AWARENESS 4CHANGE

Co-funded by the Erasmus+ Programme of the European Union

Tools to impact the lives of people with disability

- Module V -

Description of the module

*PwD = people with disabilities

Goals

- to share good practices on hiring PwD
- to present and promote networking among companies working with PwD
- for those who want to work with them to support and spread the access to inclusive work
- to engage people with disabilities in this process

Challenge

- to design an employability promotion campaign for PwD with the support of the manager or recruiter from your own organization

Learning Outcomes

- Promote successful stories of companies hiring people with disabilities
- Promote the inclusion of PwD in work contexts
- Develop the competencies to improve the employment of PwD
- Increased understanding of the methods of inclusion in the labour market for PwD
- Increased understanding and knowledge of hiring and retention methods of PwD
- Understand the advantages and disadvantages of hiring PwD

Introduction

- A fair and equal recruitment process is vital for the inclusion of PwD in the workplace
- In order to ensure a larger impact over hiring and retention of PwD, companies need to communicate their practices both internally (in the company) and externally (in the public space)
- Communication efforts can be beneficial not only for qualified PwD and their job prospects, but for the general public who can become more aware and informed on the importance of diversity in the labour market

*PwD = people with disabilities

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1. What is an awareness campaign?

Increase visibility over an important issue for your organisation, cause or mission

Educate the general public on disability employment

Gain more contacts, potential donors and increase your audience

Definition.:

"An awareness campaign is any strategic campaign aimed entirely at increasing public visibility and awareness for your cause"
(One Cause, n.d.)

2. Steps to create an awareness campaign

1. *Define your mission, goal and objectives*
2. *Set the timeline*
3. *Assessing risks*
4. *Define your audience*
5. *Choose your communication channels*
6. *Identify collaborators if necessary*
7. *Create the key message*
8. *Create the communication materials*
9. *Monitoring and evaluation*

1) Define your mission, goal, and objectives

Mission: a larger statement of intent of what you wish to achieve with the campaign, in general.

Goal: aim or purpose states what needs to change, and to what extent, in order to solve the problem addressed by the campaign (UN Women, 2012)

Objectives: refer to the precise sub-goals to be attained so as to eventually fulfill the campaign goal (UN Women, 2012)

2) Set the timeline

Planning is key to a successful awareness campaign. You could use a classic Gantt chart, or other tools for setting up a calendar and following-up on tasks, such as Trello, Asana, Basecamp.

3) Assessing risks

There might be the case where things do not go accordingly to the plan. For these situations, an assessment of the risks is necessary, as well as the preparation of a contingency plan. The contingency plan outlines what would the organisation do if any of those risks would happen.

4) Define your audience

You campaign should aim a specific target group in order for the key message to have a visible impact.

5) Choose your communication channels

It is advisable to have a multi-channel approach in order to ensure reaching the target group.

6) Identify collaborators if necessary

Depending on the campaign's mission, it might be interesting to invite collaborators for your campaign. They could help with the creation of the campaign or with spreading the word about it.

7) Create the key message

It is important to craft an **authentic, impactful, and captivating message** so that it resonates with your audience. This message needs to be coherent on all communication tools and channels.

8) Create the communication materials

Given the purpose of your campaign, especially when addressing people with disabilities, it is mandatory to create **accessible communication** materials.

9) Monitoring and evaluation

Monitoring: the process of tracking campaign implementation, progress towards campaign goals and objectives (UN Women, 2012)

Evaluation: brings together monitoring data, and findings from additional research to assess the effectiveness (UN Women, 2012)

Steps to create an awareness campaign

Depending on your defined mission, goal, and objectives, the KPIs (key performance indicators) can differ. However, we provide you with a list of examples of KPIs you could keep track of:

For social media **paid** posts	For **organic** social media posts (not paid)
• Total of spending	• Clicks
• Reach	• Likes
• Impressions	• Shares
• Clicks	• Comments
• Click-through-rate (CTR)	• Brand/campaign mentions
• Cost per click (CPC)	• Profile visits
• Cost per 1,000 impressions (CPM)	• Active followers
• Return on Ad Spend (ROAS)	
• Engagement rate	
• Social media engagement	

DOs	DON'Ts
Have a call-to-action on your communication materials and channels.	Don't be vague in your messages.
Focus on the mission/goal you have set.	Don't focus too much on the organization per se. Let the campaign speak for you.
Set indicators and tools to measure the accomplishment of the objectives.	Don't set only a vague and large goal. Set a broader goal, and then divide it in smaller, actionable objectives.
Use free stock photos for the visual materials. Respect copyrights.	Don't use photos which have already been seen and used too frequently.
Be consistent and communicate frequently.	

3. Tools for dissemination

- Online – social media, email marketing, publications
- Offline – posters, radio, billboards
- Storytelling technique6
- Organize an event
- Create an event/campaign web page
- Cross-promotion of the campaign
- Send a press-release to relevant publications

4. How to promote a disability-friendly workplace

Celebrate the International Day of Persons with Disabilities

Create and disseminate awareness materials in your office

Volunteering activities for the employees

Provide training for your employees on disability inclusion

Offer sign language classes to your employees

Organize recruiting trips to universities and engage with students with disabilities

5. Examples of awareness campaigns on disability employment

- P&G (2018) - Designing a more inclusive world
- Kaufland (2020) - Employment opportunities for people with disabilities
- Accenture (2019) - Celebrating global disability inclusion at Accenture
- Deloitte (2021) - The Disability Champion

References

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