Presentation of the Study on “Awareness raising on the rights of persons with disabilities”  
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See the Person Not the Disability

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
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
→ 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)
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:
  - Proactive attitude of the authorities
  - Involvement of all the relevant stakeholders
  - Conviction to bring a positive change for the society
  - Intrinsic quality of the campaign

- 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