



## Accessible Trick or Treating 2019

- The wonderful Ashton Forrest brought this program to our attention last October after it was piloted in Toronto by a graphic design company.
- I got in touch with PADULO X to ensure a clear logo and assess cost.
- I asked for an estimate on 800 signs. They felt this was ambitious.
- Signs are recyclable, reusable and undated so any leftover can be used again next year. Low cost is because of a bulk order with Remax.
- Cost is approximately \$1600.00 which I have budgeted for but would love to share this cost if ACCAC wishes to do so. There will be very light costs associated with the printing of the flyers to accompany this sign and possibly a video.

## Proposed Roll out

- **APRIL - MAY** – Decide on and finalize instructions for flyer/web link
- **APRIL – JUNE** – Connect with community organizations for help with distribution and communication/support
- **JUNE** - Present final flyer to ACCAC. Follow with presentation to CPSC
- **SEPTEMBER** - Present to Council (ACCAC) (giving each member a sign) and encourage participation in each community
- **SEPTEMBER – OCTOBER** – Communications involved strategy for roll out
- **OCTOBER 1<sup>st</sup>** - Roll Out (Community Centers, Service London areas must be consulted about the program and how to distribute/where to distribute prior to this) Media and advertising needed here.

## Thinking about Communications/Accessibility

- While the flyer we design is important, I think that a sub page set up in the Accessibility part of our website for all the information on this program is important.
- The flyer should be in different formats (braille, large print, electronic)
- We could also create a very short video on how to make your Trick or Treating accessible (ASL and captioned)
- Other ideas?

## Delivery/Pick Up Plan

- Potential participants may pick up signs and “how to guide” from our community centers and service London areas (to be negotiated with these City areas) during the month of October
- Potential participants sign up at each counter (so a follow up survey can be delivered via email/mail)
- Potential community partners for this initiative may also work to distribute signage and how to guides if/where possible.

Thoughts/Input?

