



# **Disability and Discrimination**

Lizzie, Fiona, Magda and Georgia

**Disabled people make up about 1 in 5 of the British population.**

**1 in 3 disabled people feel there's a lot of disability prejudice.**

**The Disability Discrimination Act came about in 1995.**



There are 13.9 million disabled people in the UK.



Life costs an extra £583 a month on average if you're disabled.



8% of children in the UK are disabled.



Disabled people are over twice as likely to be unemployed.

# Campaign in Russia

## “More Than a Sign”

More than 30% of drivers in Russia take the parking spaces of disabled users in car parks.

This campaign targets the rights of disabled users parking in their allocated spaces.



D/LIFE.RU



The client would be the disabled drivers/  
blue badge holders.

This campaign wants to persuade  
ignorant drivers taking the spaces.

The key message of this campaign is to  
show the frustration of the disabled  
user. It shows a power stance,  
vulnerability should not be taken as  
weakness.

This campaign is successful because of  
the nature of the ad. It stands out and  
fights back. It's especially powerful to  
someone who hasn't seen the  
campaign or clip before. Holding the  
element of surprise.



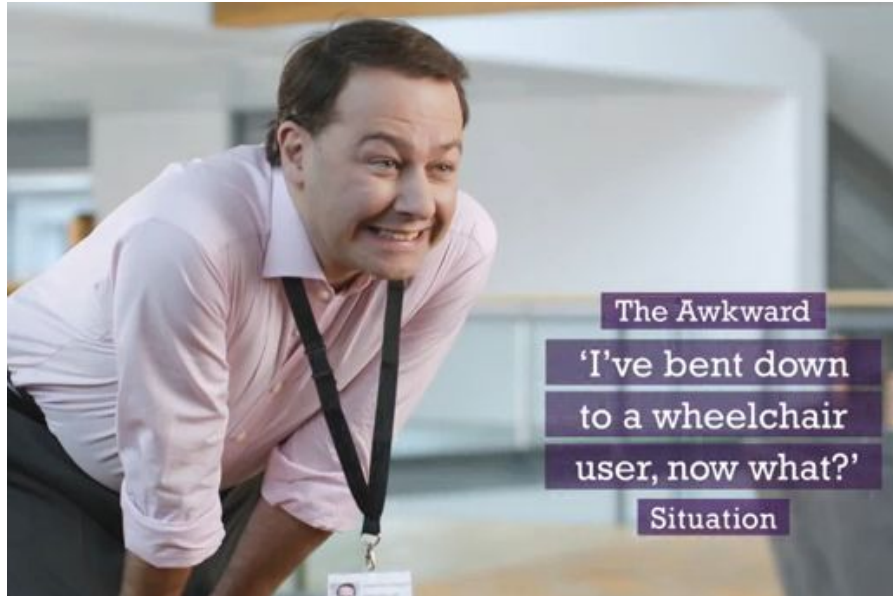
**SCOPE** = Equality for disabled people

A light hearted video on the awkwardness within the workplace.



# #EndTheAwkward

## Campaign by Scope





## Two thirds of people feel awkward around disability



**Scope**  
About disability



The clients are all working people.

They are aiming to persuade everyone to become comfortable.

The key message is to tackle innocent ignorance from the fully bodied person.

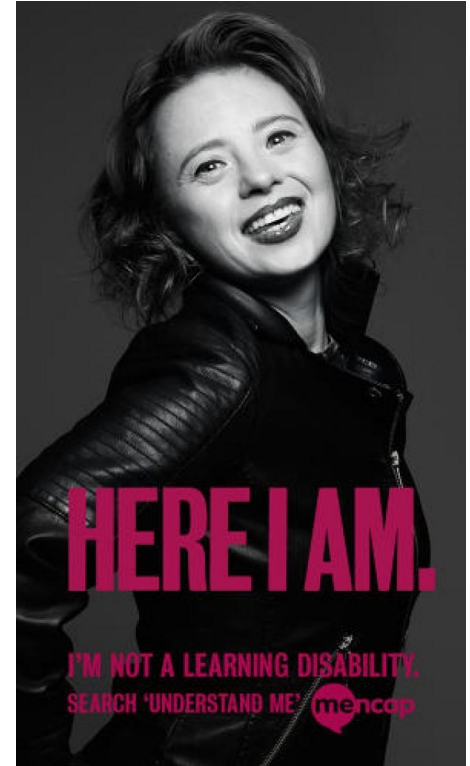
The website has been visited by over 80,000 people back in 2014 and the #endtheawkwardness has been used over 6000 times. The latest post was just last month.



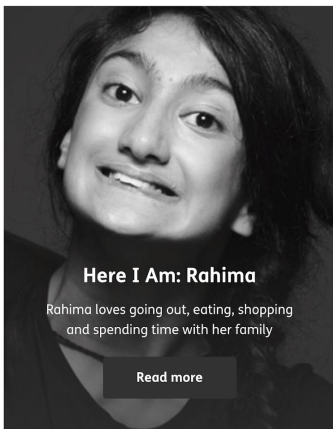
## ‘HERE I AM.’

*‘I’m not a learning disability.’*

Here I am is a campaign Mencap have designed to raise awareness for people who have learning disabilities. Their vision is to see a world where people with learning disabilities are valued equally, are listened to and are made to feel included.



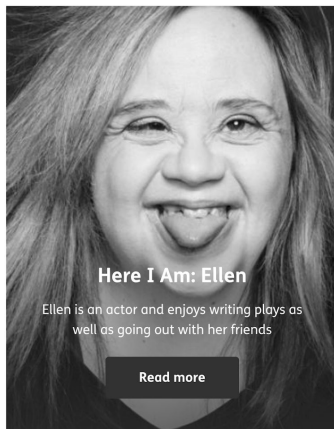




**Here I Am: Rahima**

Rahima loves going out, eating, shopping and spending time with her family

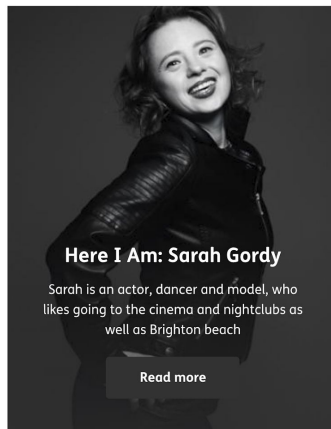
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**Here I Am: Ellen**

Ellen is an actor and enjoys writing plays as well as going out with her friends

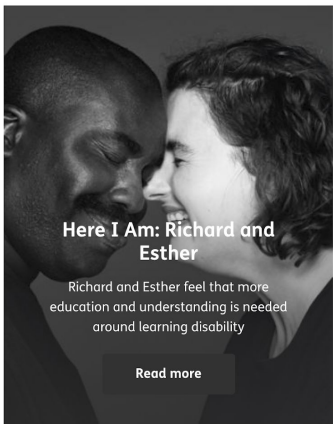
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**Here I Am: Sarah Gordy**

Sarah is an actor, dancer and model, who likes going to the cinema and nightclubs as well as Brighton beach

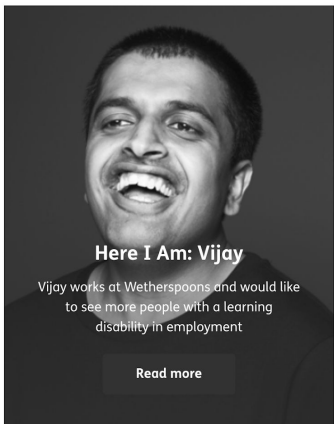
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**Here I Am: Richard and Esther**

Richard and Esther feel that more education and understanding is needed around learning disability

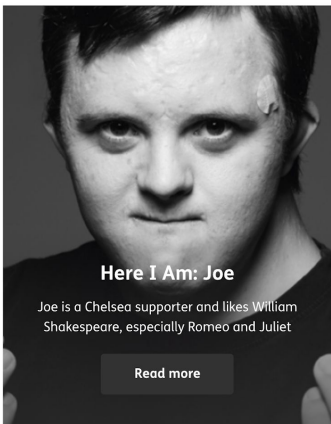
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**Here I Am: Vijay**

Vijay works at Wetherspoons and would like to see more people with a learning disability in employment

[Read more](#)



**Here I Am: Joe**

Joe is a Chelsea supporter and likes William Shakespeare, especially Romeo and Juliet

[Read more](#)



They are aiming to persuade everyone to get to know the person before making any judgements .

The key message is to raise awareness of learning disabilities and how someone shouldn't be distinguished by this one factor.

As this charity has been running for 60 years, the Here I am campaign is successful as it engages the audience with real people who want to talk about themselves past their disability.



## ‘NIE JESTES SAM’

*‘You are not alone’*

‘Nie jesteś sam’ is a Polish foundation created to raise awareness for children with disabilities. Through their multiple campaigns and collaborations with other brands they wish to highlight the importance of the help needed for children with disabilities. They always address you as a viewer directly to play on your emotional connection to what you see on screen.



The clients are the charity that is doing everything to get people involved with the good cause and the adverts are directly aimed at the viewer by saying 'You can help change a child life'.

The message portrayed by the celebrities and the children in the adverts is that a simple text and/or only 1% of your income could completely change the life disabled child forever.

The campaign was and still is very successful with the charity broadcasting new videos showcasing children who a few years back have received and still are receiving help from the charity thanking everyone who have given money to help their disability.

