



**HUMAN RIGHTS,
DEMOCRACY
AND THE RULE OF LAW**

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

**DROITS DE L'HOMME,
DÉMOCRATIE
ET ÉTAT DE DROIT**

Presentation of the Study on “Awareness raising on the rights of persons with disabilities”

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**RIGHTS OF PERSONS
WITH DISABILITIES**

www.coe.int/disability

- **Welcome** 😊
- Few words on the Council of Europe's **Disability Strategy 2017-2023**
 - Our topic: awareness raising



❖ Context & purpose of this study

- Sources of the marginalisation of persons with disabilities are invisibility, ignorance & stereotypes
- EDF estimates, **80 million** Europeans living with one or more disabilities => approximately **one in four** Europeans have a family member with a disability.

→ **Awareness raising = key to inclusion of persons with disabilities.**



✓ Progress made in recent years



... however important challenges remain!



Purpose of the study: guiding the member States in shaping their policies on awareness raising

How? Through practical tools, sample of good practices explanations on awareness raising strategies

**Awareness raising
on the rights of persons
with disabilities**

Contribution to the Council of Europe Strategy
on the Rights of Persons with Disabilities



❖ Scope of the study:

1. Explore socio-historical roots of the misunderstanding and stereotypes about disability
2. Bear in mind the level of exclusion of persons with disabilities
3. Analyse what are the determinants and how to improve the efficiency of awareness raising
4. Understand the role of the media, as well as the role of active involvement of all the stakeholders
5. Give some practical tools and illustrations of good practices

❖ Strategies of awareness raising:

→ Continuous awareness raising campaigns in all forms:

- special events (like “awareness month”)
- Videos : (cf <https://www.coe.int/en/web/disability/videos>)
- posters
- testimonies
- workshops
- activities in the schools
- social mobilization on social medias

Ex: hashtags #KillStupidity

#MelaniePeutLeFaire

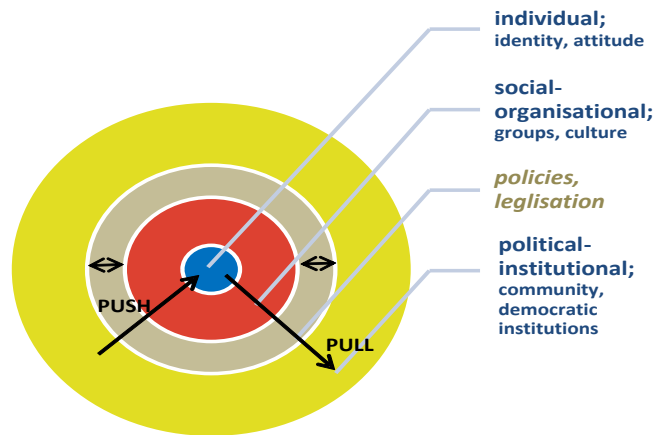
#TheBarriersWeFace

Diversability
October | Disability Awareness Month



→ Awareness raising strategies at 3 different levels (micro, meso and macro) and based on two principles: Pull and Push

Awareness-raising logic



→ Targeting both disabled + non disabled persons
(and starting at early age)



What can
YOU do?
The Campaign for
Disability Employment
whatcanyoudocampaign.org

Learn more about the
value and talent people
with disabilities add
to America's employers
and economy.



❖ **Example of good practice** : Druga Violina restaurant (Slovenia)



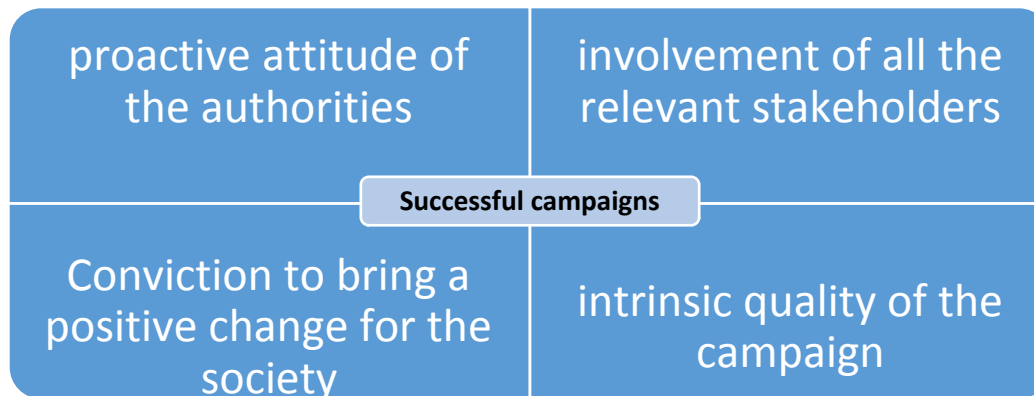
❖ **Checklist:**

A good awareness raising policy should meet a set of criteria such as the following:

- ✓ Do awareness-raising strategies involve the participation of persons with disabilities?
- ✓ Are persons with disabilities well informed of their rights?
- ✓ Have you defined specific strategic and operational objectives that are SMART (specific, measurable, achievable, result-oriented and time-bound)?
- ✓ Do you co-operate with the media to deliver disability-sensitive messages to raise public awareness?
- ✓ Have you sufficiently challenged the idea of disability as a taboo subject?

❖ Conclusion:

- “Positive change for everyone involved is possible if there is enough (political) will and leadership as well as a wide-enough support base”
- Successful awareness raising campaigns depend on :



- Promoting tolerance and inclusion through participation of persons with disabilities is the best way to make a concrete difference, co-production leads to the development of more successful, sustainable strategies.



**Thank you for your
attention!**

**For more information, please ask
for a copy of the study on
awareness raising or download it
in pdf from our website:
www.coe.int/disability**