



## Accessible Driver Appreciation Week

Alberta Ability Network (AAN) and Voice of Albertans with Disabilities (VAD) are celebrating Accessible Driver Appreciation Week again this year from November 8 to 12, 2021, and we invite you to join us in celebrating the amazing work that accessible drivers and schedulers do, making it possible for many to play, live and work in the community.

We've put together a toolkit with information that you may use as needed, which can be found at:

VAD: <https://vadsociety.ca/news-and-events/events/accessible-driver-appreciation-week-2nd-week-of-november>

AAN: <https://www.abilitynetwork.ca/transportation>

Ways to get involved:

- Let those you know about the campaign and ask them to either create and share their own posts using the hashtag #AccessibleTransportation;
- Share the poster on social media (during the second week of November) along with a shout out to those making accessible transportation possible.
- Provide coffee and/or treats for the drivers. Consider delivering coffee and/or treats to your corresponding accessible transportation provider to ensure everyone's safety.
- Encourage your clients to let their drivers know that their services are much appreciated – provide Thank You cards.
- Send a news release to local news outlets for inclusion about your event.

Thank you for your consideration and for your support of the 5th annual Accessible Drive Appreciation Week, #AccessibleTransportation.



## October is Disability Employment Awareness Month (DEAM)

Celebrating people with disabilities in the workplace.

<https://www.alberta.ca/disability-employment-awareness-month.aspx>

For DEAM events in your area visit:

<https://www.deamalberta.com/events-1>

Celebrate Disability Employment Awareness Month (DEAM) by:

- Promoting increased participation of Albertans with disabilities in our provincial economy
- Celebrating workers living with disabilities, their skills, successes and achievements
- Recognizing that, as Albertans, we all have unique skills and interests that make us valued members in our workplaces
- Supporting employers in promoting inclusive hiring practices and demonstrating their ongoing commitment to Albertans with disabilities
- Post on social media
- Albertans can participate in recognizing this important issue on social media using the #DEAM hashtag to help make our workplaces welcoming for all.
- Share your event photos using #DEAM





[www.vadsociety.ca](http://www.vadsociety.ca); [vad@vadsociety.ca](mailto:vad@vadsociety.ca)  
Follow us on Facebook and Twitter: @VADisabilities



Social Media Campaign

## 31 Days of DEAM

#DisabilityInclusion  
#DEAM2021  
#31DaysofDEAM  
#MentorAbilityCanada



Employer Engagement Campaign

## Cheers to Inclusion!

#DisabilityInclusion  
#DEAM2021  
#CheersToInclusion  
#MentorAbilityCanada

<https://supportedemployment.ca/deam/>

## 31 Days of DEAM

The Canadian Association for Supported Employment is excited to be launching their 3rd Annual #31DaysofDEAM campaign - an initiative that promotes the great work being done by service providers and inclusive employers across Canada.

In recognition of Disability Employment Awareness Month, CASE will share DEAM highlights for each day throughout the month October.

They invite submissions of stories and/or events from your community! To get involved or learn more contact: [nicole@supportedemployment.ca](mailto:nicole@supportedemployment.ca) today!

Your organization could also plan a similar campaign, highlighting stories from your community.

#DisabilityInclusion #DEAM2021 #31DaysofDEAM  
#MentorAbilityCanada

## MentorAbility Canada's Cheers to Inclusion!

#DisabilityInclusion #DEAM2021 #CheersToInclusion  
#MentorAbilityCanada

The Canadian Association for Supported Employment and the MentorAbility Canada team is engaging em-

ployers from coast to coast to demonstrate their commitment to workplaces that are inclusive of people experiencing disability.

## Host a DEAM event

There are many different ways you can host a DEAM event at your workplace; just a few examples are listed below:

- Host a proclamation event with your local city/town Mayor;
- Host a training or information session (virtually or in-person) for your employees and/or the public;
- Offer a special DEAM table/booth stocked with printable resources from our toolkit that is available in your workplace to anyone that is interested in learning more; and/or,
- Offer a special mentorship day at your workplace.

## WHY HIRE PEOPLE WITH DISABILITIES

### INCLUSION MAKES BUSINESS SENSE

Hiring workers with disabilities can positively impact a company's bottom line. Here's why:

- People with disabilities are an untapped resource of skills and talents. In many countries, people with disabilities have skills that businesses need, both technical job skills and transferable problem-solving skills developed in daily life.
- People with disabilities represent an overlooked and multibillion-dollar market



*Together, We Hold the Power!*

**Full Participation - Accessibility - Equity**



[www.vadsociety.ca](http://www.vadsociety.ca); [vad@vadsociety.ca](mailto:vad@vadsociety.ca)  
Follow us on Facebook and Twitter: @VADisabilities

## Facebook frames and cover photos



Show your support using one of our Facebook frames and cover photos, where you can easily integrate your organization's logo.

Between October 1 – October 31st, both versions of the frames you see below will be available for you to use. **On your computer**, simply follow these three (3) simple steps below to update your personal or business page's Facebook Profile Picture to show your support:

### To add a frame to your profile picture (personal profile):

1. Go to [www.facebook.com/profilepicframes](http://www.facebook.com/profilepicframes).
2. Search for "DEAM 2021" and select your preferred version of the frame.
3. Click Use as Profile Picture to save.

### To add a frame to your profile picture (business page):

1. Go to your business page and select "Update Profile Picture".
2. In the new window that opens, select the option "Add Frame".
3. Search for "DEAM 2021" and select your preferred version of the frame.

segment that market is disabled persons and their families and friends. Ignoring this market may mean losing not only the disabled consumer but his or her family and friends. As the population ages, so does the incidence of disability. It makes sense to have employees who know first-hand about the product and service needs of this consumer segment.

- Hiring people with disabilities increases workforce morale. Many employers report that teamwork and morale improves when disabled workers become part of the staff.
- People with disabilities make good, dependable employees. Employers of disabled workers consistently report that, as a group, people with disabilities perform on par or better than their non-disabled peers on measures such as productivity, safety and attendance.
- People with disabilities are more likely to stay on the job. The costs of job turnover, such as lost productivity and expenses related to recruitment and training, are well known to most employers.
- Reputation - according to a university of Massachusetts survey, 92% of the American public view companies that hire people with disabilities more favourably than those that do not.

SOURCE: [businessanddisability.org](http://businessanddisability.org)

**October is Disability Employment Awareness Month (#DEAM)! Do you know an Alberta employer that demonstrates diverse and inclusive practices? Nominate them for a DEAM Award! For all things DEAM, go to <http://deamalberta.com> #DEAM2021**



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# ACCESSIBLE DRIVER APPRECIATION WEEK NOVEMBER 8-12, 2021

Voice of Albertans with Disabilities (VAD) is pleased to partner with the Alberta Ability Network (AAN) to launch the annual Accessible Driver Appreciation Week, November 8-12, 2021.

Please let the ladies and men who drive and schedule accessible transportation know that they are appreciated by your organization. It is through their daily work that many people get to live, work and play in our communities. Thank you for your welcoming manner, your professional driving skills, and your organization of complicated scheduling demands.

**YOUR WORK IS ESSENTIAL TO SUPPORT  
THE FULL PARTICIPATION OF PERSONS WITH  
DISABILITIES IN SOCIETY.**

*Thank You Drivers*



2017



2018



2020



2019



## #AccessibleTransportation

VOICE OF ALBERTANS WITH DISABILITIES (VAD)

ALBERTA ABILITY NETWORK (AAN)

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**Full Participation - Accessibility - Equity**