DISABILITY EMPLOYMENT AWARENESS MONTH

2023 Proclamation Toolkit



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Disability Employment Awareness Month

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Welcome to the Canadian Association for Supported Employment's 2023 Disability Employment Awareness Month (DEAM) Proclamation Toolkit!

We have designed this kit to help you raise awareness about Disability Employment Awareness Month (DEAM).

This kit provides tools to encourage your provincial government to proclaim Disability Employment Awareness Month, which typically occurs in October, and to work towards a national proclamation of DEAM in October 2024. Disability Employment Awareness Month (DEAM) will help to form inclusive workplaces across the country that will support a more resilient, innovative Canadian economy.

In this toolkit you will find a:

- ✔ Brief history of DEAM
- ✔ Proclamation planning tool
- ✔ Sample DEAM banner and infographic for use on your website or socials
- ✔ DEAM proclamation map
- ✔ Proclamation examples
- ✔ List of provincial ministry contacts
- ✔ Sample letter to government
- ✔ Sample news release
- ✔ Social media post ideas

All resources in this kit can be amended to suit your organization's mission and audience and the month you celebrate DEAM. If you need additional inspiration, visit the CASE DEAM webpage: DEAM - CASE (Canadian Association for Supported Employment)

A few important notes:

1. Any work you intend to do to get DEAM proclaimed in your province should start as soon as possible because provincial proclamations take some time.
2. Traditionally, ministries that handle disability/accessibility do not also handle employment. For 2023, we're suggesting that you approach both the ministries for disability/accessibility and employment as well as your Premier's Office.
3. This kit is just the start of DEAM materials coming from CASE. Stay tuned for more campaign materials as October approaches.

We look forward to collaborating with you so that we can make DEAM 2023 the most impactful celebration yet.

Sincerely,
Canadian Association for Supported Employment (CASE)

Brief History of Disability Employment Awareness Month (DEAM)

DEAM or Disability Employment Awareness Month was first designated by the United States Congress in October of 1988. It was an extension of the previously acknowledged "National Employ the Physically Handicapped Week" which had been observed the first week of October since 1945 (the word "physically" was removed in 1962 to acknowledge the employment needs and contributions of people experiencing all types of disability). It was hoped that extending the time period would increase awareness and employment outcomes for Americans experiencing disability.



In 2010, DEAM was first proclaimed in Canada. Manitoba was the first province to issue a proclamation that year, followed by Saskatchewan, Alberta, British Columbia, Ontario, Québec and PEI in ensuing years.

Typically, DEAM is celebrated in October, but variations occur in some regions.

DEAM 2023 Proclamation Planning



AUGUST 2023

Receive **DEAM 2023 Proclamation Toolkit** from CASE.



AUGUST 2023

Tailor materials to suit your province/organization.



SEPTEMBER 2023

Secure 2023 proclamations from relevant ministry(ies).
Request they work towards National DEAM for October 2024.



OCTOBER 1, 2023

Provincial government issues **press release.**



OCTOBER 2023

Your organization issues press release and
posts **social media** (**AFTER** provincial release).

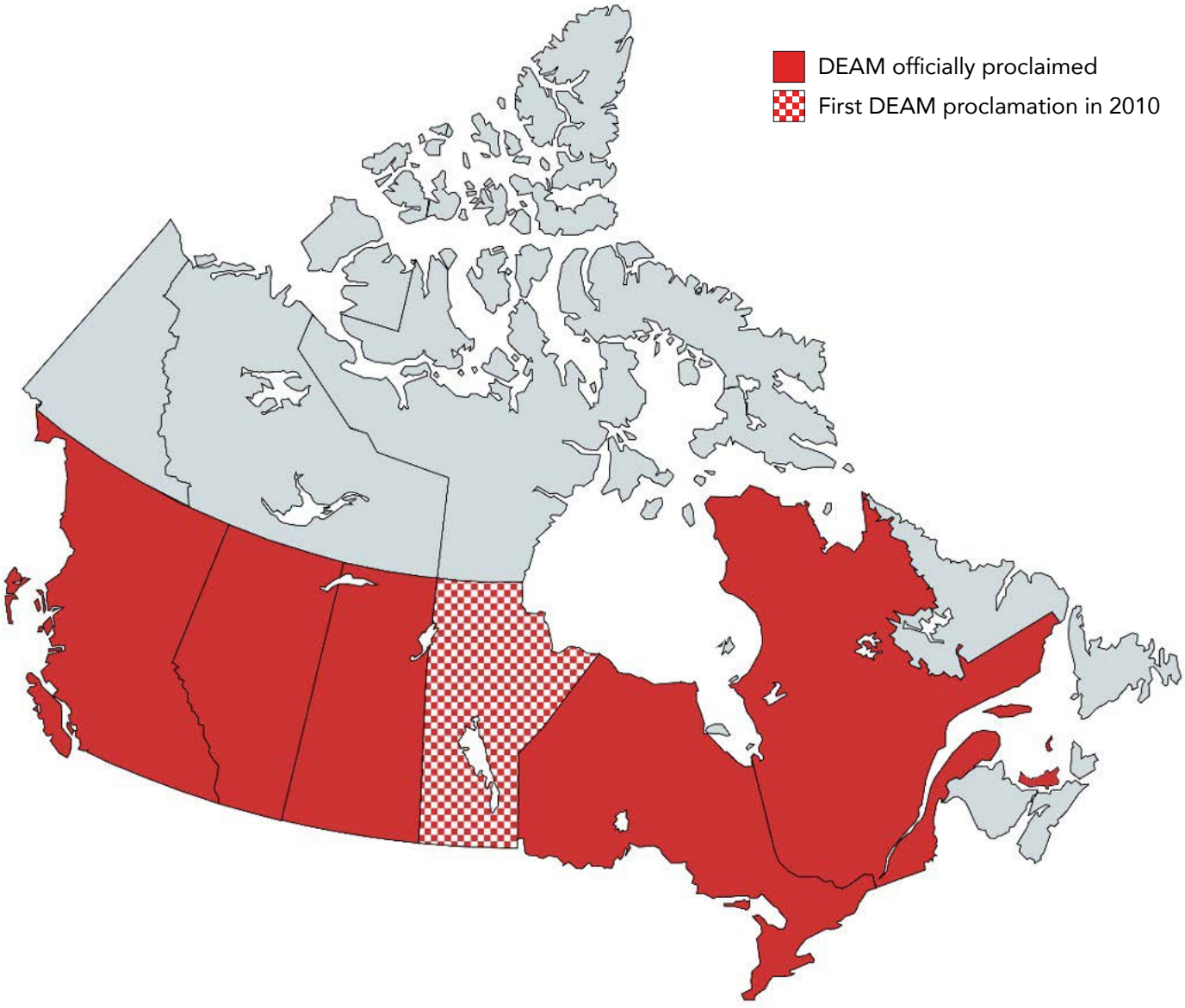
Sample DEAM Banner & Infographic

Click here to download all banners and infographics





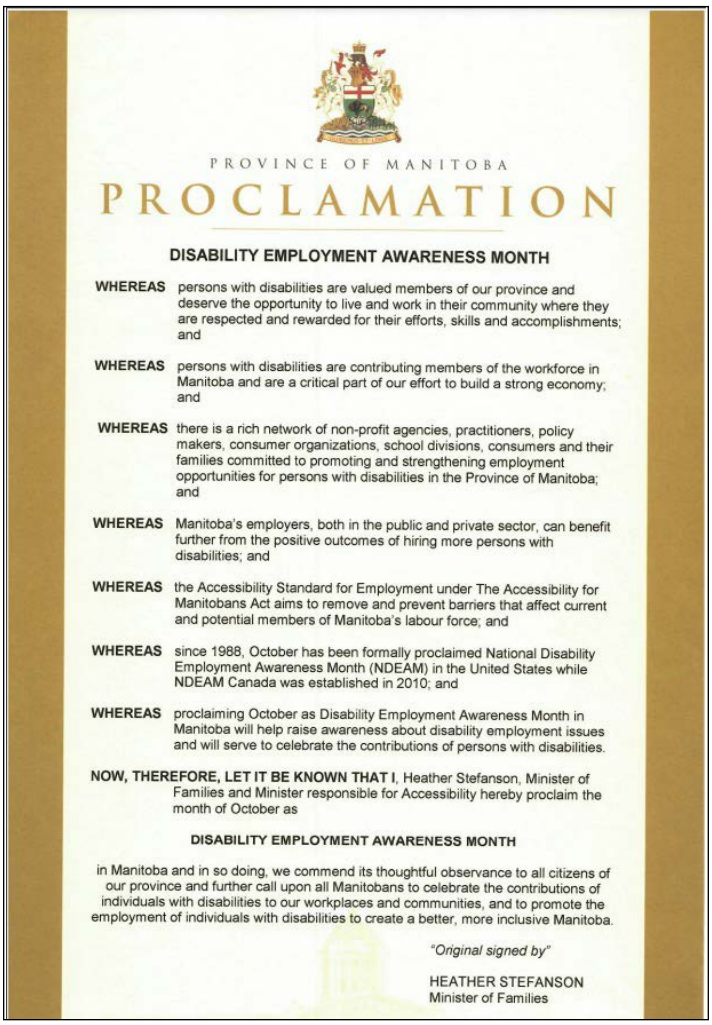
Provincial DEAM Proclamations



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Disability Employment Awareness Month

Proclamation Examples

Manitoba



PROVINCE OF MANITOBA

PROCLAMATION

DISABILITY EMPLOYMENT AWARENESS MONTH

WHEREAS persons with disabilities are valued members of our province and deserve the opportunity to live and work in their community where they are respected and rewarded for their efforts, skills and accomplishments; and

WHEREAS persons with disabilities are contributing members of the workforce in Manitoba and are a critical part of our effort to build a strong economy; and

WHEREAS there is a rich network of non-profit agencies, practitioners, policy makers, consumer organizations, school divisions, consumers and their families committed to promoting and strengthening employment opportunities for persons with disabilities in the Province of Manitoba; and

WHEREAS Manitoba's employers, both in the public and private sector, can benefit further from the positive outcomes of hiring more persons with disabilities; and

WHEREAS the Accessibility Standard for Employment under The Accessibility for Manitobans Act aims to remove and prevent barriers that affect current and potential members of Manitoba's labour force; and

WHEREAS since 1988, October has been formally proclaimed National Disability Employment Awareness Month (NDEAM) in the United States while NDEAM Canada was established in 2010; and

WHEREAS proclaiming October as Disability Employment Awareness Month in Manitoba will help raise awareness about disability employment issues and will serve to celebrate the contributions of persons with disabilities.

NOW, THEREFORE, LET IT BE KNOWN THAT I, Heather Stefanson, Minister of Families and Minister responsible for Accessibility hereby proclaim the month of October as

DISABILITY EMPLOYMENT AWARENESS MONTH

in Manitoba and in so doing, we commend its thoughtful observance to all citizens of our province and further call upon all Manitobans to celebrate the contributions of individuals with disabilities to our workplaces and communities, and to promote the employment of individuals with disabilities to create a better, more inclusive Manitoba.

"Original signed by"

HEATHER STEFANSON
Minister of Families

Saskatchewan



GOVERNMENT OF SASKATCHEWAN

Certificate of Recognition

I, Jeremy Harrison, Minister of Immigration and Career Training
in the Province of Saskatchewan
in exercise of the powers conferred upon me,
do hereby designate the month of
October 2021 to be:

"Disability Employment Awareness Month (DEAM)" in Saskatchewan

And I request the citizens of the Province of Saskatchewan to recognize this month.

Dated at the City of Regina this 8th day of September, 2021.

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Disability Employment Awareness Month

List of Contacts

Historically, supported employment service providers and advocates have asked ministries responsible for accessibility to proclaim DEAM. However, given that many of those ministries have no involvement with job creation and economic development, we hope to also engage ministries that focus on employment in 2023.

Province/Territory	Past Ministries	Additional Possibilities
British Columbia • Celebrates in September • Press Release (2020): https://news.gov.bc.ca/releases/2020SDPR0043-001615	Minister Sheila Malcolmson Ministry of Social Development and Poverty Reduction SDPR.Minister@gov.bc.ca	Minister Brenda Bailey Ministry of Jobs, Economic Development and Innovation JEDI.Minister@gov.bc.ca David Eby – Chair Premier of British Columbia PO Box 9041 Station Provincial Government Victoria BC V8W 9E1 premier@gov.bc.ca https://news.gov.bc.ca/office-of-the-premier
Alberta Press Release (2022): https://www.alberta.ca/release.cfm?xID=84752306ADE65-CA71-AF20-4467322212665A2C	Minister Jason Nixon Ministry of Seniors, Community and Social Services SCSS.minister@gov.ab.ca	Minister Matt Jones Ministry of Jobs, Economy and Trade JEND.minister@gov.ab.ca Danielle Smith Premier of Alberta 307 Legislature Building 10800 - 97 Avenue Edmonton AB T5K 2B6 premier@gov.ab.ca www.alberta.ca/premier.cfm
Saskatchewan Press Release (2022): https://www.saskatchewan.ca/government/news-and-media/2022/october/04/october-proclaimed-as-disability-employment-awareness-month	Minister Jeremy Harrison Ministry of Immigration and Career Training Minister.TED@gov.sk.ca	Scott Moe Premier of Saskatchewan 226 Legislative Building Regina SK S4S 0B3 premier@gov.sk.ca www.saskatchewan.ca/premier

Province/Territory	Past Ministries	Additional Possibilities
Manitoba Proclamation (2021): https://accessibilitymb.ca/deam.html	Minister Rochelle Squire Ministry of Families rochelle@ rochellesquires.ca	Minister Cliff Cullen Ministry of Economic Development, Investment and Trade minedit@leg.gov.mb.ca Heather Stefanson Premier of Manitoba 204 Legislative Building 450 Broadway Winnipeg MB R3C 0V8 premier@leg.gov.mb.ca www.gov.mb.ca/minister/premier/index.html
Ontario Press Release (2022): https://news.ontario.ca/en/statement/1002365/ontario-marks-national-disability-employment-awareness-month	Minister Raymond Cho Ministry of Seniors and Accessibility Raymond.Cho@pc.ola.org	Minister Victor Fedeli Ministry of Economic Development, Job Creation and Trade MEDJCT.Minister@ontario.ca Doug Ford Premier of Ontario Legislative Building, Queen's Park Toronto ON M7A 1A1 premier@ontario.ca www.ontario.ca/page/premier
Quebec Press Release (2022): https://www.quebec.ca/nouvelles/actualites/details/des-milliers-de-personnes-handicapees-sont-des-travailleuses-et-des-travailleurs-potentiels-competents-pour-suite-de-la-campagne-entreprise-inclusive-entreprise-davenir-43542	Lionel Carmant, Ministre responsable des Services sociaux Office des personnes handicapées du Québec ministre.responsable@msss.gouv.qc.ca	Minister Pierre Fitzgibbon Ministère de l'Économie, de l'Innovation et de l'Énergie ministre@economie.gouv.qc.ca François Legault Premier of Québec Édifice Honoré-Mercier, 3e étage 835, boul. René-Lévesque Est Québec QC G1A 1B4 premierministre@quebec.ca https://www.quebec.ca/en/premier/
New Brunswick Video (2021): https://www.facebook.com/watch/?v=2642709996022797 Press Release (2021): https://www2.gnb.ca/content/gnb/en/departments/pcsdp/news/news_release.2021.10.0756.html	Chairperson Patrick Losier Premier's Council on Disabilities pcd-cpmph@gnb.ca	Minister Greg Turner Ministry of Economic Development and Small Business Greg.Turner@gnb.ca Blaine Higgs Premier of New Brunswick Chancery Place PO Box 6000, Floor 6 Fredericton NB E3B 5H1 premier@gnb.ca www2.gnb.ca/content/gnb/en/departments/premier.html

Province/Territory	Past Ministries	Additional Possibilities
Nova Scotia	Have not yet proclaimed DEAM	Minister Susan Corkum-Greek Department of Economic Development edminister@novascotia.ca Tim Houston Premier of Nova Scotia PO Box 726 Halifax NS B3J 2T3 premier@novascotia.ca https://premier.novascotia.ca/
PEI *(Proclaimed in 2019, to be updated with source)*	Minister Barb Ramsay Department of Social Development and Seniors MinisterSDS@gov.pe.ca	Minister Jenn Redmond Department of Workforce, Advanced Learning and Population MinisterWALP@gov.pe.ca Dennis King Premier of Prince Edward Island Shaw Building PO Box 2000 Charlottetown PE C1A 7N8 premier@gov.pe.ca https://www.princeedwardisland.ca/en/premier
Newfoundland-Labrador	Have not yet proclaimed DEAM	Minister Gerry Byrne Department of Immigration, Population Growth and Skills GerryByrne@gov.nl.ca Andrew Furey Premier of Newfoundland and Labrador Confederation Building, East Block PO Box 8700 St. John's NL A1B 4J6 premier@gov.nl.ca www.gov.nl.ca/premier

Province/Territory	Past Ministries	Additional Possibilities
Northwest Territories	Have not yet proclaimed DEAM	Minister R. J. Simpson Department of Education, Culture and Employment Rj_simpson@gov.nt.ca Caroline Cochrane Premier of the Northwest Territories PO Box 1320 Yellowknife NT X1A 2L9 premier@gov.nt.ca www.premier.gov.nt.ca/
Yukon	Have not yet proclaimed DEAM	Minister Ranj Pillai Ministry of Economic Development Ranj.Pillai@yukon.ca Ranj Pillai Premier of Yukon PO Box 2703 Whitehorse YK Y1A 1B2 premier@yukon.ca www.yukonpremier.ca
Nunavut Press Release (2018) https://www.gov.nu.ca/family-services/news/october-brings-national-disability-employment-awareness	Minister Margaret Nakashuk Department of Family Services mnakashuk6@gov.nu.ca	Minister David Akeeagok Department of Economic Development and Transportation edt@gov.nu.ca P.J. Akeeagok Premier of Nunavut PO Box 2410 Iqaluit NU X0A 0H0 pakeeagok6@gov.nu.ca http://www.premier.gov.nu.ca/en

Sample letter to Government

Click here to download a Word document.

CASE is providing you with a form letter to appeal to your provincial government to proclaim October as DEAM. This year, we've added an additional item about obtaining federal support, together, as a sector, for a national proclamation in 2024. You can also refer to the section in this DEAM Proclamation Kit with ministerial contacts for each province and territory.

Insert the politician's name
Insert the ward/riding or role (Minister or Premier)
Insert the ministry (if applicable)

Date

Dear Honourable (insert name),

Statistics Canada reported that, in 2017, 3.7 million working-age Canadians identified as having a disability and that only three in five (59 per cent) were employed. Despite the great strides made to diversify the Canadian workforce in recent years, COVID has substantially worsened the situation for both job seekers who experience disability and employers.

Given current workforce shortages and increasing retirements, Canadian employers coast to coast urgently require the skills and education of the more than half-a-million-strong untapped workforce of Canadians experiencing disability. Diverse and inclusive workplaces benefit all workers and strengthen economic productivity, resilience, and innovation.

October is Disability Employment Awareness Month (DEAM). DEAM has its origins in the US starting as far back as 1945. In 2010, DEAM was first proclaimed in Canada; Manitoba was the first province to issue a proclamation that year. Saskatchewan, Alberta, British Columbia, Ontario, Québec and PEI followed in the ensuing years. Today, DEAM engages, educates, and raises awareness about inclusive employment in Canada.

We are writing to ask that your government:

1. Formally proclaim October Disability Employment Awareness Month (DEAM) to make clear your government's commitment to employment equity.

2. Demonstrate your support for diverse and inclusive workplaces that support the Canadian economy by asking the federal government to proclaim every October Disability Employment Awareness Month (DEAM).

Together, we can make Canadian workplaces as diverse as our communities by ensuring that all Canadians have equal opportunity to full citizenship, social inclusion, and sustained, meaningful employment.

On behalf of (insert your organization's name here), we appreciate your time and consideration of our request, and we look forward to continued dialogue with you on this very important issue.

Yours sincerely,

Your name/title
Your organization
Address
Email and phone number
(CC relevant politicians or organizations)

Sample News Release

Click here to download a Word document.

Community Organizations Rally for Disability Employment Awareness Month Proclamations

For Immediate Release – August 1, 2023

[Insert your organization's town/city and provincial abbreviation, as shown] Halifax, NS - [Insert your organization's name here) and other community organizations across Canada are urging provincial and federal governments to declare their commitment to inclusive employment for Canadians who experience disability by officially proclaiming October Disability Employment Awareness Month (DEAM). Diverse and inclusive workplaces benefit all workers and strengthen Canada's economic productivity, resilience and innovation.

DEAM has its origins in the US where, in 1988, Congress declared October to be Disability Employment Awareness Month (DEAM). In 2010, DEAM was introduced in Canada. Manitoba was the first province to issue a proclamation that year, followed by Saskatchewan, Alberta, British Columbia and Ontario in ensuing years. More recently, Québec and PEI have proclaimed October DEAM. However, many Canadian provinces and territories and the federal government have yet to officially recognize this very important month.

Despite the great efforts that have been made to diversify the Canadian labour force, according to Statistics Canada two in five Canadians experiencing disability are unemployed. More than half a million persons who experience disability are part of the skilled, educated and motivated untapped workforce urgently needed by employers across the country.

"With more and more Canadians retiring, every sector in every community is struggling to find workers," says [insert your organization's Executive Director/spokesperson's name] of [insert your organization's name here]. "We're urging our provincial and federal governments to proclaim October as DEAM because it's an important reminder that millions of Canadians who experience disability are already contributing to our economy, and over half a million more are ready and able to join the workforce."

The Canadian Association for Supported Employment (CASE) is a national non-profit organization of community-based service providers and stakeholders working toward employment inclusion for all Canadians experiencing disability. CASE has developed a DEAM Proclamation Toolkit that service providers and others can use to ask their government representatives to support DEAM. The toolkit can be found on CASE's website: supportedemployment.ca/initiatives/disability-employment-awareness-month/.

* * *

Media Contact:
Name, Job Title
Name of your organization
Telephone | Email

Source for statistics:
A demographic, employment and income profile of Canadians with disabilities aged 15 years and over, 2017 https://www150.statcan.gc.ca/n1/pub/89-654-x/89-654-x2018002-eng.htm
Among those with disabilities aged 25 to 64 years who were not employed and not currently in school, two in five (39%) had potential to work. This represents nearly 645,000 individuals with disabilities.

DEAM Social Media Post Ideas

Here are some engaging and informative social media posts that you can adapt to suit your organization. Follow CASE on social media on LinkedIn, Facebook, Twitter and Instagram for DEAM updates to share with your followers.

Don't forget to use #DEAM2023 and #DEAM2023 in your posts so we can follow your DEAM journey and "like" and share your content!

Click here to download these posts as a Word document.

AUGUST
LinkedIn, Facebook or Instagram

This October, many organizations and provinces will celebrate DEAM, or Disability Employment Awareness Month. #DEAM2023 is a time to recognize that persons experiencing disability make up a talented and motivated workforce of more than half-a-million. Workplace inclusion for persons experiencing disability supports a more productive, resilient and innovative economy.

If you agree, say "Employment for All!" in the comments and follow us on socials this month to learn how you can help to create a more diverse labour force and world!

Twitter, Threads
We call on our representatives to recognize that Canadians who experience disability make up a talented and motivated workforce more than half-a-million strong by proclaiming October #DEAM2023, both here and nationally! If you agree, like, RT or comment! #DEAM2023
<TAG YOUR PROVINCIAL MINISTERS>

SEPTEMBER
LinkedIn, Facebook, Instagram

Did you know that October is Disability Employment Awareness Month? It is! And it's one of the most important events on our calendar. Disability Employment Awareness Month, or DEAM for short, began in the US in 1988 and finally came to Canada in 2010. Manitoba was the first province to issue a DEAM proclamation that year, with Saskatchewan's proclamation coming shortly after in 2011. Thank you, Manitoba and Saskatchewan, for leading the way. Let's make #DEAM2023 the best so far!

Let's proclaim October #DEAM2023 in our province (or territory) and nationally. Like, RT or comment if you agree. #DEAM2023
<TAG YOUR PROVINCIAL MINISTERS>

SEPTEMBER
Twitter, Threads

Persons experiencing disability represent a talented and motivated half-a-million strong workforce that's ready to work today, with #DisabilityInclusion. Let's proclaim October #DEAM2023 in our province (or territory) and nationally! Like, RT or comment! #DEAM2023 <TAG YOUR PROVINCIAL MINISTERS>

In October we celebrate Disability Employment Awareness Month (DEAM) to raise disability-inclusive employment awareness across Canada. Follow our socials this month to join in the conversation. #DEAM2023

OCTOBER
Any social media platform, add your own images.

October is Disability Employment Awareness Month (DEAM). We are so excited to join hands with other inclusion champions across Canada to spread the word that workplace inclusion for persons experiencing disability supports a more productive, resilient and innovative economy. Follow us on social media and show your support! #DEAM2023 #31DaysOfDEAM

<YOUR ORGANIZATION> is proud to join CASE in celebrating national Disability Employment Awareness Month (DEAM). Held each October, DEAM aims to educate about disability employment issues and celebrate the strengths of the half-a-million strong workforce represented by persons experiencing disability. #DEAM2023 #31DaysOfDEAM

October is Disability Employment Awareness Month (DEAM). Throughout the month, we'll be engaging in a variety of activities to raise awareness about disability employment issues and the role they play in cultivating a disability-friendly work culture. #DEAM2023 #31DaysOfDEAM

Inclusion makes us stronger. What does this mean to you? Help us celebrate DEAM and create #DisabilityInclusion for all by telling us in the comments. #DEAM2023 #31DaysOfDEAM

Do you believe that meaningful, stable employment with equal pay for equal work is a fundamental right for all persons? Help us celebrate DEAM by telling us "why" in the comments. #DEAM2023 #31DaysOfDEAM

Let's transform the landscape and create equitable and inclusive employment together. How can you influence your work culture toward #DisabilityInclusion? Tell us in the comments. #DEAM2023 #31DaysOfDEAM

For more information
about this toolkit please contact:

The Canadian Association
for Supported Employment


contact@supportedemployment.ca


https://supportedemployment.ca


1-800-684-5628


7051 Bayer's Road, Suite 501
Halifax, Nova Scotia
B3L 2C1