

Education and Awareness Sub-Committee Report

November 20th, 2018

Location: Jackie's House @7:00pm

Present: Ashton Forrest, Michael Cairns, Penny Moore, Laurie Chappell, Jackie Madden, and Melanie Stone

1. Accessible Trick-or-Treating Campaign

- History: In 2017 Rich Padulo created one “Accessible trick-or-treating” sign and displayed it on his home. In 2018 many more were created and distributed as the community took notice. Richard was inspired to make trick-or-treating more accessible after witnessing a boy in a wheelchair come down Richard's street as he was putting up his Halloween decorations. He realized that some kids face barriers when trick-or-treating due to stairs, curbs, and poorly lit walkways. So he created the sign to signal to trick-or-treaters which houses would be barrier free. The signs have been distributed to over 150 homes in Etobicoke. Remax bought 2500 to spread around Ontario. Next year there will be at least 10 municipalities that will be taking part in the campaign (including London)



- CTV News coverage:
<https://www.youtube.com/watch?v=cBrLZDstoDE>
- Ashton reached out to Rich to see how we can bring this campaign to London for October 2019. The aim is to distribute signs to Londoners that are committed to providing a barrier free Trick-or-Treating experience to people with disabilities.
- We can start with 100 signs and go from there.
- The cost of the signs is \$5.69 per sign, \$569 for 100 plus delivery. Delivery fees will be based on the address the signs are delivered to. The cost of the signs is already reduced as it will be part of a bulk order with other municipalities

Next Steps:

- Melanie will look into seeing if this will be covered under her budget
- We will also need to create brochures and/or pledge for Londoners to learn about creating an inclusive Trick or Treating experience and commit to it (if they are getting a sign)
- Will need to discuss if the cost of the accompanying brochure/pledge will be covered under ACCAC's budget or the Accessibility Specialist's budget
- The mock up design was presented at the meeting and will have to be reviewed by city staff to ensure the placement of the city logo and the rest of the design is acceptable
- Consult with parents and organizations about accessible trick-or-treating recommendations to include in materials
- Create a strategy for making the public aware of this in October and implementing it. The strategy should include ways of distributing the posters that makes it easy and accessible

2. Awareness and Education Events

- December 3, 2019 International Day of Persons with Disabilities Event. A perfect day to tell the community what the city has accomplished in terms of accessibility and inclusion for people with disabilities, what still needs to be done to make London fully accessible/inclusive, and get feedback from the community on new and ongoing issues
- ACCAC booths/presence at accessibility/disability related events. This is a great way to reach out to Londoners with accessibility challenges and let them know what ACCAC does and who in the city they should be contacting regarding their accessibility challenges. It's

also another way to gather information from members of the disability community in town. Some events to consider attending are (but not limited to) DMD Meet and Greet hosted at City Hall, Learning Disabilities Association of London Region's (LDALR) annual workshop/conference, March of Dimes event, etc.

- Vision Zero video (discussed under policy). This is a way of making commuters aware of those with disabilities travelling through the city on foot, in chairs, and with other mobility aids. This is something we can work with the Vision Zero team with