



*“vivre
ensemble,
égaux & différents”*

KILL LA BÊTISE

LADAPT's first general public awareness campaign



www.ladapt.net

Association loi 1901, reconnue d'utilité publique



LEGISLATIVE CONTEXT

Law of February 11th 2005

France passed a law for equal rights and opportunities, participation and Citizenship of persons with disabilities.

The United Nations' Convention on the Rights of Persons with Disabilities

France ratified the UNCRPD in 2010.

Not only symbolic, but also factual.

By ratifying it, the States proclaim their involvement and commitment to the international Community.



THE RECOGNITION OF PEOPLE WITH DISABILITY: A DREAM?

10 years after the Law of February 11th 2005 was passed in France, many people with disability note that the hopes have not been achieved as expected.

The recognition of people with disability as a full citizen is still not reality.



THE AIMS OF THE CAMPAIGN

Today, disability has many different meanings: autonomy loss, inborn handicap, life incident, chronic disease, new types of disabilities... Almost 10 millions persons are concerned in France: families, caregivers, relatives...

Our Society must take care of the fragile and vulnerable people.

We have to be teachers, particularly with the general public, so the differences, diversity will be more understood and supported.

The 3rd of December 2015, for the International Day of People with a Disability, LADAPT launched the first opus of its general public awareness, named **#KillLaBetise** (Kill the foolishness).

The #KillLaBetise campaign was thought to remind everyone it is our duty to change mentalities, so we will change behaviours.





THE AIMS OF THE CAMPAIGN

- **inviting the general public to realize that every single person**, at some point, could think of a disability related stereotypes.
- **encouraging the general public to denounce the daily indifference**, injustice, inequality, and giving him the desire to defend its ideas, its values.
- **building together an inclusive society**, for what benefits the most vulnerable, will benefit us all.

THE CAMPAIGN

This campaign is planned over 3 years, with an appointment every 6 months: every 3rd of June and 3rd of December.
At each appointment, LADAPT will present new visuals and media.

Opus 1 - The 3rd of December 2015

- 4 visuals
- a teasing video by Don War, a French YouTuber with a Disability
- creation of a dedicated page on our website www.ladapt.net



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THE CAMPAIGN

Opus 2 - The 3rd of June 2016

- 4 new visuals



- launching of the web fiction #KillLaBetise, 5 spots released

- operation « Handidrone »





THE CAMPAIGN

Opus 3 - The 3rd of December 2016

- results of the survey on the disabled people related prejudices
- 3 new spots of the web fiction #KillLaBetise
- 4 new visuals