



DISABILITY EMPLOYMENT AWARENESS MONTH

2024 Proclamation Toolkit



**Disability Employment
Awareness Month**

Funded by the
Government
of Canada





Welcome to the Canadian Association for Supported Employment's 2024 Disability Employment Awareness Month (DEAM) Proclamation Toolkit!

We have designed this kit to help you raise awareness about Disability Employment Awareness Month (DEAM).

This kit provides tools to encourage your provincial or territorial government to proclaim Disability Employment Awareness Month, which typically occurs in October, and to work towards a national proclamation of DEAM. Disability Employment Awareness Month (DEAM) promotes the employment of persons experiencing disability and the benefits of inclusive workplaces, like innovation, productivity, and better performance.

In this toolkit you will find:

- ✓ Brief history of DEAM
- ✓ Proclamation planning tool
- ✓ Sample DEAM banner and infographic for use on your website or socials
- ✓ DEAM proclamation map
- ✓ Proclamation examples
- ✓ List of provincial and territorial 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. Any work you intend to do to get DEAM proclaimed in your province or territory should start as soon as possible because proclamations take some time.
2. Traditionally, ministries that handle disability/accessibility do not also handle employment. For 2024, we're suggesting that you approach both the ministries for disability/accessibility and employment as well as your Premier's Office.
3. This kit is just the start of DEAM materials coming from CASE. Stay tuned for more campaign materials as October approaches.

We look forward to collaborating with you so that we can make DEAM 2024 the most impactful celebration yet.

Sincerely,

Canadian Association for Supported Employment (CASE)

Brief History of Disability Employment Awareness Month (DEAM)

DEAM or Disability Employment Awareness Month 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 persons experiencing all types of disability.) It was hoped that extending the time period would increase awareness and employment outcomes for Americans experiencing disability.



In 2010, DEAM was first proclaimed in Canada. Manitoba was the first province to issue a proclamation that year, followed by Saskatchewan, Alberta, British Columbia, Ontario, Québec, Prince Edward Island, Nova Scotia, New Brunswick, Nunavut, and Newfoundland and Labrador in ensuing years.

Typically, DEAM is celebrated in October, but variations occur in some regions.

DEAM 2024 Proclamation Planning



AUGUST 2024

Receive **DEAM 2024 Proclamation Toolkit** from CASE.



AUGUST 2024

Tailor materials to suit your province/organization.



SEPTEMBER 2024

Secure 2024 proclamations from relevant ministry(ies).
Request they work towards National DEAM.



OCTOBER 1, 2024

Provincial government issues **press release**.



OCTOBER 2024

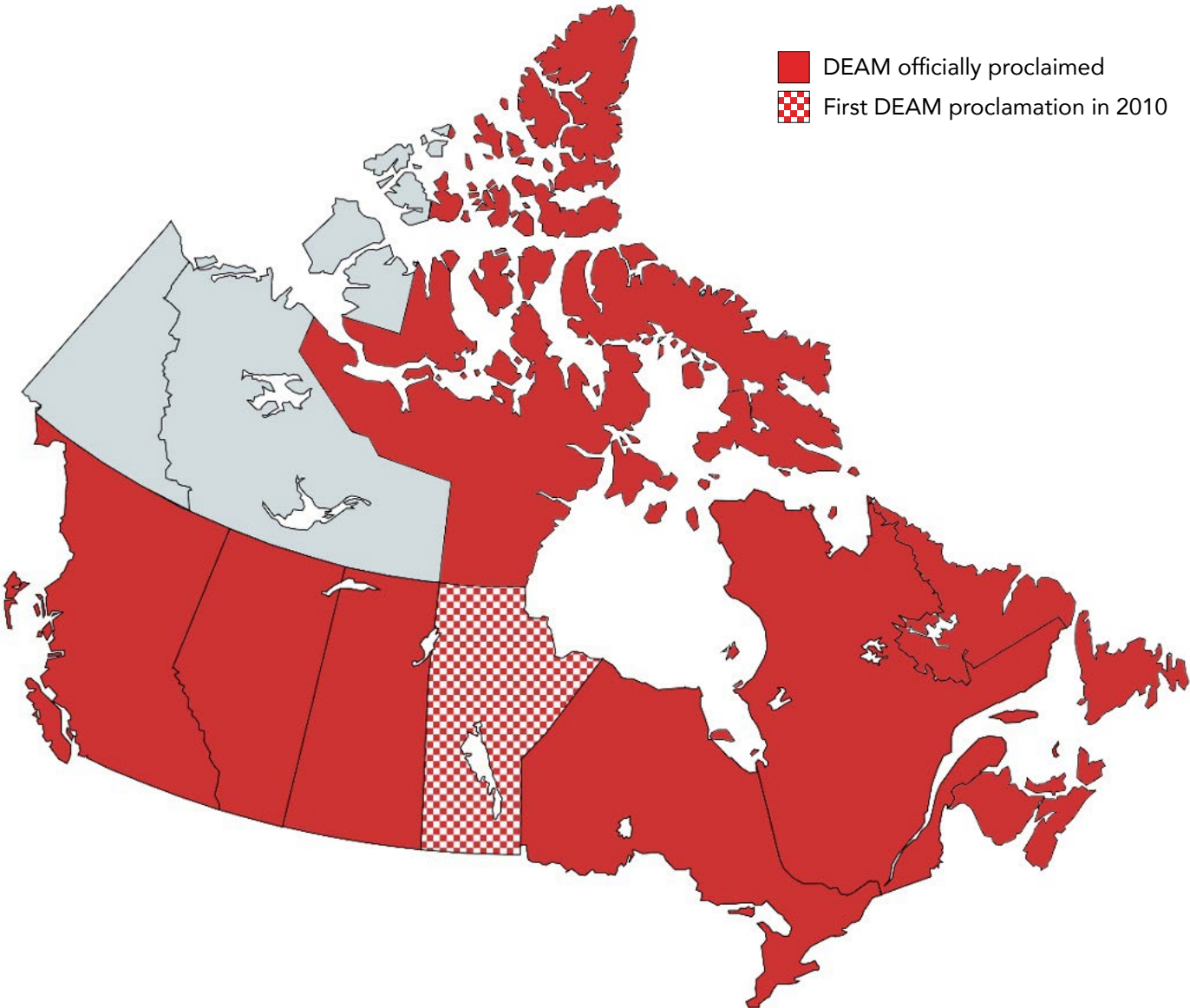
Your organization issues press release and posts **social media** (**AFTER** provincial release).

Sample DEAM Banner & Infographic

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

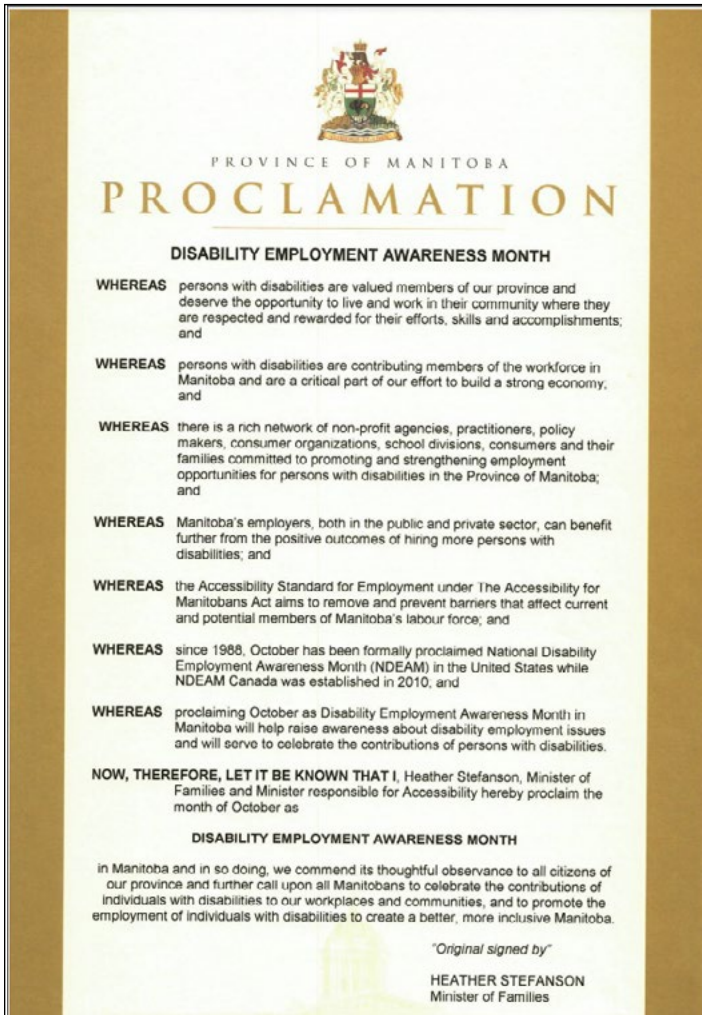


Provincial DEAM Proclamations



Proclamation Examples

Manitoba



Saskatchewan



List of Contacts

Historically, supported employment service providers and advocates have asked ministries responsible for accessibility to proclaim DEAM. However, given that many of those ministries have no involvement with job creation and economic development, we hope to also engage ministries that focus on employment in 2024.

Province/Territory	Past Ministries	Additional Possibilities
<p>British Columbia Press release (2023): https://news.gov.bc.ca/releases/2023SDPR0053-001412</p>	<p>Minister Sheila Malcolmson Ministry of Social Development and Poverty Reduction SDPR.Minister@gov.bc.ca</p>	<p>Minister Brenda Bailey Ministry of Jobs, Economic Development and Innovation JEDI.Minister@gov.bc.ca</p> <p>David Eby – 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 DEAM page (including 2023): https://www.alberta.ca/disability-employment-awareness-month</p>	<p>Minister Jason Nixon Ministry of Seniors, Community and Social Services SCSS.minister@gov.ab.ca ab.ca</p>	<p>Minister Matt Jones Ministry of Jobs, Economy and Trade JEND.minister@gov.ab.ca</p> <p>Danielle Smith 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 Press Release (2023): https://www.saskatchewan.ca/government/news-and-media/2023/october/04/saskatchewan-pro-claims-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 DEAM page (including proclamation): https://accessibilitymb.ca/resources-events-and-training/awareness-dates.html#DEAM</p>	<p>Minister Nahanni Fontaine Ministry of Families (and Minister responsible for Accessibility) minfs@manitoba.ca</p>	<p>Minister Jamie Moses Ministry of Economic Development, Investment, Trade and Natural Resources mireditnr@manitoba.ca</p> <p>Wab Kinew Premier of Manitoba 204 Legislative Building 450 Broadway, Winnipeg MB R3C 0V8 premier@manitoba.ca www.gov.mb.ca/minister/premier/index.html</p>
<p>Ontario Press Release (2023): https://news.ontario.ca/en/rel-lease/1003583/ontario-celebrates-national-disability-employment-awareness-month</p>	<p>Minister Raymond Cho Ministry of Seniors and Accessibility MinisterSeniorsAccessibility@ontario.ca</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 (2023): https://www.quebec.ca/nouvelles/actualites/details/des-milliers-de-personnes-handicapees-sont-des-travailleuses-et-des-travailleurs-potentiels-competents-pour-suite-de-la-campagne-entreprise-inclusive-entreprise-davenir-50941</p>	<p>Daniel Jean, Executive Director Office des personnes handicapées du Québec ministre.responsable@msss.gouv.qc.ca</p>	<p>Minister Pierre Fitzgibbon Ministère de l'Économie, de l'Innovation et de l'Énergie 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>Patrick Losier, Chairperson (volunteer) Christyne Allain, Executive Director Premier's Council on Disabilities pcd-cpmph@gnb.ca</p>	<p>Minister Greg Turner Ministry of Economic Development and Small Business Greg.Turner@gnb.ca</p> <p>Blaine Higgs Premier of New Brunswick Chancery Place PO Box 6000, Floor 6 Fredericton NB E3B 5H1 premier@gnb.ca www2.gnb.ca/content/gnb/en/departments/premier.html</p>

Province/Territory	Past Ministries	Additional Possibilities
<p>Nova Scotia Proclaimed in October 2022</p>	<p>Minister Jill Balsler Department of Labour, Skills and Immigration MIN-LSI@novascotia.ca</p>	<p>Minister Susan Corkum-Greek Department of Economic Development edminister@novascotia.ca</p> <p>Tim Houston Premier of Nova Scotia PO Box 726 Halifax NS B3J 2T3 premier@novascotia.ca https://premier.novascotia.ca/</p>
<p>PEI Proclaimed in 2019</p>	<p>Minister Barb Ramsay Department of Social Development and Seniors MinisterSDS@gov.pe.ca</p>	<p>Minister Jenn Redmond Department of Workforce, Advanced Learning and Population MinisterWALP@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>
<p>Newfoundland-Labrador Proclaimed in 2023 - media advisory: https://www.gov.nl.ca/releases/2023/ipgs/1010n07/</p>	<p>Minister Gerry Byrne 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
<p>Nunavut Press release (originally 2018 - last updated Nov 2023): https://www.gov.nu.ca/en/newsroom/october-brings-national-disability-employment-awareness-2018-10-15</p>	<p>Minister Margaret Nakashuk Department of Family Services mnakashuk6@gov.nu.ca</p>	<p>Minister David Akeeagok Department of Economic Development and Transportation edt@gov.nu.ca</p> <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>
<p>Northwest Territories</p>	<p>Have not yet proclaimed DEAM</p>	<p>Minister Caitlin Cleveland Department of Education, Culture and Employment Caitlin_Cleveland@gov.nt.ca</p> <p>R.J. Simpson Premier of the Northwest Territories PO Box 1320 Yellowknife NT X1A 2L9 premier@gov.nt.ca www.premier.gov.nt.ca/</p>
<p>Yukon</p>	<p>Have not yet proclaimed DEAM</p>	<p>Minister Ranj Pillai Department of Economic Development Ranj.Pillai@yukon.ca</p> <p><u>Ranj Pillai</u> Premier of Yukon PO Box 2703 Whitehorse YK Y1A 1B2 premier@yukon.ca www.yukonpremier.ca</p>

Sample Letter to Government

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

CASE is providing you with a form letter to appeal to your provincial or territorial government to proclaim October as DEAM. In addition, it contains information about obtaining federal support for a national proclamation. You can also refer to the section in this DEAM Proclamation Toolkit with ministerial contacts for each province and territory.

Insert politician's name

Insert ward/riding or role (Example: Premier)

Insert ministry or department (if applicable)

Date

Dear Honourable (insert name),

One in five working-age persons living in Canada who is in the labour force has some form of disability (StatCan). It can be permanent, temporary, or episodic.

Statistics Canada reported that, in 2022, the unemployment rate for persons aged 16 to 64 with disabilities (6.9%) was nearly twice as high as for persons without disabilities (3.8%). The employment rate for persons with disabilities (65%) was much lower compared to those without disabilities (80%).

Yet, in April, 600,000 jobs were vacant across the country. Particularly as our population ages and more and more people retire, employers across the country will urgently require the skills and education of the more than half-a-million-strong untapped workforce of persons experiencing disability.

Diverse and inclusive workplace cultures benefit all workers by cultivating a more positive and supportive work environment overall. Companies that improve disability recruitment, hiring, and retention accrue benefits within their workplace culture with increased problem-solving and creativity and with higher overall retention and engagement (Accenture, Disability:IN and AAPD, 2023).

October is Disability Employment Awareness Month (DEAM). DEAM has its origins in the US starting as far back as 1945. In 2010, DEAM was first proclaimed in Canada; Manitoba was the first province to issue a proclamation that year. Saskatchewan, Alberta, British Columbia, Ontario, Québec, New Brunswick, Nova Scotia, Newfoundland and Labrador, Nunavut, and PEI followed in the ensuing years. Today, DEAM is an important recognition engages, educates, and raises awareness about inclusive employment across Canada.

We are writing to ask that your government:

1. Formally proclaim October Disability Employment Awareness Month (DEAM) to make clear your government's commitment to employment equity.
2. Demonstrate your support for diverse and inclusive workplaces that support the Canadian economy by asking the federal government to proclaim every October Disability Employment Awareness Month (DEAM).

Together, we can make Canadian workplaces as diverse as our communities by ensuring that all people living in Canada have equal opportunity to full citizenship, social inclusion, and sustained, purposeful employment.

On behalf of (insert your organization's name here), we appreciate your time and consideration of our request, and we look forward to continued dialogue with you on this very important issue.

Yours sincerely,

Your name/title

Your organization

Address

Email and phone number

(CC relevant politicians or organizations)

Sample News Release

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

Community Organizations Rally for Disability Employment Awareness Month Proclamations

For Immediate Release – August 1, 2024

[Replace with your organization's town/city and provincial abbreviation, as shown]
Halifax, NS - [Insert your organization's name here] and other community organizations across Canada are urging provincial and federal governments to declare their commitment to inclusive employment for Canadians who experience disability by officially proclaiming October Disability Employment Awareness Month (DEAM).

One in five working-age persons living in Canada who is in the labour force has a disability. Inclusive workplaces that reduce barriers for persons experiencing disability benefit all workers. Diversity and inclusion can also boost organizational innovation, productivity, and performance.

In 2010, Manitoba was the first province to proclaim DEAM, followed by Saskatchewan, Alberta, British Columbia, and Ontario in ensuing years. More recently, Québec, New Brunswick, Nova Scotia, Newfoundland and Labrador, Nunavut, and PEI have proclaimed October DEAM. However, some provinces and territories and the federal government have yet to officially recognize this very important month.

Despite the great efforts that have been made to diversify the Canadian labour force, according to Statistics Canada the unemployment rate for persons aged 16 to 64 with disabilities was almost 7%, nearly twice that for persons without disabilities (3.8%).

"In April of this year, Canada had more than 600,000 job vacancies. As more Canadians retire, the need for skilled workers will increase," says [insert your organization's Executive Director/ spokesperson's name] of [insert your organization's name here]. "We urge our provincial and federal governments to proclaim October as DEAM as a reminder that millions of skilled Canadians experiencing disability already contribute to our economy and that over half a million more are ready and able to join the workforce."

The Canadian Association for Supported Employment (CASE) is a national non-profit organization that works with employment service providers, employers, industry associations, and community allies toward employment inclusion of persons living in Canada experiencing disability. CASE has developed a DEAM Proclamation Toolkit that employment service providers and others can use to ask their government representatives to support DEAM. The toolkit can be found on CASE's website: supportedemployment.ca/initiatives/disability-employment-awareness-month/.

* * *

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 suit your organization. Follow CASE on social media on LinkedIn, Facebook, X and Instagram and for DEAM updates to share.

Tagging your town or municipality, or your provincial and territorial representatives, in your social media posts is a great way to support reaching out to them with the DEAM Proclamation Toolkit.

Don't forget to use #DEAM2024 in your posts to share your DEAM journey!

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

AUGUST

This Fall, we'll join organizations across Canada to celebrate #DEAM2024: Disability Employment Awareness Month. DEAM is a key opportunity to focus on disability inclusion in the workplace.

One in five working-age Canadians experiences some form of disability. Making the world of work fully disability-inclusive is essential to the success of our workforce. #DEAM2024

We encourage our towns, municipalities, and province/territory (use either province or territory) to recognize Disability Employment Awareness Month (DEAM) and celebrate the importance of disability inclusion with us.

Follow us for events, resources, and other ways to support #DEAM2024 and disability inclusion and to continue the journey toward making our workplaces more welcoming and diverse!

We call on our government representatives to proclaim that fully including persons who experience disability in the workforce is essential to economic and social success. Let's recognize October as DEAM, both here and nationally. Do you agree? #DEAM2024

SEPTEMBER

Disability Employment Awareness Month (DEAM) is coming up! Let's get ready for one of the most important months of the year for disability inclusion.

Watch this space and get ready for a month of events, conversations and invitations to support the journey toward workplaces that are inclusive of all persons who experience disability. #DEAM2024

After launching in the US in 1988, Disability Employment Awareness Month (DEAM) arrived in Canada in 2010. Manitoba was the first province to proclaim DEAM that year, with Saskatchewan's proclamation coming shortly after in 2011. (Thank you Manitoba and Saskatchewan for leading the way!)

For 2024, we call on our representatives to proclaim and celebrate October DEAM in each province and territory as well as nationally. #DEAM2024

Persons experiencing disability represent one fifth of Canada's workforce. Let's recognize the importance of workplace disability inclusion and proclaim DEAM in each province and territory as well as nationally! #DEAM2024

We celebrate Disability Employment Awareness Month (DEAM) to spotlight disability-inclusive employment across Canada. Follow our socials to join in the conversation and take the next steps on your workplace disability inclusion journey. #DEAM2024

OCTOBER

October is Disability Employment Awareness Month (DEAM). We're excited to join hands with inclusion champions across Canada to spread the word that workplace inclusion for persons experiencing disability is essential to economic and social success. #DEAM2024 #31DaysOfDEAM

We're proud to join CASE and ODEN in celebrating October as Disability Employment Awareness Month (DEAM). Every year, DEAM spreads awareness of the importance of fully including the 1 in 5 persons in the workforce in Canada who experience disability. #DEAM2024 #31DaysOfDEAM

October is Disability Employment Awareness Month (DEAM). Throughout the month, we share events and resources that raise awareness about #DisabilityInclusion and the essential role it plays in innovative and successful workplaces. #DEAM2024 #31DaysOfDEAM

Workplace inclusion makes us stronger. What does this mean to you? Help us celebrate DEAM and move toward #DisabilityInclusion for all by sharing some of the reasons you think workplace inclusion is essential. #DEAM2024 #31DaysOfDEAM

Do you believe that meaningful, stable employment with equal pay for equal work is a fundamental right for all persons? Help us celebrate DEAM by telling us "why" in the comments. #DEAM2024 #31DaysOfDEAM

Let's transform the landscape and create equitable and inclusive employment together. How do you influence your work culture toward #DisabilityInclusion for all? What more needs to happen? Tell us in the comments. #DEAM2024 #31DaysOfDEAM

For more information

about this toolkit, please contact:

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