



Changing attitudes toward disability

When you think of changing attitudes toward disability, what are the two strategies that spring to mind? The two most popular responses are unfortunately strategies that have been shown to be ineffective: public awareness campaigns and simulations. Other strategies that ***do*** work include: contact with people with disabilities as part of normal daily roles, co-participation in active lifestyle pursuits, reward/incentive programs, focus on youth, focus on health professionals, and discrepancy awareness.

CDPA, as part of the ***Canada Access & Inclusion Project***, was selected to advise the federal Minister of Sport & Persons with Disabilities on changing attitudes of Canadians toward disability. For a primer on what attitudes toward disability look like in Canada, and what does and doesn't work to change them, view our short [6-minute video](#), and the fuller [37-minute](#) version.