

Think differently

Changing attitudes and behaviour
towards disabled people

Year in review – 2010/11





The first campaign meeting in Auckland.

“If there’s one thing the disability sector demonstrates in great abundance it is the enormous enthusiasm and the energy for making a difference.”

Hon Tariana Turia



Changing attitudes and behaviour towards disabled people

A \$3m Campaign to change attitudes and behaviour that limit opportunities of disabled people was announced in the 2010 Budget, with funding spread over three years.

This is a summary of the Campaign's first year.

The work is being led by the Social Campaigns team based at the Ministry of Social Development's Family and Community Services. The team is working in partnership with the Office of Disability Issues on the Campaign.

In this first year, significant effort has been put into consultation and engagement with some funding of national and community-level social change initiatives.

Changing attitudes and behaviours is complex work. For this Campaign it means listening to and learning from disabled people, working with the people whose attitudes and behaviour we are trying to change - and using the best knowledge and evidence we can access about what makes people change the way they think and behave.

So as well as working with disabled people's organisations, we are connecting with employers, educators, businesses, families, whānau, and influencers. We are also working with social change specialists within the disability community and those with a proven track record in areas outside of disability. Rather than having a set plan for the three years, the Campaign is open to opportunities that arise and looking for successful initiatives we can add value to.

The Campaign has established two main funding channels - national partnerships and local, community-based initiatives. The former involves partnering with nationally-focused projects to change attitudes and behaviours towards disability. Seven national organisations have been funded during the year. One of those, the Be Accessible Campaign, received its own Budget funding in 2011.

The Campaign also set up The Making a Difference Fund to support communities to develop projects that mobilise change at a local level. The Making a Difference Fund gives priority to projects that are collaborative, have support from across the community and have a well-thought-out plan to effect local change. Seven projects were funded in round one. A second funding round opened in August 2011.

The Campaign is also commissioning a range of supporting activities. These include a news media audit, mapping of initiatives related to social change, and the development of an online/offline social change toolkit. Research has also been commissioned to better understand current beliefs and attitudes to disabled people and what motivates behaviour.

National Partnerships

“...that all people in this country have the right to achieve to their potential and that we as a country will not achieve to our potential until and unless they can.”

John Allen

Be. Campaign

Early on, the Campaign started working with Minnie Baragwanath the driving force behind the Be. Institute and Be. Accessible, a social change campaign dedicated to creating a 100 percent accessible society for us all.

Minnie worked for ten years in the disability sector, advising the former Auckland City Council. She brought together the Auckland Council, the Auckland University of Technology and the Auckland District Health Board to be founding partners of the Be. Institute.

When the Campaign connected with the Be. team they had almost completed a project to provide information on the accessibility of key locations such as stadia, I-Sites, airports, hotels and transport operators for rugby World Cup 2011 events in Auckland

The Campaign provided funding for the Rugby World Cup work to be extended to each of the 12 host cities and to support Be. Leadership, the Be. Institute's other flagship programme which recognises and develops emerging leaders who are disabled.

The Be. Accessible campaign received \$4m over four years in the 2011 Budget to continue its work.



Deaf Aotearoa

New Zealand Sign Language Week aims to bring about change by educating the wider hearing public about sign language and being Deaf, as well as the challenges the Deaf community face.

The Campaign supported Deaf Aotearoa to deliver targeted marketing activities and comprehensive public relations work around three key themes: Learn @ Home, @ Work, @ Play.

This included free sign language “taster” classes tailored to the three themes:

@ Home - helped families with Deaf children learn specific vocabulary for use at home

@ Work - introduced workplaces, with a focus on government agencies, businesses and service organisations, to specific words and signs that assist access to services and employment for Deaf people.

@ Play - introduced everyday New Zealanders (through sports clubs and community groups) to vocabulary for social situations.

The Campaign also enabled resources developed by Deaf Aotearoa to be available free of charge. These included:

- three mini-dictionary booklets containing 25 signs relevant for home, work and play environments
- an alphabet card
- promotional material, including balloons, stamps and print media.



Resources produced by Deaf Aotearoa.



“...to be part of it all – not merely a spectator in an armchair from afar.”

HonTariana Turia



An impromptu performance during the Auckland hui/fono

...to build
their capacity
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Pasefika Peoples Disability Network

Wellington Pasefika Peoples Disability Network

With financial support from the Campaign, The Māori and Pacific Island Disabled Peoples Leadership Programme held four two-day forums in Auckland, Napier, Wellington and Christchurch to explore and understand the attitudes and behaviours that impact on disabled people's lives.

For many of those attending, it was the first time that they had come together as Māori and Pasefika disabled people. The objective of this work was to identify emerging leaders and to build their capacity to influence change through the education of whānau, community and the general public.

Wellington Pasefika Peoples Disability Network, who delivered the programme, worked with experienced facilitators, project leaders, communications and support people, and disability networks to promote and project manage the delivery of the four fono in Auckland, Napier, Wellington and Christchurch.

Diversityworks

The Campaign has provided funding to Auckland-based creative and social entrepreneur and disability advocate Philip Patston to develop an online/offline toolkit to support people in effecting significant shifts in attitudes and behaviours towards disability. This is likely to include a web-based forum for online discussion regarding disability and social change. The developmental work Philip is undertaking also includes research into the use of video footage, both as a toolkit resource and for wider use throughout the Campaign.

“Work gives a person the chance to develop the things they *can* do, in a society which too often sees a disabled person and automatically thinks *can't* do.”

Hon Tariana Turia



Phiip Patston



Making a Difference Fund - Round One

The Campaign received 61 applications in the first round of the Making a Difference Fund. A national panel made recommendations for successful projects, with seven receiving funding in the first round. Some projects were deemed to be national rather than local initiatives and the Campaign has followed up with those applicants, providing support for many of them.

These are summaries of the projects supported so far.

Improving customer service

This project will encourage social change by giving staff working in community centres such as libraries and recreation centres guidance on how to provide good customer service to people with a disability. The aim is to enable disabled people to participate more fully in community activities.

Run by the Upper Hutt City Council, the project will be rolled out in two parts:

- Two resources will be produced that focus on providing excellent customer service to people in the community. One will be local (Upper Hutt) and the other will have national contacts and be available, through the Office for Disability Issues, to councils and other agencies throughout the country. The resources will include customer service workshop instructions.

- Customer service workshops for staff will also be trialled in Upper Hutt using the resource alongside the training. Council staff attending the training will evaluate the resource and amendments will be made as necessary.

The workshops will be piloted with staff from Upper Hutt City Library and also the H2O Xtream swimming complex.

Frances McEwen, Upper Hutt City Council Community Development Advisor says, "Discussion is underway around making the resource part of compulsory training for new staff working with customers in various parts of Council and when the resource is completed it will be evaluated to see if it can be used by other groups in the community, such as local retailers.

"Upper Hutt City Council regularly hosts a Disability Forum and seeks advice from the Hutt Valley Disability Advisory Group. They told us that when accessing services, it isn't always the physical barriers that are a hindrance but the attitudes and lack of knowledge from some service providers. I think this resource will be really useful to help remove these kind of barriers."

Changing attitudes in Tauranga

The Huria Management Trust in Tauranga will run four projects to create social change in their area.

A school holiday programme for rangatahi aged 5-17 years will focus on attitudes to disability.

A research project involving kaumātua, koroua and kuia will ask two questions:

- Would you let a person in a wheelchair whaikōrero? If not, why not?
- Would you let a guide dog into the wharehau (meeting house)?

Staff will seek the views of local kaumātua, koroua and kuia at a special hui-a-hapū, and discuss the findings of the research. A final report will outline what proved effective in shifting attitudes and behaviour that are creating barriers for disabled people.

The trust will also coordinate and facilitate an open day on Huria Marae promoting a disability awareness health day in Tauranga. This will provide an opportunity to talk to the wider community and provide information about disability issues.

Performers become circus stars

Developed by the Kumarani Circus, this project will create social change by recruiting volunteers in Auckland to stage a community circus where disabled people display their strengths as performing artists, dispelling public attitudes about what they can and can't do.

Frances Kelliher, project developer, says "the beauty of the project is the opportunity for non-disabled children and artists to perform alongside disabled people. We workshop the different groups on their own, but bring them together for rehearsals, performances and special workshops

"We staged the first community circus in Dargaville. Some artists are natural performers who have impeccable timing and can really play an audience. For others, it's showing off skills learnt through sheer perseverance.

"The circus experience brought all sorts of benefits. We won three national awards for our work, performed for the Cirque du Soleil in Auckland and at national conferences and festivals. As time went on the whole troupe grew in confidence. Performers made new friends and some found employment through the people they met through the circus."

Frances says they decided to take the idea to Auckland because from the very first shows in Dargaville, other communities asked how they could access the service. "We initiated a teacher training programme and mentored groups from Kaitia to Tauranga so Auckland seemed a natural place to grow the idea."

Signing isn't just for the Deaf

Empowering children who have communication difficulties other than hearing loss by teaching them to use New Zealand Sign Language is a new approach that's proving to be life changing for them and a catalyst for social change.

Voice Thru Your Hands founder Ally Attwell says that thanks to her Making a Difference Fund grant, she can now extend her work out from schools to running Sign Language workshops for parents, school staff and hospital medical staff in the lower North Island.

Ally says, "I learnt about using sign language as a communication tool from my ten-year-old daughter Tarryn, who has Down syndrome and severe speech difficulties. When she was very young we learnt Makaton – a simplified form of signing – but I soon realised she was quite capable of using New Zealand Sign Language. It wasn't a matter of her not taking information in, but getting it out." Now, she says, Tarryn is a fluent signer and going from strength to strength. "She is a happy confident little girl who is able to share her preferences, her feelings and tell me about her day" Ally says.

"I'm thrilled to have received this funding because the workshops are a really important way of joining up the communication loop. If children are able to express themselves using sign, parents and professionals need to be able to understand them. I feel in a position to make a real difference to the lives of this group of children."

Creating more accessible marae

The Ngāti Hine Health Trust in Northland is working with whānau leaders and other providers such as the Accessible Housing Trust to improve access to hapū and marae activities for disabled people.

Staff from the trust are:

- visiting eight marae throughout Te Tai Tokerau and meeting with each committee to talk about disability awareness and barriers that hinder full participation and inclusion in marae activities
- working with each marae to develop an accessibility plan using Te Whakaahaitanga Marae Accessibility Toolkit
- providing expert advice to support each plan, such as engaging a building expert to provide advice around physical modifications or financial advice to support marae funding applications for any necessary renovations
- looking at low cost or no cost options to enhance marae accessibility in the short-term.

Opportunities will also be provided for whānau with disabilities to participate in marae kawa and enhance their learning and understanding of Tikanga Māori.

All people have value

Disability groups in Hawkes Bay and Palmerston North are working to encourage young people to adopt the mantra 'all people have value' by encouraging them to re-examine their core values, attitudes and behaviour at a personal and group level.

To introduce and support this concept, presentations, interactive media and resources for young people in secondary schools will be produced and distributed to secondary schools in the Manawatu/Horowhenua area.

Nigel Mead from CCS Disability Action says "We are especially interested in the adolescent group from year 7 to 10 because it's often at this age that bullying and poor acceptance of others starts. The approach we are taking is new because it looks at diversity rather than disability. We intend to incorporate young people of differing ethnic, and sexual orientation into the programme as well as young people with physical, sensory and intellectual impairments. We want to show that all people have value and to encourage across group cooperation.

"This idea follows on from a project started in Gisborne by a group of teenagers to show how local business, the community and council responded to their very disparate needs. The project documented that process in a DVD called Through our Eyes. The DVD was the tangible outcome of their work but I thought the level of cooperation within the group was the real success and that's what we will be working towards when we take the message all people have value into schools."

Improving legal services for disabled people

Auckland Disability Law is linking up with Community Law Canterbury to run a pilot project in Christchurch to improve legal services for disabled people.

Neha Patel, Acting Development Manager at Auckland Disability Law, says "Research done in the Auckland region has identified that issues such as difficulty with physical access, a lack of accommodation for different ways of communicating, a lack of knowledge about disability, and discrimination all create barriers for disabled people accessing legal services. That's why Auckland Disability Law was formed. We would expect these issues to be a common experience around the country, but we will talk with disabled people in Christchurch to identify if there are any barriers particular to the area."

This project aims to increase knowledge and understanding of disability within the legal community in Christchurch through responsiveness training for legal professionals and the development of written guidelines about providing services and engaging with disabled people.

Disabled people will be involved in key aspects of the project.

It is hoped the pilot project in Christchurch will form a blueprint that other community law centres around the country can use to create ongoing partnerships with disabled people and improve their access to justice.

Emerging partnerships

A number of new partnerships are shaping up, with work developing as we move into our second year. This includes:

Te Roopu Waiora Trust

Te Roopu Waiora is trialling a project with Maori communities that focuses on sharing their research, strategies, initiatives, tools and experiences of relationship building. The project will include some follow-up support to help embed the tools and strategies into practice. The aim is to strengthen leadership and active participation by whānau hauā (disabled people) within other Māori communities. The project will include an evaluation of the effectiveness and transferability of the resources and knowledge.

Disabled Persons Assembly

The Campaign is funding a project led by the Disabled Persons Assembly that aims to ensure that the rebuild of Christchurch includes access for everyone. Accessible Christchurch will promote the inclusion of the needs of disabled people in plans for the rebuild of the city.

DPA President Ross Brereton says: “The post-quake rebuild of the central business district, together with the rezoning and redevelopment of many suburbs, has major implications for disabled people. The funding from the Campaign will enable us to provide access-related advice and information to relevant Christchurch organisations over

the next six months. This provides DPA with an excellent opportunity to feed into and inform the City Plan going to Government in December 2011.”

Consultation is planned with stakeholders through a series of community fora and meetings with central and local government representatives. “Our vision is for Christchurch to become the destination of choice for disabled international travellers, many of whom are in the older age-group and have discretionary funds to spend,” Ross said.

DPA has contracted Pam MacNeill to coordinate all aspects of the campaign.

Dance Aotearoa New Zealand

Dance Aotearoa New Zealand have received a grant to develop photographic essays and digital story telling, an exhibition and community discussion forums to make visible and explore the lives, passions and barriers of dancers who have an impairment - as a means of influencing community attitudes towards disabled people.

People First

People First met with the Campaign to talk about a potential partnership project focussing on intellectual disability and employment. People First are currently developing the proposal.

The Asian Network

The Asian Network (TANI) in Auckland has a partnership agreement with the campaign for the Asian Families Positive Action Project, which aims to:

- raise awareness and understanding of disability and reduce the high level of stigma
- encourage the Chinese and Korean community to take ownership of disability issues and to partner with disabled people and organisations.

New Zealand School Trustees Association

Attitude Pictures, the Ministry of Education and the Campaign are discussing the possibility of working with the New Zealand School Trustees Association to influence attitude and behaviour change. A short DVD of children and parents talking about their experiences of school had been developed by Attitude as a way of opening further conversations about the inclusiveness of schools.

“If we get it right for disabled people, we get it right for all people.”

Minnie Baragwanath

Building our knowledge

A range of supporting initiatives to build knowledge around current attitudes and behaviours towards disabled people and successful social change strategies were undertaken or started this year. They include:

News media audit

An audit of news media coverage of print stories featuring disabled people was carried out during October and November 2010.

There were some interesting findings, primarily around the influence of families, advocates and disabled people, and the use of photographs.

The Campaign will work with its partners to look at how the findings can inform a strategy aimed at changing the way disabled people are represented in the news media.

Social change mapping

The mapping of past and current initiatives related to changing attitudes and behaviours is underway. The learnings from the analysis will be used to identify themes that could influence the campaign and will also provide a foundation for mapping social change initiatives that could link with the campaign work in the future.

Research

The Campaign has commissioned a small piece of research to understand the current beliefs and attitudes about disabled people, what currently motivates behaviour and what would motivate a change – with a specific focus on primary audiences:

- employers - working with the Employers Disability Network.
- people who provide goods and services (or access to them)
- parents, family and whanau, friends

As part of the project, the researchers will also carry out a literature review to look at other social change initiatives related to disabled people in New Zealand and around the world.

Year ahead

The Campaign will continue to fund national partnerships and local community action, using what it has learnt to take a more targeted approach, focussing on employers, access to goods and services, and families, whanau and neighbourhoods.

The Campaign will continue to work alongside the Be. Accessible Campaign, exploring further opportunities for influencing social change.

We are keen to hear from anybody with ideas about the Campaign to change attitudes and behaviours towards disabled people and to hear people's proposals for projects at a national and community level.

For further information, contact josi.wilson045@msd.govt.nz





The Campaign work is carried out by the Social Campaign team in Family and Community Services (FACS), in association with the Office for Disability Issues.

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