign and/or in the lives of people with disabilities. A variety of communication tools and strategies may be used for each modality. The choice of modality flows from understanding the target audience, their needs and interests, etc. (e.g., McGregor, Canavan, & O'Connor, 2018).

A few examples of broad orientations of campaigns are as follows:

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- Raising general awareness in the public at large e.g., by presenting key facts and figures (e.g., Bolderdijk, Gorsira, Keizer, & Steg, 2013; Bruce & Tiger, 2010):

- Calls to action (e.g., Bruce & Tiger, 2010; Khan, Alghathbar & Khan, 2011);

- Values orientation and rights promotion to create and reinforce normative behavioral expectations within society (e.g., Bandura, 2004; Berghs, Chaitaka, El-Lahib, & Dube, 2019; Chekroun & Brauer, 2002; Fitzsimons, 2017; McCartan, Kemshall, & Tabachnick, 2015; Shakespeare, 2000).

Tools and methods used in campaigns are diverse, as are their mentions in the research literature. Selected tools and methods include:
- Mainstream media, e.g., print, radio, TV, billboards (e.g., Chappell & Jones, 2018; Machlin, King, Spittal & Pirkis, 2014; Wakefield, Loken, & Hornik, 2010);

- Organizations' websites, internal communication systems, social media, personalized text messaging (e.g., Boyd, 2014; Goodman, Wennerstrom, & Springgate, 2011; Moorhead, Hazlett, Harrison, Carroll, Irwin, & Hoving, 2013);

- Facilitated direct contact between people with disabilities and selected publics (e.g., Burge, Ouellette-Kuntz, & Hutchinson, 2008; Daruwalla & Darcy, 2005; Jones et al., 2008; Kleeman and Wilson 2007; Krahé and Altwasser, 2006; Murfitt, 2006; Scior, 2011; Scior, 2013; Yazbeck, McVilly, & Parmenter 2004) such as through various "meet and greet" sessions between people with disabilities and community members, including influencers such as politicians, lawyers, educators, etc.;

- Use of personal testimonials (e.g., Heward, Palfreman-Kay & Innes, 2015);

- Awareness raising, education, training, professional development, mentoring, etc., for selected groups (e.g., Massachusetts Citizens for Children, 2001, 2010).

The City of Red Deer (2011) has provided a useful summary of frequently used campaign tools (Appendix 2).

3.   Interviews — Campaign Strategies Used

a) Diverse initiatives and approaches

The types of initiatives sponsored under NAAW were diverse in 2019. A page at the NAAW website (Government of Canada, 2019)   provides a listing of over 70 activities and not all NAAW-related activities were captured on that page. Overall the information describes how

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participating organizations drew attention to issues of access and inclusion through: community organizations' open houses; art displays, movie screenings, comedy nights, musical and other performances; book and website launches; events featuring accessible or awareness-focused physical activities (e.g., community bowling, Walk and Roll, adaptive yoga, community swims, gentle aerobics); barbeques and movie nights; product demonstrations; design and build competitions for school students; demonstrations of accessible community programs and services; presentations and livestreamed conversations with subject matter experts on issues of disability, access and inclusion; breakfasts with legislators; lunches with employers; and a variety of other events.

It was fairly common for an organization to be involved in several NAAW events. For example, one organization hosted an average of nearly three activities on each day of the NAAW week. While this level of involvement was not common, that organization shared aims with many others to help community members across the province become more aware of organizations active in furthering access and inclusion, about the practices and services which can move the access and inclusion agenda forward, and about ordinary community services that are already accessible and inclusive. For 2019 this organization put major emphasis on helping businesses become more aware of the job accommodation processes and the reasonableness of the costs, as well as highlighting accessibility and inclusion through the arts. The latter involved art displays, film screenings and a comedy night that were broadly targeted at the public at large and fully accessible to everyone. Like the employer events, the arts events were well attended, and some were sold out. Similarly, another organization hosted a variety of events as components of its NAAW outreach, including: a social event for youths with and without disabilities; a movie night; a bowling night; and school lunches. In contrast, some organizations adopted more of a single-focused approach. One organization, for example, it put major emphasis on surveying municipalities to gauge policies, bylaws, feedback-gathering and other practices on accessibility and to gain a sense of the accessibility issues that need to be addressed at the municipal level across the province.

b) Subject matters for awareness raising

As with the activities themselves, the subject matters that organizations' NAAW activities dealt with were quite diverse. Some of the activities sought to increase general public awareness about disability and accessibility and the positive differences that accessible buildings, services and other community opportunities can make in the lives of people with disabilities and other people. Subject matters for awareness raising tended to reflect concerns about the lack of accessibility in situations such as employment, health-related services, education, built community environments and housing. It was observed by several interview respondents that organizations engaging in raising awareness tended to focus on issues consistent with their mandates, e.g., employment agencies generally focus on issues of employment. However, some organizations are multi-purpose so cast a wide net when it came to the kinds of issues of accessibility and inclusion in which they were engaged.

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A clear general impression drawn from the interviews is that the awareness-raising activities were upbeat and focused on "the positives". That is, the organizations underscored the positive differences people with disabilities can make to their communities if supported to participate and contribute and provided concrete examples of effective approaches to fostering access and inclusion in diverse settings.

One such approach drew attention to a grocery store chain that has instituted a program to provide "sensory friendly shopping hours" in response to suggestions made by a grade three class in Cape Breton, Nova Scotia. The chain's program has been rolled out across over 400 stores in Canada. Through the initiative, the stores dim their lighting, turn down background music, quieten the beeping of cash registers and take other measures at set times of the week to meet the sensorial needs of people living on the Autism spectrum. Others have also found the program helpful, including people living with epilepsy, anxiety and people who may not self-identify as having a disability but who find the shopping experience more pleasant during sensory friendly hours. Another organization drew attention to an individual community member who is teaching young people with disabilities how to fish and another organization featured a display of motor vehicles that have been modified for full accessibility.

Other initiatives were designed to inform the community and selected groups about the issues people with disabilities are dealing with, and about the organizations, supports and information that are available to assist people with disabilities, family members and other stakeholders such as social workers. One organization reported significant increase in queries from health care staff, social workers and others in remote communities as a result of those people becoming more aware of the needs and issues people with disabilities are experiencing and the supports that are available to address those issues. The respondent indicated that the professionals were simply unaware of the issues people were experiencing and of the resources that were available to assist.

In some cases, organizations have had to address fears and concerns about disability, especially among employers. Key messages, however, have underscored people's potential and capacity to contribute and the modest cost and inconvenience – if any – that may fall to employers who consider hiring someone with a disability.

c) Methods

Personal testimonials. A key strategy used by many of the organizations in their awareness-raising activities was to draw from personal testimonials about how accessibility has made a positive difference. Several interviewees discussed the importance of ensuring the voices of people with disabilities and their lived experiences are placed at the forefront instead of the information and perspectives of clinicians, academics and other professionals. One organization described how people with intellectual disabilities were the developers and presenters of content for workshops the organization convened with community members, including people with intellectual disabilities. The individuals who led the workshops used personal stories,

works of visual art, poetry, music, and other expressions of their experiences of disability to convey their messages of self-confidence, personal empowerment, autonomy and human rights. This group of individuals is now mentoring a fledgling group of self-advocates in the region where the workshop took place so individuals with intellectual disabilities in the latter community can develop and conduct their own workshops featuring their own experiences. A residency has also been created to enable an artist with disabilities in the same region to work on and display their art.

In other cases, the organizations have featured personal testimonials of employers with experience hiring and accommodating people with disabilities, teachers who have experience with young people with disabilities in regular classrooms, and so on.

Direct contact. A powerful strategy that organizations used to raise awareness was to host events that provided members of the public some opportunities to meet, talk with and get to know people with disabilities. Such opportunities not only helped to raise awareness about disability and the lives of people with disabilities, but also helped break down assumptions and stereotypes that limit the access, inclusion and potential of people with disabilities. Many of the community activities sponsored by the organizations were as much about facilitating these kinds of conversations as they were about broadcasting messages about disability, access and inclusion. The literature review found that a method frequently associated with positive campaign results was direct, pleasant contact with people with disabilities.

Convening community events for everyone. Another tactic that organizations used was to sponsor fun events for the entire community while also doing low-key awareness raising about disability and the presence and contributions of people with disabilities. One example was a Grand Prix Soapbox Derby, which engaged young people with and without disabilities six to twelve years of age in building carts together, who then raced them in various age groups. Live music, a barbeque, face painting and other activities were features of the community event which drew between 300 and 400 people in 2019. Whereas previously the hosting organization had to look for sponsors for the event, now a major company has approached them with offers of sponsorship.

Providing education, tips and advice on access and inclusion. A cross-cutting tactic used by the organizations that participated in NAAW awareness raising was to draw attention to simple, practical and inexpensive measures and strategies for fostering access and inclusion. For instance, one respondent reported how, on request, she had made a few simple suggestions to a municipal government on how it could improve local accessibility. Another respondent reported how she had suggested to an organizer of major events that they use pylons for designated parking and provide relaxed spaces for people with environmental sensitivities, which were two simple measures for ensuring events are not only accessible, but welcoming. One respondent spoke about how the presence of an ASL interpreter at an arts event helped

render it inclusive of people who were Deaf. She said that simple, fairly inexpensive, short-term measures can be expanded and improved upon over time.

Leveraging NAAW to strength community service capacity. Another tactic was to use a short-term activity profiled during NAAW as an entry point for building longer-term community capacity. An example given by one interviewee was an adaptive yoga class featured during NAAW, which included a focus on mindfulness for people living with anxiety, trauma and behavioural difficulties. A spillover effect was that people with multiple sclerosis also benefited and now meet on a weekly basis for yoga. People living with chronic pain, osteoarthritis and other challenges also stand to benefit from the practice. However, owing to the high transiency of skilled workers in the interview respondent's community, no one is presently offering the yoga instruction year-round to all who might benefit. The respondent's organization is aiming to develop instructors who will fill that gap for a variety of participants throughout the year.

While not involved in NAAW in 2019 but indicating their organizations will probably become involved, two respondents talked about access and inclusion activities they run during the week of NAAW to help strengthen the capacity of other organizations (language interpreters and legal professionals) to better serve people with disabilities.

Distribution of grants. One respondent spoke about how her organization's administration of a range of small grants enables municipalities, community organizations and individuals to make small improvements and undertake other activities that can make significant differences in individuals' lives. A couple of other respondents commented favourably about these grants and how they had helped their organizations. While several respondents mentioned the financial challenges facing their organizations and their appreciation of whatever funding they could secure for NAAW-related (and other) activities, we did not hear much about the distribution of grants *per se* as a campaign activity. This does not mean that such distribution did not take place or was not appreciated, but instead that respondents simply did not mention it as a factor they associated with the success of their campaigns. This may have been due in part to the social location of the interviewees, who were not always in roles to administer grants or to have detailed knowledge of the financing of the initiatives in which they were involved.

Use of social and other media. The organizations of all interview respondents for this study used social media as an integral element of their NAAW work. Facebook and organizations' websites were typically used to promote and explain events. Some events were livestreamed on Facebook, e.g., sessions with employers; an informal interview with a person who discussed mental health issues in her own life. In one case, an organization developed videos on accessible housing, medical care, employment and built environments and posted these on their website. Instagram was used to present brief (30 second) stories and infographics, e.g., one artist in residence with an organization provided brief examples and descriptions of their

work. Youths were encouraged to present their own short documentary films. Twitter was used to broadcast "teasers" about upcoming events.

One organization ensured Public Service Announcements were aired on social media before their NAAW events. The same organization also sets aside a dedicated Social Media Awareness Day for people to leave messages about issues of disability and access, and about why inclusion and belonging are important. A local politician reportedly described their own childhood with disability using this platform, which may not have occurred if that platform had not been created under NAAW. Another organization used social media to make a "major push" to reach out to people living in rural communities. As a result, membership in the interviewee's organization has increased from 20 or 30 individuals and organizations a few years ago to over 800 now.

As advertising in newspapers is often an expensive way of marketing events, one organization arranged for a local newspaper reporter to do a series of articles on their NAAW events. Another organization persuaded their local Global TV broadcaster to cover NAAW events on each day of the campaign.

Other channels of communication that organizations used for NAAW included the organizations' own newsletters, providing information for distribution through the newsletters of other organizations such as chambers of commerce, letter-writing campaigns for organizations' memberships to use in conversations with political leaders, letter-writing to Community Champions of access and inclusion, the development of a book for use in school classrooms which featured the personal stories of young people and families living with disability, participating in or facilitating radio interviews, posting information at post offices, and broadcasting information through the TV systems of regional health centres and hospitals in communities where people have limited access to other media.

In short, the organizations used the forms of media that made most sense to use, given the people the organizations wanted to reach and how they were likely to be reachable.

Leveraging other initiatives and opportunities. Most of the people we interviewed said they capitalized upon the recent adoption of the federal *Accessible Canada Act* as a strong signal of the Government of Canada's intention to bring about a fully accessible and inclusive country. That legislative initiative provided an important sense of energy, momentum and excitement, which the organizations drew upon in framing and promoting NAAW activities.

Several respondents referred to how they had used the UN *Convention on the Rights of Persons with Disabilities (CRPD)* and their respective provincial/territorial legislative and policy initiatives to help frame and energize their NAAW activities, e.g., New Brunswick's *Disability Action Plan,* Nova Scotia's *Access by Design 2030,* Saskatchewan's *Disability Action Strategy,*

British Columbia's *Accessibility 2024,* and the Northwest Territories' *Disability Strategic Framework: 2017 to 2027.*

Several respondents said their organizations use NAAW as an opportunity to take stock of what has happened during the year leading up to it, to draw attention to achievements, figure out how to continue moving issues of access, inclusion and human rights forward for people with disabilities, and to plan accordingly, including activities the organization may undertake for UN's International Day of Persons with Disabilities on December 3.

As discussed above, one organization will probably seek to use NAAW as a capstone initiative to draw attention to the achievements of the organization and Muslim communities in furthering access and inclusion during Ramadan.

H.   Messaging

1.   Environmental Scan — Messaging

Messaging used by the campaigns included in the environmental scan varied in a number of ways. For the analysis of the campaigns, we chose to focus on elements of design – or lack thereof – that contributed to more effective or less effective messaging.

In the dataset there were at least 3 campaigns that were highlighted as being award-winning in their design including *Make Way Day* (Accessibility – NGO-led – Ireland), *International Day Against Homophobia and Transphobia* (LGBTQI2S issues – NGO-led – Quebec/International), and *I Believe You* (Sexual Violence – NGO-led – Alberta). Each of these campaigns included the following effective design features:

- Compelling visual design in communications materials including posters and websites;
- A clear call to action and/or concise or clever slogan; and,
- A logical connection between the campaign message or call to action and the target change.

2.   Literature Review — Messaging

Considerable attention is given in campaigns to messaging. Characteristics of messaging in effective campaigns include that: it is geared to target audiences (e.g., teachers vs employers vs social workers vs members of the public more generally) in terms of the salience of its content, about the issues that require attention, and about where one can go and what one can do about those issues to contribute to positive changes. Accordingly, attention is required to ensure that:

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- The examples used to illustrate the content / key messages are resonant and appropriate, i.e., respectful, culturally sensitive, age appropriate, etc. (e.g., Access Interact, 2017; Devlin, MacAskill & Stead, 2007; Lalvani & Broderick, 2013; Thibault, 2014; McGregor, Canavan, & O'Connor, 2018; Varughese, Mendes & Luty, 2011);

- The "tone" of the messaging is suitable, e.g., it may be upbeat, humorous or serious, but without alienating audiences or trivializing the content, and must be resonant, culturally sensitive, age appropriate, etc. with the targeted populations (e.g., Access Interact, 2017; Chao & So, 2011; Erentzen, Quinlan & Mar, 2018; Machlin, King, Spittal & Pirkis, 2014; Poole, Seal & Taylor, 2014);

- The messaging is clear, succinct, understandable, engaging, memorable and actionable, etc. (e.g., Bagatel, 2010; Bazzo, Black, Mitchell, Marini, Moino, Riscica, & Fattori, 2016; Donovan & Vlais, 2005; Klein, 2016; McGregor, Canavan, & O'Connor, 2018; National Cancer Institute, 2008); and

- Venues and communication used to deploy the messaging are suitable, i.e., hold reasonable promise of engaging or otherwise reaching the intended target audiences (e.g., Christiano & Neimand, 2017).

3. Interviews – Messaging

Modes of communication. Several interview respondents spoke about the importance of gearing the messages and modes of communication to the capacities and interests of the audiences they wanted to reach. For some people, this meant accommodating the need to communicate in Indigenous and a variety of other languages, which included signing in languages that were neither English nor French and which are spoken in Africa and the Middle East. In other instances, there was a need to convey key ideas in ways that were accessible to people who had limited text-based literacy skills. In the latter instance the organization used images rather than words to capture key points in workshops and other discussions, arranged for people with disabilities to play key roles in the communicating, and plans to employ a graphic facilitator for upcoming workshops in order to capture and convey key ideas graphically rather than through words. For professional audiences such as educators, social workers and health care professionals, the information provided had to be relevant to their responsibilities and to the difficulties they experience in serving people with disabilities and their families.

One interview respondent spoke about simulation as an approach they *did not* use or condone in awareness raising. As an example, she described politicians who at one time would use a wheelchair for a day and reflect publicly on the experience afterwards. She explained that such an approach does not validate the life experiences of people with disabilities and but instead "is

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like putting on an outfit and talking about what it's like to be Indigenous." She said that the approaches her organization favours are more progressive and disability-community driven, now.

I.   Lessons Learned and Promising Practices

1.   Environmental Scan – Lessons Learned and Promising Practices

Evidence of evaluation and of campaign organizers' reflections on lessons learned as a result of their campaigns is limited in this environmental scan.

2.   Literature Review – Lessons Learned and Promising Practices

Seasoned campaigners and the scholarly literature underscore the importance of evaluating campaigns (e.g., McGregor, Canavan, & O'Connor, 2018; Price, Kobau, Buelow, Austin, & Lowenberg, 2015). Campaign evaluation involves many factors (e.g., Cavill & Bauman, 2004; Dumesnil & Verger, 2009; Evans, Uhrig, Davis & McCormack, 2009). Key among them are:

- Clearly defined and operationalized aims, activities, outputs and outcomes/impacts, i.e., the measurables;
- Frequency of data gathering and sense making/ interpretation;
- Methods for data gathering and sense making;
- Communication of findings; and
- The resourcing of the evaluation.

Evaluations are often conducted on issues related to disability insofar as they focus on health promotion, disease prevention, mental health, school-based and other learning, behaviour management and other subject areas. However, very few evaluations have been conducted on disability-related initiatives that focus on issues of discrimination, access and inclusion. The evaluations which have been conducted tend to point in the direction of campaign effectiveness where campaigns: bring about direct contact and positive experiences between members of the general public and people with disabilities; provide information and awareness-raising for specific audiences (e.g., for teachers, for school children); are linked to anti-discrimination legislation; provide Information, awareness, education and training programs that are multifaceted and prolonged; and are adequately resourced (e.g., Fisher & Purcal, 2017).

3. Interviews – Lessons Learned and Promising Practices

a) *Lessons from evaluations*

Generally, the initiatives we heard about in the interviews did not have a strong evaluation focus, so the organizations were not altogether clear about whether they achieved what they set out to achieve under NAAW. That said, it was common practice for hosting organizations to solicit feedback from participants about the NAAW events they attended. Simple printed (paper-based), emailed and online questionnaires were used. The information sought was straightforward, e.g., on aspects of an event which the participants liked most and least and suggestions for improvement. In at least one case an organization facilitated a "town hall" type of meeting in which people were asked their opinions about a NAAW event in which they participated and for suggestions about future initiatives. Some organizations have observed an "uptick" in requests for information about subject matters on which their NAAW events focused, which suggests some level of positive impact.

Where organizations did seek feedback, they tended to seek it concurrent with or soon after NAAW events and used the information to adjust their activities and to inform the design of NAAW activities in the future.

Several interview respondents indicated that they thought their organizations should probably give more attention to evaluating their NAAW initiatives in the future.

b) *Lessons learned about marketing and promotion*

Ensuring enough lead time. In reflecting on things that could be done differently or better in the future, a couple of interviewees commented on the importance of having sufficient lead time to organize and promote NAAW activities; one interviewee felt that attendance at one of their organization's 2019 events would have been higher if there were more time to publicize it. The issue, here, was the reportedly short timeline between when their NAAW funding was approved and the last week in May when their NAAW campaign was slated to run. That respondent indicated that their new four-year funding cycle for NAAW will help the organization to avoid such difficulties going forward. Indeed, several interviewees indicated that they have already begun planning for NAAW 2020.

Accurate and timely publicity details. Most of the organizations of the individuals we interviewed posted information about NAAW at their websites and social media channels. One interviewee noted, however, that the timing of events may not be completely finalized near the beginning of NAAW and that details may change. This requires a nimble approach to keeping the listings of events, their locations, times and other details timely and accurate. This interviewee respondent said that some people had reported missing out on events they wanted to attend because the listings were no longer accurate, an issue her organization felt it was important to stay vigilant about so developed and managed its own online listing.

The need for creativity and persistence. In addition, it was pointed out that many interests, campaigns, logos and other insignia compete for the public's attention, e.g., the pink shirt day (for anti-bullying awareness), green shirt day (for transplant awareness), and orange shirt day (for respect and reconciliation with Indigenous people), as well as the purple ribbon (for epilepsy awareness), the white ribbon (for awareness about the need to stop family violence), the lavender and several other colors of ribbons (for cancer awareness and cancer research), and various other campaigns with their own insignia (see also Christiano & Neimand, 2017). Indeed, the acronym "NAAW" is presently being used by the Canadian Centre on Substance Use and Addiction for its National Addictions Awareness Week. One respondent expressed the view that, in this context, issues of access and inclusion do not seem to be major interests or concerns for most people, and that these issues tend to get overshadowed by other campaigns and political drivers. Finding a way of "blasting through" to raise interest and awareness about issues of access and inclusion not only requires ingenuity, but persistence.

A unifying theme. We asked some interviewees whether it would be useful for NAAW to settle on a specific theme around which the annual activities of regional and local campaigns would be organized. One respondent recalled how, in the past, NAAW had indeed organized activities around key life domains such as transportation, housing, employment, recreation and education (consistent with the acronym, "THERE"). Several respondents indicated that, while such an approach has its attractions, there is also a risk that a campaign organized along such lines may not resonate with some organizations in a given year. Such organizations may opt not to participate in NAAW and may even feel alienated, even though they may be undertaking activities fully consistent with access and inclusion.

Suggested alternatives were to use the principles of access and inclusion, the principals and "pillars" of the *Accessible Canada Act*, and similar principles and theming ideas, and to encourage regional and local organizations to determine how their priorities and activities would resonate and "fit" with those principles. Another idea was to use a wide-angled thematic lens consistent with accessibility and inclusion which could be changed from year to year. For example, one organization used "Love. Learn. Live." for 2019. The organization plans to use "I Make a Difference Because I Can…" in 2020, which can be followed by other tags such as "… Laugh", "… Create", "… Compete", etc.

While interview respondents expressed some concerns about a unifying theme for NAAW, the general impression we drew is that there may well be support for greater consistency of theming as long as the themes are selected in collaboration with disability organizations and as long as the organizations know well in advance (i.e., several years) which themes will be used in which years into the foreseeable future.

Branding. One of the interviewees indicated that she thought there may be some advantages of having a common look and feel to NAAW campaign elements, such as posters, social media

pages, ideas for the types of events to convene or profile, how these might be structured, etc. At the same time, she said she would appreciate having scope to think "outside the box" of branding elements and templates. Her organization did in fact use NAAW graphic elements to brand their promotional materials and social media pages in 2019. She advised that it would be important for organizations to receive such materials well in advance of NAAW so the organizations can incorporate the materials into their marketing and other activities.

The banner "National AccessAbilities <u>Week</u>". Interview respondents generally appreciated the significance of setting aside a week to publicly acknowledge the efforts made in communities to further access and inclusion. As pointed out by several respondents, however, bringing about full access and inclusion will take many years of concerted effort. A week is a short time, which fades quickly into distant memory. The concern was raised that drawing attention to issues of access and inclusion mainly or only in a designated week may give the false impression that the work of achieving full accessibility and inclusion can be quickly accomplished or has already been accomplished. It was suggested that the federal government might want to consider mounting a longer-term campaign on accessibility and inclusion which would operate in tandem with NAAW.

Better publicity of NAAW. When asked about whether and how their organizations were involved in NAAW 2019, several respondents said "no" and that they did not know about it or were not invited. These details suggest a need for better marketing and outreach for NAAW, awareness-raising about the kinds of initiatives NAAW aims to feature and celebrate, and how organizations may be able to obtain support from NAAW to implement and draw attention to suitable initiatives.

V.   Recommendations

Based on the environmental scan, literature review and interviews conducted for this study, we have provided throughout a range of ideas for the Accessibility Secretariat to consider in its design of and support for future iterations of NAAW. The following are our top-level recommendations to inform a forward-looking, multi-year strategy for NAAW which will meaningfully include diverse disability communities.

Building an Enabling National-level Campaign

An effective role for the Government of Canada in supporting the growth of NAAW across the country is to focus on enabling local actors through flexible, timely and responsive support.

1. Develop a clear set of goals and objectives for the government's involvement in NAAW over a multi-year strategy, including a year-over-year approach to increasing the campaign's effectiveness, for example, by increasing the number of local campaigns, the number of new participating organizations each year, the number of new local partnerships. Ensure that the government's approach is adaptive and responsive to solicited, ongoing feedback from local partners throughout the multi-year strategy. Developmental evaluation of the government's strategy could be a useful tool for providing regular, useful evidence for adjusting and adapting the strategy to ensure that it remains relevant and impactful at the national, regional and local levels.

2. Provide a mix of long-term (multi-year) and shorter-term funding for organizations to plan for and implement NAAW activities. Such support would recognize that significant work is required by organizations both before and after the week of NAAW in order to advance access and inclusion for people with disabilities and to plan activities that will draw attention to local accomplishments.

3. Ensure provision of timely, accurate information about NAAW activities that are slated to occur in local communities. This measure would support local organizations to keep current listings of the activities they are convening and/or regional listings that draw from local organizations' information on a regular basis. It would also help local community members find out about the activities in time to plan and attend.

4. Publicize NAAW among organizations not presently participating in NAAW whose activities are consistent with the aims of NAAW, who have the potential to extend the reach and impacts of NAAW and with which the Secretariat sees other benefits of partnering. Such organizations often have a wealth of experience in reaching out to and engaging specific populations, e.g., Indigenous people, racialized communities, LGBTQI2S people, etc.

5. If a decision is made to adopt consistent theming for NAAW campaigns, identify the themes in collaboration with disability organizations and ensure they know well in advance (i.e., several years ahead of time) which themes will be guiding NAAW for the foreseeable future. This would allow organizations time to undertake prudent organizational planning, develop appropriate external partnerships, and develop effective internal structures for meaningfully engaging their communities, including people with disabilities and those with intersectional experiences, in the planning and implementation of local campaign strategies.

Support Campaign Design and Evaluation

National-level coordination and support can enable local campaigns to improve their reach and effectiveness by supporting capacity-building for public awareness campaigns within and between organizations and communities. Ideally this reach and effectiveness would extend to include people with diverse disabilities in First Nations, Innuit, Metis, LGBTQI2S, faith-based and etho-racially and culturally diverse communities. Leveraging existing expertise within the disability sector and other sectors, through decentralized coordination of knowledge sharing, should be a core principle of these efforts.

6. Support local campaigns to directly and substantively engage people with disabilities in assessments of local and regional needs and promising practices that warrant campaign attention, and in the design and evaluation of campaigns and related activities. This may include developing resources and tools to support campaigns in doing meaningful engagement. Many disability-related organizations that have been involved in NAAW in the past have considerable expertise in doing meaningful engagement and should be used as an asset in preparing resources and tools that could support other local disability stakeholders running campaigns moving forward.

7. Assist local campaigners to improve the effectiveness of their efforts by making resources available on common best practices in campaigns (e.g., market research, effective messaging, audience segmentation). Provide tools, such as orientation guides for reaching selected target populations, to help local and regional disability stakeholders running campaigns to: develop targeted campaign strategies; clarify the audiences and changes they want to target; and articulate a theory of change that will connect campaign events, audiences and strategies to the changes the campaign is seeking to bring about.

8. Increase the relevance and effectiveness of provincial and local campaigns' designs and messaging of by providing organizations with access to campaign professionals, e.g., through grants or other measures. These types of programs could involve more or less government involvement. For example, the government could be minimally involved by creating a platform for local campaigns to connect with campaign designers offering services. A program with greater involvement could include developing a program, incentive or contest to actively

encourage campaign designers them engage with local campaigns by providing free, subsidized or market-rate services.

9. Create opportunities for participating organizations to learn from one another about successful campaign strategies and activities. Identify "best practices" in NAAW 2020, as well as best practices from past years, and make these visible. The website for the European Action Week Against Racism campaign provides a simple example of how to present this type of information. Information about past successful campaign strategies could include contact information for campaign leads to enable campaigners to connect directly to learn more from one another.

10. Continue to support NAAW activities that provide opportunities for community members to directly meet, have conversations with and get to know people with disabilities and the people at the organizations serving them.

11. Encourage intersectionality in local and regional NAAW events by facilitating the development of new and ongoing relationships between accessibility- and inclusion-focused organizations for people with disabilities and organizations representing other diverse populations, for example, women, Indigenous people, LGBTQI2S people, racialized people, youth, immigrants, the business and academic sectors, etc. The role of the government in facilitating these relationships could include specific funding for intersectional partnerships and working groups with diverse representation for guiding the development of national campaign goals and communication tools. In supporting the development of cross-sectoral partnerships it will be important to consider how the government's efforts will best enable partnerships based on the realistic needs of partnership development. For partnerships that precede government support for NAAW-related activities, it may be sufficient to provide standard partnership funding programs. In the case where new cross-sectoral partnerships are being formed as part of a government partnership development program, it will be necessary to allow sufficient time for partner organizations to develop meaningful relationships characterised by trust, mutual understanding, and shared goals. Supporting this type of meaningful cross-sectoral relationship building has the potential to build considerable strength within and beyond the disability sector for engaging with disability issues intersectionally.

12. Support local and regional disability stakeholders running campaigns to develop, carry out and report on evaluations of their campaigns. Encouraging local campaigns to identify their campaign goals and to evaluate their efforts in relation to those goals, as well as other unanticipated results, can be done in a spirit of supporting ongoing learning among the NAAW community rather than as merely a funding requirement. Provide tools and examples from other campaigns that have undertaken evaluations and enable opportunities for learning across campaigns through in-person or online platforms. Consider whether there is value in co-developing a small set of shared metrics with disability organizations that are easy and cost-effective to measure in order to support a sense of collective impact toward increasing

awareness about accessibility among participant organizations. If pursuing a collective measurement strategy, it would be critical to engage participating organizations, or organizations that have participated in the past, throughout the development of the strategy, including reporting, in order to ensure that measurement is relevant and that a sense of shared ownership makes the results more impactful for ongoing collective action. Consider linking those ongoing efforts to the work of the Canadian Human Rights Commission and federal government departments in monitoring the situations of people with disabilities in diverse communities across the country under the CRPD.

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VI.   References

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APPENDICES

Appendix 1. Environmental Scan Summary Tables

Quick Links to the Summary Tables in this Appendix:

Accessibility

- Accessibility – Campaign Summaries
- Accessibility – Scope, Duration, Campaign Lead, Role of Government
- Accessibility – Target Change and Target Audience

Other Public Awareness Campaigns

- Other Public Awareness Campaigns – Social Issues, Campaign Summaries
- Other Public Awareness Campaigns – Scope, Duration, Campaign Lead, Role of Government
- Other Public Awareness Campaigns – Target Change and Target Audience

- Accessibility – Campaign Summaries

#	Campaign Name	Summary
1	AccessAbility Day	A week-long campaign/program led by the Australian government in which employers and people with disabilities get to experience one another through work placements in an effort to increase employment of people with disabilities across the country. For more information: https://www.jobaccess.gov.au/people-with-disability/accessabilityday
2	Dear Everybody	A targeted campaign led by Holland Bloorview Kids Rehabilitation Hospital that aims to increase the representation of people with disabilities in advertising by encouraging companies to sign an agreement to increase representation in their advertising, and consumers to sign a pledge to support companies that use representation in their advertising. For more information: https://deareverybody.hollandbloorview.ca/
3	Disability Action Week	A state awareness week led by the government of Queensland, Australia that aims to encourage distributed local action on issues related to disability. For more information: https://www.communities.qld.gov.au/campaign/all-abilities-queensland/disability-action-week
4	Disability Employment Awareness Month - Alberta	A provincial government-led campaign in observance of a national awareness month. The Alberta campaign aims to deliver focused messaging around employment of people with disabilities and to encourage distributed action through local events. For more information: https://employabilities.ab.ca/alberta-disability-employment-awareness-month-a-success/
5	Disability Matters Vote	A periodic campaign in Manitoba led by NGOs and coinciding with provincial elections that aims to highlight disability-related policy issues to support the election of candidates who support the campaign's priority policy issues. For more information: https://www.dmvote.ca/
6	Disability Pride Parade	A local parade in New York City led by a NGO to celebrate and bring visibility to people with disabilities. For more information: http://disabilitypridenyc.org/
7	Disabled Access Day	A national awareness day in Ireland led by a charity review website that aims to encourage venues (places and spaces) to do something novel and inviting for people with disabilities and to encourage people with disabilities to experience new places in their communities. For more information: https://www.disabledaccessday.com/home/

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#	Campaign Name	Summary
8	Global Accessibility Awareness Day	An international awareness day initiated by a web developer and an accessibility professional that aims to encourage distributed local actions within organizations to improve accessibility in technology. For more information: https://globalaccessibilityawarenessday.org/
9	I have a disability and I have rights	A targeted international campaign led by Unia with the involvement of people with disabilities that aims to increase the knowledge of people with disabilities about their rights and increase reporting of rights violations to Unia. For more information: https://www.unia.be/en/awareness-prevention/campaigns/i-have-rights
10	International Day of Persons with Disabilities	An international awareness day led by the United Nations that aims to encourage distributed local actions to raise awareness of issues affecting people with disabilities. For more information: https://www.un.org/en/observances/day-of-persons-with-disabilities
11	Like Minds, Like Mine	A national awareness campaign in New Zealand run by the Health Promotion Agency of NZ and Mental Health Foundation of NZ that aims to decrease discrimination of people with mental health issues. For more information: https://www.likeminds.org.nz/
12	Make Way Day	A national awareness day in Ireland led by the Disability Federation of Ireland and it's member groups that aims to highlight the experiences of people with disabilities who encounter physical barriers in public spaces, using the visual experiences of people with disabilities (i.e., photos, videos). For more information: https://www.makewayday.com/
13	National AccessAbilities Week	A national awareness week in Canada led by the Government of Canada that aims to encourage distributed provincial and local awareness campaigns and events. For more information: https://www.canada.ca/en/employment-social-development/campaigns/national-accessability-week/activities-events.html
14	National Disability Employment Awareness Month	A national awareness week in the United States led by the US Congress that aims to encourage distributed actions in local organizations focused on issues related to the employment of people with disabilities. For more information: https://www.dol.gov/odep/topics/ndeam/
15	New Brunswick Disability Awareness Week	A provincial government-led campaign in observance of a national awareness month. The New Brunswick campaign aims to encourage distributed local action. For more information: https://www2.gnb.ca/content/gnb/en/departments/pcsdp/promos/daw2019.html

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#	Campaign Name	Summary
16	Nova Scotia Access Awareness Week	A provincial government-led campaign in observance of a national awareness month. The Nova Scotia campaign aims to encourage distributed local action. For more information: https://www.nsleo.com/paans
17	Red Shirt Day	A national campaign in Canada led by Easter Seals, a charity, that aims to increase awareness of accessibility by encouraging people to wear a red shirt. For more information: http://www.easterseals.org/national-accessability-week-celebrates-diversity-inclusion-accessibility-canada/

- Accessibility – Scope, Duration, Campaign Lead, Role of Government

#	Campaign Name	Geopolitical Scope	Duration	Campaign Lead	Role of Government				
					Campaign Lead	Legislate an observance	Produce communication tools	Operate campaign events or strategies	Encourage distributed action, i.e., local events
1	AccessAbility Day	Australia	Week	Australian Government	X			X	
2	Dear Everybody	Canada	On-going	Holland Bloorview Kids Rehabilitation Hospital					
3	Disability Action Week	Australia - Queensland	Week	Queensland Government	X		X		
4	Disability Employment Awareness Month - Alberta	Canada - Alberta	Month	Government of Alberta	X				
5	Disability Matters Vote	Canada - Manitoba	Periodic	Abilities Manitoba, Barrier Free Manitoba					
6	Disability Pride Parade	United States - New York City	Day	Disability Pride NYC					
7	Disabled Access Day	Scotland	Day	Euan's Guide					
8	Global Accessibility Awareness Day	International	Day	Started by a web developer and an accessibility professional					
9	I have a disability and I have rights	Belgium	Day	Unia					

#	Campaign Name	Geopolitical Scope	Duration	Campaign Lead	Role of Government				
					Campaign Lead	Legislate an observance	Produce communication tools	Operate campaign events or strategies	Encourage distributed action, i.e., local events
10	International Day of Persons with Disabilities	International	Day	United Nations					
11	Like Minds, Like Mine	New Zealand	On-going	Health Promotion Agency of NZ, Mental Health Foundation of NZ	X		X		
12	Make Way Day	Ireland	Day	Disability Federation of Ireland and it's member groups					
13	National AccessAbilities Week	Canada	Week	Government of Canada	X	X	X		X
14	National Disability Employment Awareness Month	United States	Week	US Government	X	X	X		X
15	New Brunswick Disability Awareness Week	Canada - New Brunswick	Week	Premiers' Council on Disabilities	X			X	X
16	Nova Scotia Access Awareness Week	Canada - Nova Scotia	Week	Nova Scotia League for Equal Opportunities					
17	Red Shirt Day	Canada	Day	Easter Seals					

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- Accessibility – Target Change and Target Audience

#	Campaign Name	Varies depending on the strategies used	General	Increased participation	Decreased discrimination, harm	Increased reporting	Increased knowledge	Policy change	Practice change	Built environment	Varies depending on the strategies used	People with disabilities	Social networks of people with disabilities	Individuals within organizations that are involved with people with	General public / bystanders	Organization
1	AccessAbility Day								X			X				X
2	Dear Everybody								X							X
3	Disability Action Week	X									X					
4	Disability Employment Awareness Month - Alberta								X							X
5	Disability Matters Vote		X				X								X	
6	Disability Pride Parade			X								X	X		X	
7	Disabled Access Day			X						X		X				X
8	Global Accessibility Awareness Day	X					X		X					X		X
9	I have a disability and I have rights					X	X					X				
10	International Day of Persons with Disabilities							X			X			X	X	
11	Like Minds, Like Mine				X		X						X	X	X	X
12	Make Way Day						X					X			X	X
13	National AccessAbilities Week	X									X					
14	National Disability Employment Awareness Month	X														X

#	Campaign Name	Target Change										Target Audience					
		Varies depending on the strategies used	Individuals					Organizations			Varies depending on the strategies used	Individual				Organization
			Behaviour				Increased knowledge	Policy change	Practice change	Built environment		People with disabilities	Social networks of people with disabilities	Individuals within organizations that are involved with people with	General public / bystanders	
			General	Increased participation	Decreased discrimination, harm	Increased reporting										
15	New Brunswick Disability Awareness Week	X									X					
16	Nova Scotia Access Awareness Week	X									X					
17	Red Shirt Day		X												X	

- Other Public Awareness Campaigns – Social Issue, Campaign Summaries

#	Campaign Name	Social Issue	Summary
18	Get Cyber Safe	Cyber safety	A national awareness month in Canada led by the Canadian Centre for Cyber Security that aims to increase Canadians' knowledge about cyber safety and increase safer cyber behaviours. For more information: https://www.getcybersafe.gc.ca/index-en.aspx
19	SaferKidsPH	Cyber Safety	A national campaign in the Philippines led by a consortium of government and non-governmental partners that aims to change behaviours and policies that contribute to the online abuse and exploitation of Filipino children. For more information: https://www.saferkidsph.org/
20	Family Violence Prevention Month	Domestic violence	A provincial awareness month in Alberta led by the Government of Alberta that aims to encourage discussion among the general public on topics related to family violence. For more information: https://www.alberta.ca/family-violence-prevention-month.aspx
21	What Would You Do	Domestic violence	A national campaign in Ireland led by the Government of Ireland that aims to increase knowledge about domestic violence among the general public. For more information: https://whatwouldyoudo.ie/
22	Respect Women: Call it Out - Active Bystander	Gendered violence	A state awareness campaign in Victoria, Australia led by the Victoria State Government that aims to increase prosocial bystander behaviour in relation to sexual harassment on public transport. For more information: https://callitout.ie/about/
23	Look Beneath the Surface	Human Trafficking	A national campaign in the United States led by the US Department of Health and Human Services that aims to increase knowledge of the signs of human trafficking and increase reporting. For more information: https://www.acf.hhs.gov/otip/partnerships/look-beneath-the-surface
24	International day against homophobia and transphobia	LGBTQI2S rights	An award winning campaign in Quebec – that has subsequently become international in scope – led by an NGO to encourage discussion on issues that are important for LGBTQI2S people. For more information: https://www.fondationemergence.org/?lang=en

#	Campaign Name	Social Issue	Summary
25	European Action Week against Racism	Racism	A European awareness week led by a network of network of NGOs to encourage distributed action that contributes to eliminating racism. For more information: http://weekagainstracism.eu/
26	It Starts	Racism	A local campaign in Simcoe County, Ontario led by the municipal government that aims to spark discussion about racism and inclusion in among people in the county. For more information: https://www.simcoe.ca/dpt/ccs/lip/itstarts
27	Racism. It Stops With Me	Racism	A national campaign in Australia led by the Australian Human Rights Commission in partnership with other government departments that aims to increase prosocial bystander behaviour in response to incidents of racism. For more information: http://itstopswithme.humanrights.gov.au/
28	Stand Against Racism	Racism	A local campaign in Boston run by the YW, that aims to increase discussions about racism within organizations in the city and commitments from individuals to act to end racism. For more information: https://www.ywboston.org/our-work/our-programs/stand-against-racism/
29	Respectful Workplace: Sexual Harassment Awareness campaign	Sexual harassment	A provincial poster campaign led by the Manitoba Status of Women Secretariat that aims to increase understanding of what constitutes sexual harassment in a workplace. For more information: http://www.manitoba.ca/csc/respect/sexual-harassment-aware-campaign.html
30	Draw the Line	Sexual violence	A provincial awareness campaign in Ontario organized by a provincial NGO with the participation of other NGOs representing diverse populations, that aims to increase knowledge about sexual violence, including cultural myths and barriers to prosocial bystander intervention. For more information: http://www.draw-the-line.ca/about.html
31	I Believe You	Sexual violence	An award winning provincial campaign in Alberta led by an association of NGOs that aims to increase visible support for survivors of sexual violence and to increase awareness of the province's sexual violence hot line. For more information: https://www.ibelieveyou.info/

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#	Campaign Name	Social Issue	Summary
32	The Birds and the Bees	Sexual violence	A provincial campaign in Nova Scotia led by the provincial government that aims to increase knowledge about sexual violence, including myths about sexual violence. For more information: https://breakthesilencens.ca/awareness-campaign
33	Don't Drive High	Substance use	A national awareness campaign in Canada led by the government that aims to reduce the incidence of people driving while high. For more information: https://www.canada.ca/en/campaign/don-t-drive-high.html
34	Fentanyl	Substance use	A provincial awareness campaign in Manitoba led by the provincial government that aims to decrease overdoses from Fentanyl exposure. For more information: https://gov.mb.ca/fentanyl/?utm_source=sm-05a

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- Other Public Awareness Campaigns – Scope, Duration, Campaign, Role of Government

#	Campaign Name	Geopolitical Scope	Duration	Campaign Lead	Role of Government			
					Campaign Lead	Partner / Sponsor / Funder	Produce communication tools	Encourage distributed action, i.e., local events
18	Get Cyber Safe	Canada	Month	Canadian Centre for Cyber Security	X		X	
19	SaferKidsPH	Phillipines	On-going	Australian Embassy, Save the Children Philippines, The Asia Foundation, and the United Nations Children's Fund	X			
20	Family Violence Prevention Month	Alberta	Month	Goernment of Alberta	X			X
21	What Would You Do	Ireland	On-going	Government of Ireland	X			
22	Respect Women: Call it Out - Active Bystander	Australia - Victoria	On-going	Victoria State Government	X			
23	Look Beneath the Surface	US	On-going	US Department of Health and Human Services	X			
24	International day against homophobia and transphobia	Quebec / International	Day	Fondation Émergence		X		
25	European Action Week against Racism	Europe	Week	UNITED for Intercultural Action				
26	It Starts	Ontario - Simcoe County	Month	County of Simcoe	X			

#	Campaign Name	Geopolitical Scope	Duration	Campaign Lead	Role of Government			
					Campaign Lead	Partner / Sponsor / Funder	Produce communication tools	Encourage distributed action, i.e., local events
27	Racism. It Stops With Me	Australia	On-going	Australian Human Rights Commission	X			
28	Stand Against Racism	US - Boston	Month	YW Boston				
29	Respectful Workplace: Sexual Harassment Awareness campaign	Canada - Manitoba	On-going	Manitoba Status of Women Secretariat	X			
30	Draw the Line	Canada - Ontario	On-going	Ontario Coalition of Rape Crisis Centres (OCRCC)		X		
31	I Believe You	Canada - Alberta	On-going	Association of Alberta Sexual Assault Centres		X		
32	The Birds and the Bees	Canada - Nova Scotia	On-going	Nova Scotia Department f Community Service	X			
33	Don't Drive High	Canada	On-going	Government of Canada	X			
34	Fentanyl	Canada - Manitoba	On-going	Government of Manitoba	X			

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- Other Public Awareness Campaigns – Target Change and Target Audience

#	Campaign Name	Target Change											Target audience				
			Individuals								Organizations			Individuals			
			Behaviour														
		Varies depending on the strategies used	General	Increased participation	Increased help seeking	Increased intent to act	Increased affect	Changed attitudes and values	Increased knowledge	Reframed understanding	Policy change	Practice change	Varies depending on the strategies used	Single target audience	Segmented audiences	General public	Organizations
18	Get Cyber Safe	X		X			X						X				
19	SaferKidsPH	X					X								X	X	X
20	Family Violence Prevention Month	X			X								X				
21	What Would You Do	X											X				
22	Respect Women: Call it Out - Active Bystander	X															
23	Look Beneath the Surface	X						X					X				
24	International day against homophobia and transphobia			X		X							X				
25	European Action Week against Racism					X											X
26	It Starts	X										X					
27	Racism. It Stops With Me	X				X											
28	Stand Against Racism									X							
29	Respectful Workplace: Sexual Harassment Awareness campaign	X											X				

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#	Campaign Name	Target Change											Target audience				
			Individuals								Organizations			Individuals			
			Behaviour														
		Varies depending on the strategies used	General	Increased participation	Increased help seeking	Increased intent to act	Increased affect	Changed attitudes and values	Increased knowledge	Reframed understanding	Policy change	Practice change	Varies depending on the strategies used	Single target audience	Segmented audiences	General public	Organizations
30	Draw the Line		X				X										X
31	I Believe You		X				X				X						
32	The Birds and the Bees	X							X				X	X			
33	Don't Drive High	X					X										
34	Fentanyl	X					X										

Appendix 2. Selected communication tools commonly used in public awareness campaigns

(Adapted from the City of Red Deer's *Building public awareness tool kit 2011*)

General Communication Tools	
Tool	**Description**
Brochures	Promoting the group generally or to promote particular programs or activities.
Bus Advertising	Including ads on the backs and sides of buses.
Emails	Promoting initiatives and events to a list of individuals who have expressed interest or who you think might be interested. (But use caution. Don't invade the privacy of individuals if they haven't given permission to use their email address for this kind of promotion.)
Events	Promoting the group and its activities – demonstrate its effectiveness, build excitement about belonging, etc. (Potential tool: the Event Planning Template created for community associations)
Farmers Market	Market including individual or joint booths or busking (performing).
Games/Puzzles/Quizzes/Contests	Using games (crossword,word search, etc.) to promote interest in your group or some aspect of it. (Eg. Familiarize children with street names in your neighbourhood using a word search game.) These are often seen in interactive websites.
Image Library	Offering images related to your organization that can be used by educators, students, or others.
Information or Fact Sheets	Inform people about a topic of interest. (Eg. Neighbourhood safety, environmental impact, etc.)
Outdoor Advertising	Including transit shelters, billboards, area maps, benches, etc.
Post Cards	Usually promoting a particular program or activity.These can be left in central locations (like the Public Library) and/or specific locations (like doctors offices). Or they can be mailed to individuals on a mailing list.
Posters	To promote particular events or programs. Posted in central locations and/or specific locations.

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General Communication Tools	
Tool	**Description**
Person-to-Person	Word of mouth is still one of the most effective forms of marketing and promotion.
Presentations	Promoting the group or its programs or services to another group that might be interested and/or supportive. (Eg. Professionals at a meeting, service clubs, etc.)
Print Media	To promote your group or an initiative through ads and stories in newspapers and magazines.
Public Service Announcements	A brief announcement of facts pertaining to the public sent to local media contains the answers to
Who, What, Where, When, Why	News Release An article sent to the media to prompt stories or highlight events and happenings and may contain quotes and key messaging.
Quotes/Success Stories	Quotes or interviews with individuals to include in promotional material (print or other media).
Radio/TV	Arrange for ads and propose stories that tell the general public about the group or initiative.
Shelf Talker (or Shelf Screamer)	A printed card or sign on a store shelf that draws attention to information related to a product being sold. (This might relate to health, environmental impact, etc.)
Signs/Ads	In buildings, on buses, on area maps at subdivision entrances, etc.
Social Media/Social Networking	Using interactive technologies (such as Facebook, twitter,YouTube,Wordpress, etc.) to create engagement with your potential audience.
Stickers/Decals	For car, fridge, or phone with key information like a website address or a key marketing message.
Videos	Promoting activities, events, or introducing the group.
Web Portal	A central web location for a coalition of groups. (Eg.All neighbourhoods in the City with links to individual sites.)
Websites	For an individual group, and sometimes for even a particular campaign

Selected Social Media Communication Tools	
Tool	**Description**
Banner Ads & Buttons	Banners and buttons about your group that can be downloaded onto other websites.
Blogs	A website or section of a website that includes regularly updated information and postings on a topic of interest. This might include announcements, invitations, public awareness promotions, advocacy campaigns, and more. Graphics and/or video may also be included.
Facebook	A social networking site that can be used by organizations to share information about their group. It can be particularly useful to organizations that want to contact individuals with invitations to special events.
Flickr	An on-line photo management and sharing tool that allows individuals and groups to organize, edit, and share photographs. The service is also widely used to host images that are embedded in blogs and other social media.
MySpace	A social networking site with many of the same features as Facebook.
RSS Feeds	Groups that create websites with regularly updated information can build in RSS feeds to interact automatically with people who want to receive the latest news. RSS feeds contain a summary of the content from a website or the full text. By subscribing to RSS, individuals receive regular updates of new information from websites or blogs or other sources.
Twitter	A social networking and micro-blogging service. Users send and read messages (or tweets) of 280 characters or less. This has been used effectively by some groups to remind individuals about upcoming special events or performances and to do fundraising.
YouTube	A website that allows people to share videos with the world. If they are registered with YouTube, groups can upload and share videos to the site.
Videos	On websites or on the computer for projection in presentations.
Wordpress and similar platforms	Free and low cost publishing platforms that allow groups to create websites or blogs.

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