

Accessibility: 10 years of action



Accessibility for Ontarians
with Disabilities Act

10th Anniversary Toolkit



ontario.ca/AccessON



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A Message from the Honourable Brad Duguid Minister of Economic Development, Employment and Infrastructure

This year, Ontario celebrates the 10th anniversary of the Accessibility for Ontarians with Disabilities Act. This landmark law has made Ontario a leader in accessibility. It has also set a clear goal for an accessible province by 2025.

Our province is admired around the world for our progressive, diverse and inclusive society and this is something we can all be very proud of. I hope you will join the many celebrations that will take place throughout the year to mark this milestone.

I also encourage you to help celebrate this special occasion in your community. To help you do so we have developed a number of resources contained in the enclosed toolkit, including celebration ideas, key messages, and posters.

I look forward to celebrating our province's accessibility with many of you in the months ahead.

Sincerely,

A handwritten signature in black ink that reads "Brad Duguid".

Brad Duguid
Minister

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How to use this toolkit

This year marks the 10th anniversary of the Accessibility for Ontarians with Disabilities Act. It's also the half-way point on our province's journey towards the goal of creating an accessible Ontario for people with disabilities by the year 2025.

Organizations and businesses have made great progress to make Ontario more accessible. You've trained on accessible customer service, developed accessibility policies and multi-year plans, and are working on making your information and websites accessible. These accomplishments are great reasons to celebrate.

Throughout 2015 events will be held across Ontario to celebrate the 10th anniversary milestone. We encourage your business, organization, group, or committee to organize an event in your community. The toolkit has been prepared to help you.

What's included

This toolkit includes the following items:

- **Key messages:** Use this information on your website or in a news release for background information on the 10th anniversary.
- **11"×17" poster:** Spread the word about accessibility accomplishments by displaying this poster in your business or office.
- **8.5"×14" customizable poster:** Customize this companion poster to highlight your office's accessibility achievements. See the sample customized poster included in the toolkit for ideas.
- **Celebration ideas:** Read these tips and suggestions on celebrating accessibility accomplishments. Once you've planned your celebration, let us know about it by sending us the details!
- **Social media messaging:** Share these messages through your social media channels.
- **10th Anniversary Celebration video:** A short video on the first ten years of the Accessibility for Ontarians with Disabilities Act.



Instructions to download the video

1. Click a link below to download a video. If your computer gives you the choice of opening or saving the file, choose Save. The download will start and the file is saved to the specified location or to your default download folder.
2. Once the download is finished, you can open the zip file by double clicking it.
3. Click Extract All Files to select the location where you want the files to be saved.

Note: The downloading will take several minutes, depending on your internet connection and speed.

English: http://mrimedia.s3.amazonaws.com/AODA_10th_Anniversary_Video_English.zip

French: http://mrimedia.s3.amazonaws.com/LAPHO_10e_Anniversaire_video_francais.zip

Key Messages

Ontario is an accessibility leader and 2015 will be an important year to showcase the province's accomplishments. Please use these key messages to help increase awareness in your communities for the importance of accessibility. To learn more, visit ontario.ca/AccessON.

- Ontario celebrates the 10th anniversary of the Accessibility for Ontarians with Disabilities Act (AODA) in 2015
- This landmark law has made the province a leader in accessibility is helping to break down barriers for people with disabilities so they can lead active and productive lives.
- Standards set under this law are making it easier for people with disabilities to:
 - Take a bus to see a show, shop or go to work.
 - Obtain a restaurant menu in an accessible format.
 - Bring their service animals into malls, theatres, schools and other public places.
 - Access schools, universities, businesses and stores.
- Our province's most recent accessibility standard requires newly constructed or extensively renovated public spaces to be accessible.
- This means that new or extensively renovated trails, sidewalks, picnic areas, playgrounds, and public and private parking areas – among other things – must be made accessible.
- Accessibility is the right thing to do and it also offers new market opportunities for business.
- For example, greater accessibility can bring up to \$1.6 billion in new spending for our tourism sector and up to \$9.6 billion for our retail sector.
- The province will welcome people from around the world to the **2015 PanAm/ Parapan Am Games**.

- About 1.65 million people in Ontario — or 15 per cent of our province’s population, age 15 and above — have a disability and this number is expected to rise over the next two decades.
- Working together, we can build a more inclusive Ontario where everyone has the opportunity to contribute to — and benefit from — our economy.

Sample customizable poster

Customize the poster you received with this toolkit to highlight your organization’s accessibility achievements. The poster can be easily customized in Microsoft Word or a compatible word processor.

Sample text

ABC Enterprises is a proud supporter of accessibility!

We thank our staff for their dedication to promoting accessibility in all parts of our business. Join us today in the lobby for coffee and pastries from 10am to 12pm to celebrate our progress so far!



Celebration ideas

Plan an accessible event

For tips on organizing an accessible event, read **A Planning Guide for Accessible Conferences**, **Guide to Accessible Festivals and Outdoor Events**, or **Guide to Conducting Accessible Meetings**.

At ontario.ca/AccessON you will find information and resources about the Accessibility for Ontarians with Disabilities Act and its accessibility standards.

If you are looking for a potential celebration idea, here are a few examples that you may want to build on:

Parasport demonstration

- The Toronto 2015 Pan Am/Parapan Am Games will be taking place alongside the 10th anniversary celebrations. The government is committed to an inclusive and accessible Games:
 - Sporting venues – new builds and renovated facilities – will meet applicable accessibility requirements under the Ontario Building Code and the Accessibility for Ontarians with Disabilities Act.
 - Accessibility training will be required for all Games volunteers, with additional specific accessibility training provided to volunteers based on their role and the venue they are assigned to.
- Why not celebrate both the 10th anniversary and the Games by hosting a parasport event? You could hold a parasport demonstration featuring parasport athletes speaking about their experience. If possible, allow the audience the opportunity to try out parasport equipment or even participate in a game.
- For information on local parasport groups in your area, please visit the ParaSport Ontario website Club Directory at the following link: <http://www.parasportontario.ca/SportDevelopment/ClubDirectory.aspx>

Guest speaker

- Invite a guest speaker (such as a local champion of accessibility or a person with a disability) to speak in honour of the anniversary.

Facility tour

- Organize a tour of an accessible facility. Look for a local, new or newly-renovated building or municipal facility like a recreation facility, library or a community centre. Your local Municipal Accessibility Advisory Committee may be able to assist you in your search for good examples of accessible facilities.

Lunch and learn

- Invite your staff to a lunch and learn and show a video, TED talk, or film about accessibility or disability issues. Leave time for a discussion following the presentation.

Arts and culture

- Invite a performer, musician, or artist with a disability to perform at your event.

Accessibility fair

- Invite accessibility and disability organizations to set up tables or booths with information about their work so attendees can learn about topics such as different disabilities, universal design, or accessible technologies.

Awards ceremony

- Celebrate local accessibility champions by nominating them for an AODA 10th Anniversary Champion Award. Download a nomination form at www.amcto.com
- Nominations can be submitted by June 30, 2015 and winners will be announced in August 2015.
- You can also develop your own awards program to highlight accessibility champions or achievements.

Accessibility contest

- Hold a photo, essay or video contest on the theme of accessibility.

Accessibility scavenger hunt

- Organize a scavenger hunt in your building, neighbourhood, or community where teams work together to find and photograph examples of accessible features or barriers to accessibility.

Student competition

- Host a local competition to challenge students to develop an accessible or universal design idea or design. Invite them to design an accessible playground, or the ultimate accessible vehicle!

Time capsule

- Create a real or virtual time capsule to be opened in June 2025 on the 20th anniversary of the Accessibility for Ontarians with Disabilities Act.

Social media messaging

Please help us spread the news!

Here are some sample messages for you to send to your Twitter and Facebook followers:

- Ontario celebrates ten years of accessibility this year. Learn more at www.ontario.ca/AccessON.
- Ontario is admired around the world for being a leader in accessibility. **Celebrate 10 years!**
- Ten years of accessibility in Ontario. Celebrate with **events around the province all year long**.
- Accessibility celebrations are happening all over Ontario. **Find one close to you**.
- We're all working to make Ontario accessible. **Learn what businesses need to do** too.

Don't forget to include a link to ontario.ca/AccessON

Follow us on Twitter at [@ONaccessibility](https://twitter.com/ONaccessibility) and [@onteconomy](https://twitter.com/onteconomy) and share our updates.

Tell us what you're doing

Tell us about how your organization is planning to mark the 10th anniversary! Email us at **accessibility@ontario.ca** with "10th Anniversary Event Information" in the subject line and include the following details:

- Name of event:
- Date of event:
- Location of event:
- Brief description of event (3-4 sentences, e.g., type of event, guest speakers and/or dignitaries invited, number of attendees expected):
- Contact details of organizer:

Questions? We're here to help

If you have questions, need more information, or would like to request this toolkit in an alternate format, please contact us:

Telephone: (416) 849-8276

Toll-free: 1 (866) 515-2025

TTY: 1 (800) 268-7095

Fax: 416-325-3407

Email: accessibility@ontario.ca