

DISABILITY EMPLOYMENT AWARENESS MONTH

2022 Proclamation Toolkit





Dear Service Provider,

Welcome to the Canadian Association for Supported Employment's 2022 DEAM Proclamation Toolkit!

We have designed this kit to help you raise awareness about DEAM, and to provide you with the tools you need to encourage your provincial government to proclaim October as Disability Employment Awareness Month.

In this toolkit you will find a:

- ✓ Brief history of DEAM
- ✓ Proclamation planning tool
- ✓ Sample DEAM banner & infographic for use on your website or socials
- ✓ DEAM proclamation map
- ✓ Proclamation examples
- ✓ List of provincial ministry contacts
- ✓ Sample letter to government
- ✓ Sample News release
- ✓ Social media post ideas

All resources in this kit can be amended to suit your organization's mission and audience. If you need additional inspiration, visit the CASE DEAM webpage: [DEAM - CASE \(Canadian Association for Supported Employment\)](#)

A few important notes:

1. Provincial proclamations take some time. Begin your work to have DEAM proclaimed in your province as soon as possible.
2. Traditionally, the provincial and territorial ministries that handle disability/accessibility do not also handle employment. Consider approaching both the ministries for disability/accessibility and for employment, as well as your Premier's Office.
3. This kit is just one of the DEAM resources and initiatives coming from CASE in 2022. Stay tuned for more materials as October approaches.

We look forward to collaborating with you to make Disability Employment Awareness Month 2022 the most impactful celebration yet.

Sincerely,

Your partners at CASE

Brief History of National Disability Employment Awareness Month (NDEAM)

Disability Employment Awareness Month (DEAM) was first designated by the United States Congress in October of 1988. It was an extension of the previously acknowledged “National Employ the Physically Handicapped Week” which had been observed the first week of October since 1945 (the word “physically” was removed in 1962 to acknowledge the employment needs and contributions of people experiencing all types of disability). It was hoped that extending the time frame from one week to one month would increase awareness and employment outcomes for Americans experiencing disability.



DEAM first came to Canada in 2010 when Manitoba became the first province to proclaim October as Disability Employment Awareness Month. Saskatchewan proclaimed DEAM the following year, and British Columbia, Alberta, Quebec, and New Brunswick have all secured proclamations in the years that followed.

DEAM 2022 Proclamation Planning



AUGUST 2022

Receive DEAM **2022 Proclamation Toolkit** from CASE



AUGUST 2022

Tailor materials to suit your province/organization



SEPTEMBER 2022

Secure proclamations from relevant ministry(ies)



OCTOBER 1, 2022

Provincial government issues **press release**



OCTOBER 2022

Your organization issues press release and posts social media (**AFTER** provincial release)

Sample DEAM Banner & Infographic

Click [here](#) to download all banners and infographics



5 Ways to Celebrate deam

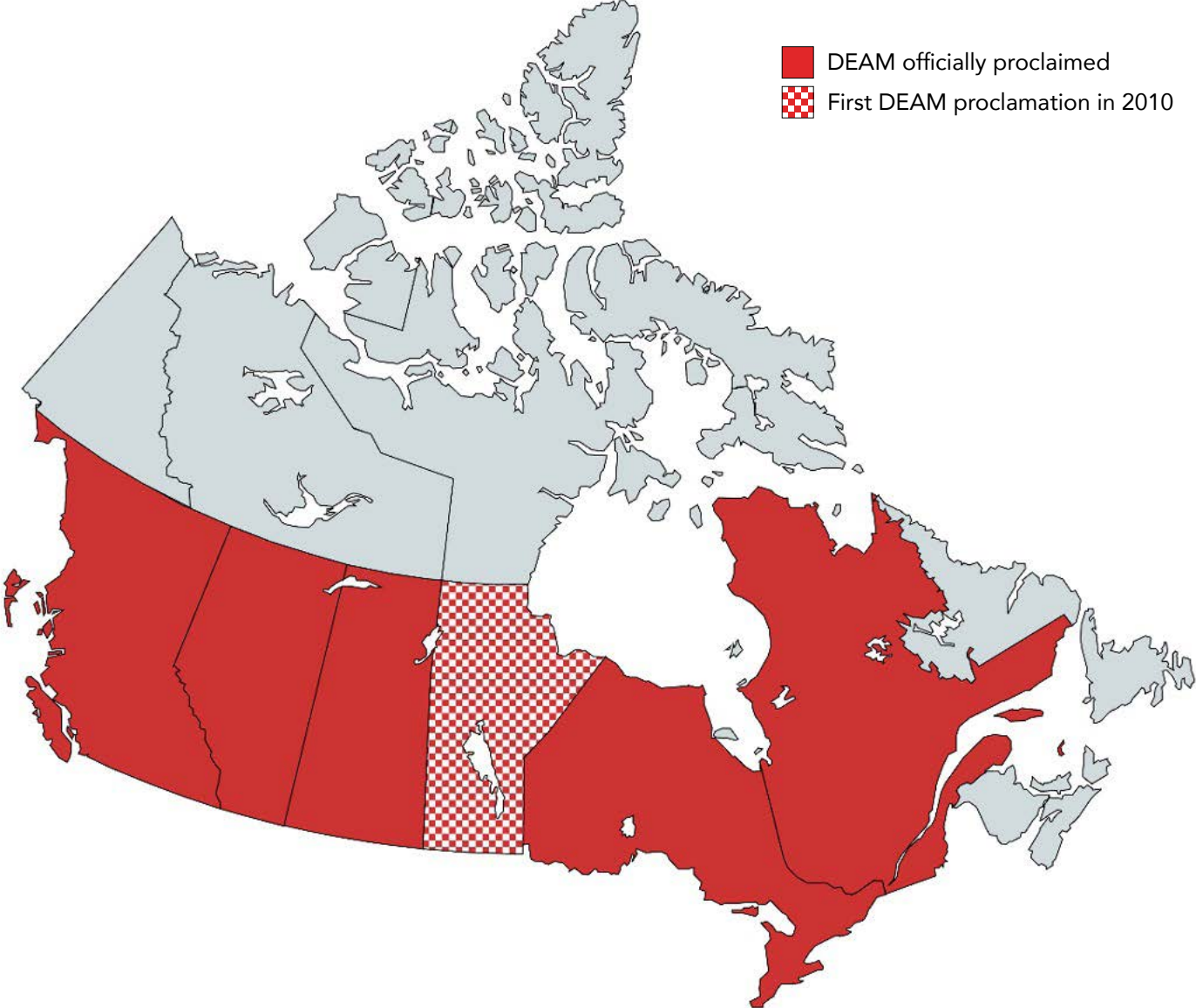


-  Learn about **DEAM!**
Explore DEAM's rich history and exciting future!
-  Add the **DEAM 2022 banner** to your website to declare your organizational **commitment** to inclusive employment.
-  **Write** a letter to your Minister urging them to **officially proclaim DEAM.**
-  Share your **inclusive employment stories** on social media using **#DEAM2022 #NDEAM2022** hashtags so we can follow you on your DEAM journey!
-  Check out all of the **CASE DEAM resources and activities** you will need to make **DEAM 2022** the best yet!



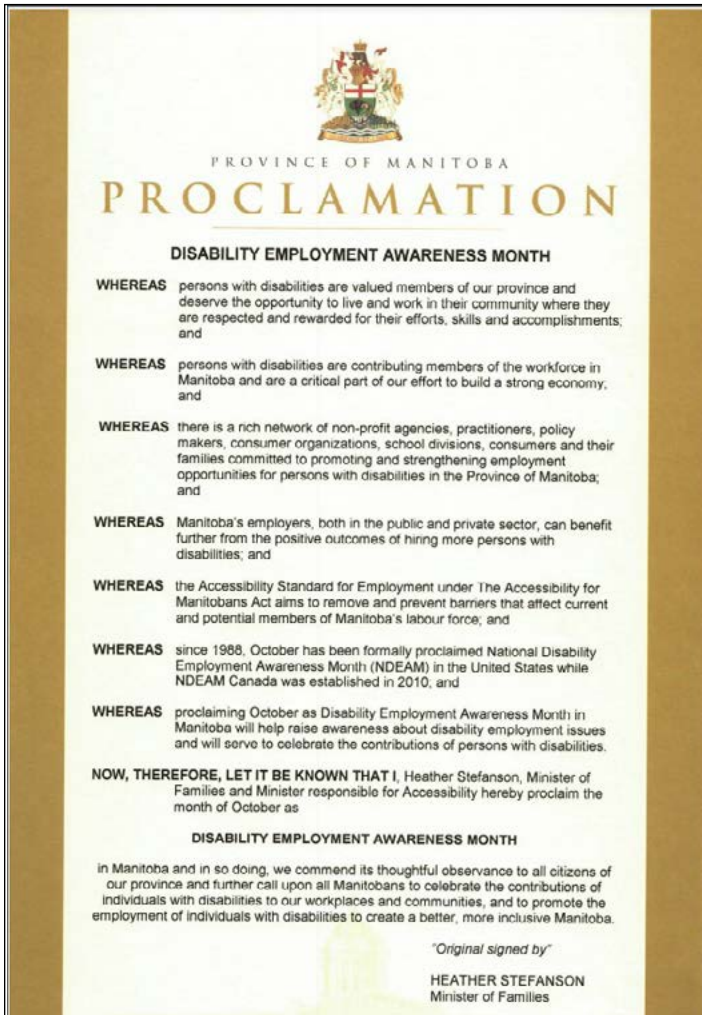
Disability Employment Awareness Month

Provincial DEAM Proclamations



Proclamation Examples

Manitoba



Saskatchewan



List of Contacts

Historically, supported employment service providers and advocates have asked ministries responsible for accessibility to proclaim DEAM. However, DEAM is also important to those ministries involved in job creation and economic development. Consider engaging both ministries that focus on accessibility and employment in 2022.

Province/Territory	Past Ministries	Additional Possibilities
<p>British Columbia</p> <ul style="list-style-type: none"> • Celebrates in September • Press Release (2020): https://news.gov.bc.ca/releases/2020SDPR0043-001615 	<p>Minister Nicholas Simons Ministry of Social Development and Poverty Reduction SDPR.Minister@gov.bc.ca </p>	<p>Minister Ravi Kahlon Ministry of Jobs, Economic Recovery and Innovation JERI.minister@gov.bc.ca </p> <p>John Horgan – Chair Premier of British Columbia PO Box 9041 Station Provincial Government Victoria BC V8W 9E1 premier@gov.bc.ca https://news.gov.bc.ca/office-of-the-premier </p>
<p>Alberta</p> <p>Press Release (2021): https://www.alberta.ca/release.cfm?x-ID=7991434790FAC-F804-45B5-22FAC11559EED6DA </p>	<p>Minister Jason Luan Ministry of Community and Social Services Calgary.Foothills@assembly.ab.ca </p>	<p>Minister Doug Schweitzer Ministry of Jobs, Economy and Innovation jei.ministeroffice@gov.ab.ca </p> <p>Jason Kenney Premier of Alberta 307 Legislature Building 10800 - 97 Avenue Edmonton AB T5K 2B6 premier@gov.ab.ca www.alberta.ca/premier.cfm </p>
<p>Saskatchewan</p> <p>Press Release (2021): https://www.saskatchewan.ca/government/news-and-media/2021/october/04/saskatchewan-designates-october-as-disability-employment-awareness-month </p>	<p>Minister Jeremy Harrison Ministry of Immigration and Career Training Minister.TED@gov.sk.ca </p>	<p>Scott Moe Premier of Saskatchewan 226 Legislative Building Regina SK S4S 0B3 premier@gov.sk.ca www.saskatchewan.ca/premier </p>

Province/Territory	Past Ministries	Additional Possibilities
<p>Manitoba Proclamation (2021): https://accessibilitymb.ca/deam.html</p>	<p>Minister Rochelle Squire Ministry of Families rochelle@rochellesquires.ca</p>	<p>Minister Cliff Cullen Ministry of Economic Development, Investment and Trade minedit@leg.gov.mb.ca</p> <p>Heather Stefanson Vice-Chair, Premier of Manitoba 204 Legislative Building 450 Broadway Winnipeg MB R3C 0V8 premier@leg.gov.mb.ca www.gov.mb.ca/minister/premier/index.html</p>
<p>Ontario Press Release (2021): https://news.ontario.ca/en/state-statement/1000931/ontario-supporting-accessible-and-inclusive-workplaces</p>	<p>Minister Raymond Cho Ministry of Seniors and Accessibility Raymond.Cho@pc.ola.org</p>	<p>Minister Victor Fedeli Ministry of Economic Development, Job Creation and Trade MEDJCT.Minister@ontario.ca</p> <p>Doug Ford Premier of Ontario Legislative Building, Queen's Park Toronto ON M7A 1A1 premier@ontario.ca www.ontario.ca/page/premier</p>
<p>Quebec Press Release (2021): https://www.ophq.gouv.qc.ca/publications/communiqués-de-loffice/2021-10-07-communique-15-campagne-emploi-2021.html</p>	<p>Lionel Carmant, ministre délégué à la Santé et aux Services sociaux Office des personnes handicapées du Québec ministre.delegue@msss.gouv.qc.ca</p>	<p>Minister Pierre Fitzgibbon Ministère de l'Économie et de l'Innovation ministre@economie.gouv.qc.ca</p> <p>François Legault Premier of Québec Édifice Honoré-Mercier, 3^e étage 835, boul. René-Lévesque Est Québec QC G1A 1B4 premierministre@quebec.ca https://www.quebec.ca/en/premier/</p>
<p>New Brunswick Video (2021): https://www.facebook.com/watch/?v=2642709996022797</p> <p>Press Release (2021): https://www2.gnb.ca/content/gnb/en/departments/pcsdp/news/news_release.2021.10.0756.html</p>	<p>Chairperson Randy Dickson Premier's Council on the Status of Disabled Persons pcd-cpmph@gnb.ca</p>	<p>Minister Arlene Dunn Ministry of Economic Development and Small Business Arlene.Dunn@gnb.ca</p> <p>Blaine Higgs Premier of New Brunswick Centennial Building PO Box 6000 Fredericton NB E3B 5H1 premier@gnb.ca www2.gnb.ca/content/gnb/en/departments/premier.html</p>

Province/Territory	Past Ministries	Additional Possibilities
Nova Scotia	Have not yet proclaimed DEAM	<p>Minister Susan Corkum-Greek Ministry of Economic Development susancorkumgreekmla@gmail.com</p> <p>Tim Houston Premier of Nova Scotia PO Box 726 Halifax NS B3J 2T3 premier@novascotia.ca https://premier.novascotia.ca/</p>
PEI	Have not yet proclaimed DEAM	<p>Ministe: Ernie Hudson Ministry of Minister of Social Development and Housing ehudsonMinister@gov.pe.ca</p> <p>Minister Bloyce Thompson Ministry of Economic Growth, Tourism and Culture MinisterEGTC@gov.pe.ca</p> <p>Dennis King Premier of Prince Edward Island Shaw Building PO Box 2000 Charlottetown PE C1A 7N8 premier@gov.pe.ca https://www.princeedwardisland.ca/en/premier</p>
Newfoundland	Have not yet proclaimed DEAM	<p>Minister Gerry Burne Department of Immigration, Population Growth and Skills GerryByrne@gov.nl.ca</p> <p>Andrew Furey Premier of Newfoundland and Labrador Confederation Building, East Block PO Box 8700 St. John's NL A1B 4J6 premier@gov.nl.ca www.gov.nl.ca/premier</p>

Province/Territory	Past Ministries	Additional Possibilities
Northwest Territories	Have not yet proclaimed DEAM	<p>Minister R. J. Simpson Department of Education, Culture and Employment Rj_simpson@gov.nt.ca</p> <p>Caroline Cochrane Premier of the Northwest Territories PO Box 1320 Yellowknife NT X1A 2L9 premier@gov.nt.ca www.premier.gov.nt.ca/</p>
Yukon	Have not yet proclaimed DEAM	<p>Minister Ranj Pillai Ministry of Economic Development Ranj.Pillai@yukon.ca</p> <p>Sandy Silver Premier of Yukon PO Box 2703 Whitehorse YK Y1A 1B2 premier@yukon.ca www.yukonpremier.ca</p>
Nunavut Press Release (2018) https://www.gov.nu.ca/family-services/news/october-brings-national-disability-employment-awareness	Minister Margaret Nakashuk Ministry of Family Services mnakashuk6@gov.nu.ca	Minister David Akeeagok Department of Economic Development and Transportation edt@gov.nu.ca <p>P.J. Akeeagok Premier of Nunavut PO Box 2410 Iqaluit NU X0A 0H0 pakeeagok6@gov.nu.ca http://www.premier.gov.nu.ca/en</p>

Sample letter to Government

Click [here](#) to download a Word document.

Insert the politicians name, ward/riding or role (ministry)

Date

Dear Honourable name inserted here,

Statistics Canada reported in 2017 that 3.7 million working-age Canadians identified as having a disability and that only three in five (59%) were employed¹. Despite the great strides made to diversify the Canadian workforce in recent years, COVID has substantially worsened the situation. Currently approximately 1 million Canadians experiencing disability are unemployed, underemployed, or underutilized. Given current workforce shortages, Canadian employers coast to coast urgently require the skills, education, and experience of this untapped talent resource.

October is Disability Employment Awareness Month (DEAM). DEAM has its origins in the US starting as far back as 1945. It was introduced in Canada many years later and by 2000, had gained significant momentum and continues to engage, educate, and raise awareness about inclusive employment today. In fact, many Provinces began proclaiming DEAM over a decade ago, with Manitoba proclaiming DEAM in 2010, Saskatchewan in 2011, and Alberta, British Columbia, and Ontario shortly thereafter.

We are writing to ask that your government formally proclaim October as Disability Employment Awareness Month (DEAM) to make clear your commitment to employment equity. Together, we can make Canadian workplaces as diverse as our communities by ensuring that all Canadians have equal opportunity to full citizenship, social inclusion, and sustained, meaningful employment.

On behalf of *[insert your organization's name]*, we appreciate your time and consideration of our request. We look forward to continued dialog with you about ways to increase employment equity in Canada.

Yours Sincerely,

*Your name/ title Your organization Address
Email and phone number*

(Cc any relevant politicians or organizations)

¹ <https://www150.statcan.gc.ca/n1/pub/89-654-x/89-654-x2018002-eng.htm#a9>
<https://www150.statcan.gc.ca/n1/daily-quotidien/200827/dq200827c-eng.htm>

Sample News Release

Click [here](#) to download a Word document.

Community Organizations Rally for Disability Employment Awareness Month Proclamations

For Immediate Release – *Insert Date*

[*Insert your organization's town/city and provincial abbreviation*] E.g Halifax, NS - [*Insert your organization's name here*] and other community organizations from across Canada are urging provincial governments to declare their commitment to inclusive employment in 2022 by officially proclaiming DEAM, or Disability Employment Awareness Month this October.

DEAM has its origins in the US where in 1988, Congress declared October to be National Disability Employment Awareness Month (NDEAM), an extension of National Employ the Physically Handicapped Week which had been in place since 1945. 2010 was the first time DEAM was introduced in Canada, with Manitoba being the first province to issue a proclamation that same year. Saskatchewan, Alberta, British Columbia, and Ontario followed suit, however many Canadian provinces and territories have yet to recognize this very important month.

Despite the great efforts that have been made to diversify the Canadian labour force, roughly half of Canadians experiencing disability are still underemployed or unemployed. This is approximately ten times the national average and represents tens of thousands of skilled, educated, and experienced potential employees whose talents are needed by employers across the country.

“Considering that 1 in 5 Canadians are aged 55 to 64 years and are nearing retirement, we’re going to need all capable hands on deck to keep the Canadian workforce strong” says [*insert your organization's Executive Director/spokesperson's name*] of [*insert your organization's name here*]. “We used the Canadian Association for Supported Employment’s DEAM Proclamation Toolkit to draft and submit our request to our provincial ministry responsible for employment services and we encourage all community organizations serving job seekers experiencing disability to do the same.”

The Canadian Association for Supported Employment (CASE) is a national non-profit association of community-based service providers and stakeholders working toward employment inclusion of people experiencing disability. The organization’s DEAM Proclamation Toolkit can be found [here](#), and stay tuned for more DEAM updates from CASE [here](#).

* * *

Media Contact:

Name, Job Title, Name of your organization.

Telephone. Email.

DEAM Social Media Post Ideas

Here are some engaging and informative social media posts that you can adapt to promote DEAM on behalf of your organization. Don't forget to use #DEAM2022 and #NDEAM2022 in your posts so we can follow your DEAM journey and share your content!

Click [here](#) to download a Word document.

In October, many organizations and provinces celebrate Disability Employment Awareness Month. It is a time to recognize the 1 in 5 Canadians who experience disability and the incredible contributions they make to our labour force. Despite the positive outcomes associated with inclusive hiring, approximately half of Canadians with disabilities are underemployed or unemployed (which is about 10x the national average)! If you agree that this needs to CHANGE, say "Employment for All!" in the comments and follow us on socials this month to learn about how you can help to create a more diverse labour force!

October is Disability Employment Awareness Month (DEAM) and we are excited to join hands with other inclusion champions across Canada to recognize the many profound contributions people experiencing disability make to our work places. Follow us on socials this month to learn more!

Disability Employment Awareness Month (DEAM) is an annual employment inclusion campaign that takes place each October. We are joining forces with organizations across Canada to raise public awareness about disability employment issues. Join the month-long conversation about how we can all participate in creating disability-inclusive workplaces. Follow us for all the exciting details!



Did you know that October is Disability Employment Awareness Month? It is! And it's one of the most important events on our calendar. Disability Employment Awareness Month (DEAM) began in the US in 1988 and came to Canada in 2010. Manitoba was the first province to issue a DEAM proclamation that same year and Saskatchewan's proclamation came shortly thereafter in 2011. Thank you Manitoba and Saskatchewan for leading the way!

In October, we celebrate Disability Employment Awareness Month (DEAM) to raise disability-inclusive employment awareness across Canada. Follow our socials this month to join in the conversation!

[YOUR ORGANIZATION] is proud to join CASE in celebrating national Disability Employment Awareness Month (DEAM)! Held each October, DEAM aims to educate about disability employment issues and celebrate the many important contributions made by Canadians with disabilities to our workplaces and communities.

October is Disability Employment Awareness Month (DEAM)! Throughout the month, we'll be engaging in activities to raise awareness about disability employment issues and the role they play in cultivating a disability-inclusive work culture.

Inclusion makes us stronger. What does this mean to you? Help us celebrate DEAM by telling us in the comments.

Employment is for everyone. What does this mean to you? Help us celebrate DEAM by telling us in the comments.

[YOUR ORGANIZATION] is joining CASE in elevating Employment First during DEAM 2022! Employment First, Employment for all!

Let's transform the landscape of equitable and inclusive employment together! How can you influence your work culture? Tell us in the comments.

For more information

about this toolkit please contact:

The Canadian Association
for Supported Employment



contact@supportedemployment.ca



<https://supportedemployment.ca>



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