

# NAAW

May 26 - June 1, 2024

## GETTING INVOLVED AS A COMMUNITY ORGANIZATION

### Why It Matters?

National AccessAbility Week is about raising awareness on accessibility in Canada. CCRW believes it is a great time for Canadian employers to raise awareness on accessibility and inclusion in their workplace.

### Actions You Can Take



#### Share accessibility resources

01

Depending on the focus of your organization, identify relevant resources on accessibility that relates to your core audience.



#### Promote workplace inclusion initiatives

02

With your team, in an all hands meeting or your internal newsletter, highlight your workplace accommodation and inclusion initiatives.



#### Start an accessibility working group

03

Whether it is a review of internal processes or the accessibility of the services or resources you offer, start a working group to identify ways of improvement.



#### Offer disability inclusion training

04

Disability organizations and consulting companies can offer your organization self-directed or live training to improve knowledge on disability inclusion.



#### Run an accessibility marketing campaign

05

Promote what you're doing to make services accessible to your community or promote to stakeholders the difference accessibility makes to the community you support.



#### Partner with other organizations

06

Work with other organizations in your community to run an awareness event or campaign on accessibility. Involve local politicians and media to increase awareness.