AWARENESS 4CHANGE

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

Training materials

Module V
Awareness Campaigns

EaSI

d. Tools to impact people with disability lives (design successful awareness campaigns)

Brief description

The goal of this module is to share good practices on hiring people with disabilities, to present and promote networking among companies working with people with disabilities, and for those who want to work with them to support and spread the access to inclusive work. It is also important to engage people with disabilities in this process, learning from them to better design awareness campaigns that fit their goals and needs.

The final challenge of this module will be to design an employability promotion campaign for people with disabilities with the support of the manager or recruiter from your own organization. It would also be a good idea to build an employee development strategy or job retention plan.

Learning objectives

- Promote successful stories of companies hiring people with disabilities and learning from their experience
- Promote the inclusion of people with disabilities in work contexts
- Develop the competencies to improve the employment of people with disabilities
- 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 based on companies' examples.

Introduction

A fair and equal recruitment process is vital for the inclusion of people with disabilities in the workplace. But without promotion and awareness raising over this matter, these efforts might not be enough. In order to ensure a larger impact over hiring and retention of people with disabilities, 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 people with disabilities 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, and also in any other aspect of our lives.

Contents

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1. What is an awareness campaign for people with disabilities?
2. Steps to create an awareness campaign
3. Tools for dissemination
4. Evaluation of campaign's impact
5. Examples of awareness campaigns on disability employment

1. What is an awareness campaign for people with disabilities?

Definition: "*An awareness campaign is any time-bound, strategic campaign aimed entirely at increasing public visibility and awareness for your cause. For non-profit organizations, this means planning a campaign to spread the word about your mission, explain why it matters, and show supporters how they can get involved.*" (One Cause, n.d.)

Goals[1]:

- Increase visibility over an important issue for your organisation, cause, or mission.
- Educate the general public on a specific topic, in this case, disability employment.
- Increase your audience and attract more stakeholders interested in the promoted cause.
- Gain more contacts and potential donors if you are a non-profit organisation or find new collaborators.

2. Steps to create an awareness campaign

1) Define your mission, goal, and objectives

In order to have a coherent, focused and measurable awareness campaign, you need to define your mission, goal, and objectives.

Mission: It is the core purpose of your campaign aligned with your company's values and beliefs, in this case. It is a larger statement of intent of what you wish to achieve with the campaign, in general.

Goal: "The campaign goal, aim or purpose states what needs to change, and to what extent, in order to solve the problem addressed by the campaign. Ideally, the goal should fit into a single, short sentence and be designed in a way that can be fully understood

1 Feldmann, D. (2017). *5 Mistakes You're Making With Your Awareness Campaigns*. Available at:

https://philanthropynewsdigest.org/features/the-sustainable-nonprofit/5-mistakes-you-re-making-with-your-awareness-campaigns#:~:text=Awareness%20campaigns%20typically%20are%20defined,an%20organization's%20cause%20or%20issue.

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by all participants in the campaign. Goals should be specific, engaging and reasonably realistic." (UN Women, 2012)

Objectives: "Refer to the precise sub-goals to be attained so as to eventually fulfill the campaign goal. Reaching these objectives is typically presented as the direct result of a campaign." (UN Women, 2012). Objectives should be SMART:

S – specific

M – measurable

A - achievable

R – realistic

T – time-bound

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. You could also automate your planning using a Gantt software generator, such as ClikUp, making it easier to create and oversee the activity management. Some examples of entries for your campaign's timeline: preparation of visual materials, contacting potential partners, creating a mailing list, choosing the channels, launching the campaign, evaluation of impact, etc.

Example of a Gantt chart:

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week n
Activity 1							
Activity 2							
Activity 3							

Example of tasks management chart:

	Responsible (who)	Deadline (when)	Resources need (how)	Expected outcome	Status
Task 1 (What, where)					

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Task 2					
Task 3					

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. For example, if you receive critics for your campaign, or it is not well received on some channels, what actions will take in that case?

4) Define your audience

You campaign should aim a specific target group in order for the key message to have a visible impact. You should set the groups characteristics, identify where you can find them and afterwards choose specific tools to reach them. You should define your audience based on socio-demographic (age, gender, location) indicators, behaviours, and interests.

5) Choose your communication channels

It is advisable to have a multi-channel approach in order to ensure reaching the target group. As your target group may have sub-categories (such as, several types of interests), combing online and offline media would be beneficial. Moreover, a multichannel approach is also advisable in the online environment. For example, you could share your campaign visuals on social media, announce the launch of the campaign via a newsletter, and make a blog post (guest post, your company's website, or both).

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. There are several categories of people you could partner up with:

- PR, advertising, or marketing agencies
- Endorsers, influencers, brand ambassadors
- Media partners
- Sponsors

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- Campaign partners – for example, you could create and launch the awareness campaign in partnership with another organisation, such as an NGO working with people with disabilities.

7) Create the key message

It is important to craft an authentic, impactful, and captivating message so that it resonates with your audience. Before creating the dissemination materials, it is essential to create a powerful message that will be coherent on all communication tools and channels. "Messages should be tailored to resonate with the target audience(s) – various versions of the message may need to be prepared to reach different audiences." (UN Women, 2012)

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. If you create a web page for the campaign, for example, you could add a plugin on it for accessibility features (e.g., WP Accessibility). The materials could vary from social media posts (visuals, videos, interviews) to online/physical posters or brochures. An interesting idea would be to create and disseminate an awareness toolkit (in both physical and online format) which could include information about disabilities, ways to include people with disabilities in the workplace, or how to help them find professional opportunities and any other information on this topic you might find useful.

9) Monitoring and evaluation

Monitoring: "The process of tracking campaign implementation, progress towards campaign goals and objectives, and external factors relevant to the campaign, such as new opportunities and risks." (UN Women, 2012)

Evaluation: "brings together monitoring data, and findings from additional research to assess the effectiveness, or likely effectiveness (in formative evaluation), of a campaign and its different elements." (UN Women, 2012)

Impact: "denotes the "positive and negative, primary and secondary long-term effects produced by a development intervention, directly or indirectly, intended or unintended" (OECD DAC, 2002). Impact is about long-term and lasting effects. Often, the term is confusingly used to designate shorter-term outcomes, e.g. the immediate response (e.g. through website hits and call-in rates) of a target audience to specific communication tools." (UN Women, 2012)

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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[2]:

- Total of spending
- Reach
- Impressions
- Clicks
- Click-through-rate (CTR)
- Cost per click (CPC)
- Cost per 1,000 impressions (CPM)
- Return on Ad Spend (ROAS)
- Engagement rate (e.g., Facebook, Instagram)
- Social media engagement

For **organic** social media posts (not paid):

- Clicks
- Likes
- Shares
- Comments
- Brand/campaign mentions
- Profile visits
- Active followers

For **press**/traditional media: number of mentions of the campaign/organization in articles

Other KPIS (if it is also a recruitment campaign):

- Number of applicants with disabilities for the open vacancies
- Number of hired candidates

2 Zhukova, O. (2020. Online advertising: Seven Must-track KPIs for Google ads. Available at: https://www.nexoya.com/blog/online-advertising-seven-must-track-kpis-for-google-ads/#Marketing-KPIs-Google-Ads

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DOs & DONTs[3]

DOs	DONTs
• Have a **call-to-action** on your communication materials and channels. • Focus on the mission/goal you have set. This is what will make people engage and believe in your message. • Set indicators and tools to measure the accomplishment of the objectives. • Use free stock photos for the visual materials. Respect copyrights.[4] • Be consistent and communicate frequently.[5]	• Don't be vague in your messages. Unclear messages can confuse the audience and won't help you in reaching the campaign goal. • Don't focus too much on the organisation per se. Let the campaign speak for you. • Don't set only a vague and large goal. Set a broader goal, and then divide it in smaller, actionable objectives. • Don't use photos which have already been seen and used too frequently. Try to search for more unique and original photos.

1. Tools for dissemination

1) Online – social media, email marketing, publications
2) Offline – posters, radio, billboards
3) Storytelling technique[6]
4) Organise an event
5) Create an event/campaign web page[7]
6) Cross-promotion of the campaign[8]
7) Send a press-release to relevant publications

How to promote a disability-friendly workplace

3 One cause (n.d.). *Do's and Don'ts for a Successful Awareness Campaign*. Available at: https://www.onecause.com/blog/awareness-campaigns/

4Market Mentors (2017). *The Dos And Don'ts Of A Successful, Integrated Campaign*. Available at: https://marketmentors.com/blog/the-dos-and-donts-of-a-successful-integrated-campaign/.

[5] ibidem
6 Charity Village (n.d.). *7 steps to creating nonprofit awareness campaigns that actually raise awareness (virtual or in real life!)*. Available at: https://charityvillage.com/7-steps-to-creating-nonprofit-awareness-campaigns-that-actually-raise-awareness-virtual-or-in-real-life/.

[7] ibidem
[8] ibidem

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Volunteering activities for the employees

Volunteering activities organised by the company have plenty of advantages for both the employees and the beneficiaries. First of all, by getting involved in volunteering for and with people with disabilities, employees could develop essential soft skills, such as empathy, adaptability and awareness to the other's needs. Leadership and a sense of belonging can be other enhanced competencies for both the employees and the beneficiaries. Moreover, employees with disabilities already working for the company could take initiative and lead those activities, as they are in the position to better understand this category. Additionally, getting involved in helping the community could have a positive impact on your employer branding, as the general public, as well as the talent pipeline can see that you are an active company, preoccupied with social issues that they might identify with. As an employer, you could also provide some of you services for free, such as reviewing resumes, organising mock-interviews, or tips and tricks on how to dress[9] accordingly, to the applied position.

Create and disseminate awareness materials in your office

A great way to increase awareness among your employees regarding the inclusion of people with disabilities is to openly talk about this. Your communications or HR departments could create several posters or flyers which could be displayed on the office walls, in the elevator, etc. In this way, not only do you tackle a relevant matter for welcoming diversity, but you educate your employees. "Employees who are consistently reminded that their organization is disability-friendly may be more likely to refer job-seeking friends with disabilities to your HR department. In addition, those with disabilities themselves may be more likely to self-identify as such." (Employment Resources, Inc., 2020)[10]

Celebrate the International Day of Persons with Disabilities

As a disability-friendly employer it is important to celebrate this day and spread awareness on this occasion on the importance of disability inclusion. You could do this by creating some visual materials with testimonies from recruiters, employees with disabilities and their experience within your company, from managers and colleagues. Make sure to communicate your presence in the online environment – intranet and externally via social media channels. To celebrate this day, you could organise an

[9] Employment Resources, Inc. (2020). *10 Ways for Employers to Promote a Disability-Friendly Workplace*. Available at: https://eri-wi.org/national-disability-awareness-month-2020/.

[10] ibidem

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internal event for all staff, or an external one, such as a webinar to promote your inclusivity practices, and in this way, you could reach a wider audience.

Provide training for your employees on disability inclusion

To ensure a friendly, welcoming, and equal workplace, training for all staff should be organised. If you do not have a Diversity and Inclusion department, perhaps the HR department could host it and provide information on the importance of a diverse workplace, fair treatment, and equality. You could also invite other speakers, such as representatives from NGOs working with people with disabilities, in order to have a more hands-on experience from their side.

Offer sign language classes to your employees

If possible, besides the awareness training sessions, the company could organize sign language classes. Knowing at least the basic sings could help improve the communication between those colleagues with hearing/speaking impairments. "On-site classes can be taught by representatives from local or national sign language organizations, while external classes are often available at local colleges and universities." (Employment Resources, Inc., 2020).[11] Another benefit of those classes would be strengthened relationships within the team, creating a safer and more trusting environment, as staff is making efforts to fully integrate people with disabilities.

Organise recruiting trips to universities and engage with students with disabilities

Visits to universities and campuses on behalf of your company can help you grow your talent pipeline for juniors who can apply for your open positions. Discuss with the representatives from the university, inform them on your open vacancies and what disabilities you could accommodate at the workplace. Promote your visit beforehand in order to have a good turnout, offer students brochures about your company and programmes, engage with them and be open to source young new talent. (Employment Resources, Inc., 2020)[12]

2. Examples of awareness campaigns on disability inclusion (videos)

1) Procter and Gamble

[11] ibidem
[12] ibidem

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P&G - Designing a more inclusive world

Source: YouTube

2) *Kaufland Romania*

Employment opportunities for people with disabilities

Source: YouTube

3) *Accenture*

Celebrating global disability inclusion at Accenture

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Source: YouTube

4) Deloitte

The Disability Champion

Source: YouTube

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https://www.onecause.com/blog/awareness-campaigns/.

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UN Women (2012). *Setting the campaign goal*. Available at: https://www.endvawnow.org/en/articles/1200-setting-the-campaign-goal.html#:~:text=The%20campaign%20goal%2C%20aim%20or,all%20participants%20in%20the%20campaign.

Videos:

Accenture (2019). *Celebrating global disability inclusion at Accenture*. Available at: https://www.youtube.com/watch?v=v7enrhRSOow.

Deloitte (2021). The Disability Champion. Available at: https://www.youtube.com/watch?v=DsftgiMgFVE.

Kaufland (2020). *Kaufland | Oportunități de angajare pentru persoanele cu dizabilități*. Available at: https://www.youtube.com/watch?v=plTEdexiW88.

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