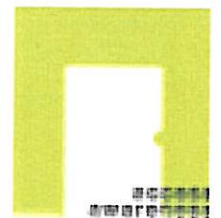


JUNE 7, 2008 IS  
ACCESS AWARENESS DAY  
IN BC

ACCESS  
AWARENESS



# ABOUT SPARC BC

Works with communities in building a just and healthy society for all.

- Community accessibility
- Income security
- Community development

This year's AAD Campaign theme:

**“ACCESS IS EVERYONE’S BUSINESS”**



# ACCESS AWARENESS DAY 2008

- To inform businesses and the community of simple things they can do to welcome their customers with disabilities
- To encourage community members to get involved with the campaign



# COMMUNITY ACCESSIBILITY

- Housing and Support
- Education and Employment
- Moving Around
- Civic Involvement
- Recreation and Arts

This year's target community:  
**BUSINESS**



# WHY COUNCILS ENCOURAGE LOCAL BUSINESSES TO BE ACCESSIBLE?

- People with disabilities will represent 20-25% of the local consumer market
- The “baby boomer” cohort is a large, affluent demographic group
- All of us are attracted to well designed spaces and services – not only people with disabilities





# PRACTICAL SUGGESTIONS

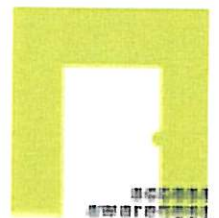
- Apply the Universal Design principle
- Designate adequate and appropriate accessible parking and enforce it
- Advocate for accessible public transportation to your business
- Have accessible amenities (low service counter, ramps, washrooms, phones, etc.)
- Provide staff training for courteous and appropriate customer service (ask first help after)
- Advertise your accessibility
- Hire employees with disabilities



# Contact SPARC BC

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[www.sparc.bc.ca](http://www.sparc.bc.ca)



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