

TOOL 6: INCLUSIVE OUTREACH MESSAGES

Below are tips for creating inclusive outreach messages tailored to persons with disabilities, along with examples of wording. These sample messages should be adapted and customized to fit the needs of each community and your GBV program. The list of recommendations is not exhaustive, but instead provides some ideas to help initiate the process of developing inclusive outreach messages within GBV agencies. In areas where organizations of persons with disabilities (DPOs) are active, it is recommended to work with DPO members while drafting and adapting these messages to your specific community.

Inclusive Outreach Messages	
Recommendation	Sample Message
Frontline worker should inform and educate community members that persons with disabilities, particularly women and girls, have an increased risk of experiencing GBV.	<i>“Women and girls with disabilities can be more likely to experience GBV. They don’t have the same information as other women and girls about sex, relationships and violence. They are also harassed by men when moving around our community.”</i>
Frontline worker should inform and educate community members of the strategies that can reduce risk of violence, abuse and exploitation among women, children and youth with disabilities.	<i>“We know that Individuals with disabilities, their families, and community members can play a role in helping to reduce these risks. We can help to build the peer networks of women and girls with disabilities by making them feel welcome at events in the community. We can work to make our community more accessible so that women and girls with disabilities can leave their homes more frequently and reduce their social isolation.”</i>
Frontline workers should work to address attitudinal barriers, including negative stereotyping of persons with disabilities, social stigma and other forms of discrimination.	<i>“People with disabilities have valuable contributions they can make to our community – treating them poorly does not improve our community – instead it creates division and discrimination.”</i>

<p>Frontline worker should promote the rights of persons with disabilities in their communities. Messages about persons with disabilities should also be integrated into awareness raising sessions that have to do with respecting rights.</p>	<p><i>“All persons with disabilities in our community have the right to be free from violence, abuse, neglect and exploitation. It is not only unjust, but also illegal to abuse or neglect persons with disabilities. Everyone in our community has an obligation to look out for persons with disabilities and to help to make sure their rights are respected – particularly their right to live a life free from violence.”</i></p>
<p>Frontline worker should develop specific messages relating to non-discrimination and inclusion, so that parents, care-givers, and individuals with disabilities know that the activities they are promoting are for them as well.</p>	<p><i>“The programs offered by Name of Agency /or at Name of SDC are open to all people, including those who have disabilities. People with all types of disabilities are welcome to attend – as long as they are of the appropriate age and gender for the activity that is taking place. The staff at Name of Agency /or at Name of SDC will work with individuals and families to develop a plan for any adaptations that are needed to support their participation in our activities.”</i></p>
<p>Frontline worker should work to ensure that community members know that GBV case management services are available for all survivors, including survivors with disabilities.</p>	<p><i>“For survivors of GBV, or those who feel they face a serious risk of GBV, it is important to seek case management services. These services are available in our community and they are for everyone – no matter your type of disability. GBV agencies are both obligated and committed to providing quality services to survivors with disabilities and will make any needed accessibility accommodations so that survivors with disabilities can receive the care they need.”</i></p>