

SPARC BC PRESENTS ACCESS AWARENESS DAY 2009...

ARE YOU A MYTHBUSTER?



OUR MISSION

SPARC BC's mission for Access Awareness Day 2009 (AAD 09) is to help bust some myths out there and get more people with disabilities employed within the tourism sector.

We think the best way to bust myths is to talk about them! So we're starting a conversation and asking for participation from the tourism sector, people with disabilities, employment agencies, municipalities, transportation, and anyone who has the courage to talk about their myths and find creative solutions.

OUR APPROACH

SPARC BC is a research organization and we've gathered some good evidence to show that myths can be busted. As you read through this booklet, you will see for yourself. Hopefully this will make you curious to venture to:

Accessibility Awareness British Columbia on Facebook

and participate in conversations about busting myths. Connect with others and share your thoughts, success stories, questions, and more!

WHAT KINDS OF MYTHS ARE WE BUSTING?

The kind that stop people from thinking they won't get hired.

The kind that stop people from considering a tourism job appropriate for someone with a disability.

The kind that stop people from looking at employability in the larger context.

WHAT KINDS OF MYTHS ARE WE BUSTING?

The kind that stop people from putting themselves out there.

And many more that we don't even know exist,
until we have a conversation!

Like the ones taking place on the following pages...

***I AM PRETTY SURE THAT
SOMEONE WITH A DISABILITY IS
GOING TO BE ABSENT MORE DAYS
THAN MY OTHER EMPLOYEES.***

MYTH #1

MANY STUDIES SHOW THE OPPOSITE TO BE TRUE. 86% OF PEOPLE WITH DISABILITIES RATED AVERAGE OR BETTER IN ATTENDANCE OVER THEIR COLLEAGUES WITHOUT DISABILITIES!

REALITY #1

1. BC Government. Workable Solutions. https://www.workablesolutionsbc.ca/site/workable_solutions/resources/component2.asp

**EMPLOYERS DON'T WANT TO HIRE
ME BECAUSE OF MY DISABILITY, WHY
BOTHR APPLYING? THERE AREN'T
ANY JOBS OUT THERE FOR ME.**

MYTH #2

**IT CAN BE INTIMIDATING TO APPLY FOR
A JOB, BUT ACCESSIBILITY AWARENESS
IS INCREASING AND MANY
EMPLOYERS ARE KEEN TO HIRE
SOMEONE WITH A DISABILITY.²**

REALITY #2

2. Go2. BC Success Stories. <http://www.go2hr.ca/ForbrEmployers/BCSuccessStories/HyattRegencyVancouver/tabid/1718/Default.aspx>

***IT'S GOING TO BE EXPENSIVE TO
ACCOMMODATE SOMEONE
WITH A DISABILITY.***

MYTH #3

***IT'S CREATIVE THINKING THAT IS NEEDED MOST,
NOT NECESSARILY EXPENSE. THE MINISTRY OF
EMPLOYMENT AND INCOME ASSISTANCE HAS
ALL KINDS OF RESOURCES AVAILABLE TO HELP
EMPLOYERS BUILD INCLUSIVE WORKPLACES.³***

REALITY #3

3. Ministry of Employment and Income Assistance, (2006-07 Annual Report). Minister's Council on Employment for Persons with Disabilities.

***SOMEONE WILL ALWAYS HAVE
TO HELP EMPLOYEES WITH
DISABILITIES TO DO THEIR
JOB CORRECTLY.***

MYTH # 4

QUITE OFTEN, PEOPLE WITH DISABILITIES WILL APPROACH TASKS DIFFERENTLY. GETTING YOUR TEAM INVOLVED IN THINKING OUTSIDE OF THE BOX CAN ACTUALLY HELP BUILD A BETTER TEAM ENVIRONMENT AND PROVIDE A BETTER SERVICE.⁴

REALITY #4

4. Wright, Ruth. (2001). Tapping the Talents of People with Disabilities: A Guide for Employers, The Conference Board of Canada.

***THERE IS TOO MUCH TALK AND
NOT ENOUGH ACTION TO HIRE
PEOPLE WITH DISABILITIES.***

MYTH #5

YOU CAN HELP BUST MYTH #5!

Become an **ACCESS AWARENESS DAY AMBASSADOR!**

Here are 4 different ways:

1. Let us know if your municipality is celebrating Access Awareness Day!
2. Choose to join us as an active mythbuster and participate in the online conversation on Facebook.



WE WANT YOU INVOLVED

3. Email us your questions, discussion topics, or myths and we will publish them for you! At the end of the campaign we will let you know what resulted from them!

accessawarenessday@sparc.bc.ca

4. Spread the message about AAD 09 and the Facebook conversation.

(email us and we will send you a notice to forward to your networks)



FINAL WRAP UP

Out of Access Awareness Day 2009 we hope to get more people talking about hiring people with disabilities, get different groups working on solutions together, and see some new employment opportunities created for people with disabilities in the tourism sector.

Stay up to date with the campaign by staying in contact!

on Facebook: Accessibility Awareness British Columbia

on Twitter: twitter.com/sparc_bc

email: accessawarenessday@sparc.bc.ca

website: www.sparc.bc.ca/access-awareness-day



access
awareness

SPARC BC

THE SOCIAL PLANNING & RESEARCH COUNCIL OF BC

SPARC BC's mission is to work with communities to build a just and healthy society for all. We are a registered, non-partisan charity operating in BC for over 42 years.

Access Awareness Day has been a project at SPARC BC for 12 years!



access
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SPARC BC

THE SOCIAL PLANNING & RESEARCH COUNCIL OF BC

Through our Research & Consulting Services we work with many municipalities on accessibility plans, inclusion studies, and community assessments. SPARC BC provides a very valuable service to people with disabilities by issuing parking permits.

Please email accessawarenessday@sparc.bc.ca with your questions.

Read more about SPARC BC at
www.sparc.bc.ca/access-awareness-day.



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