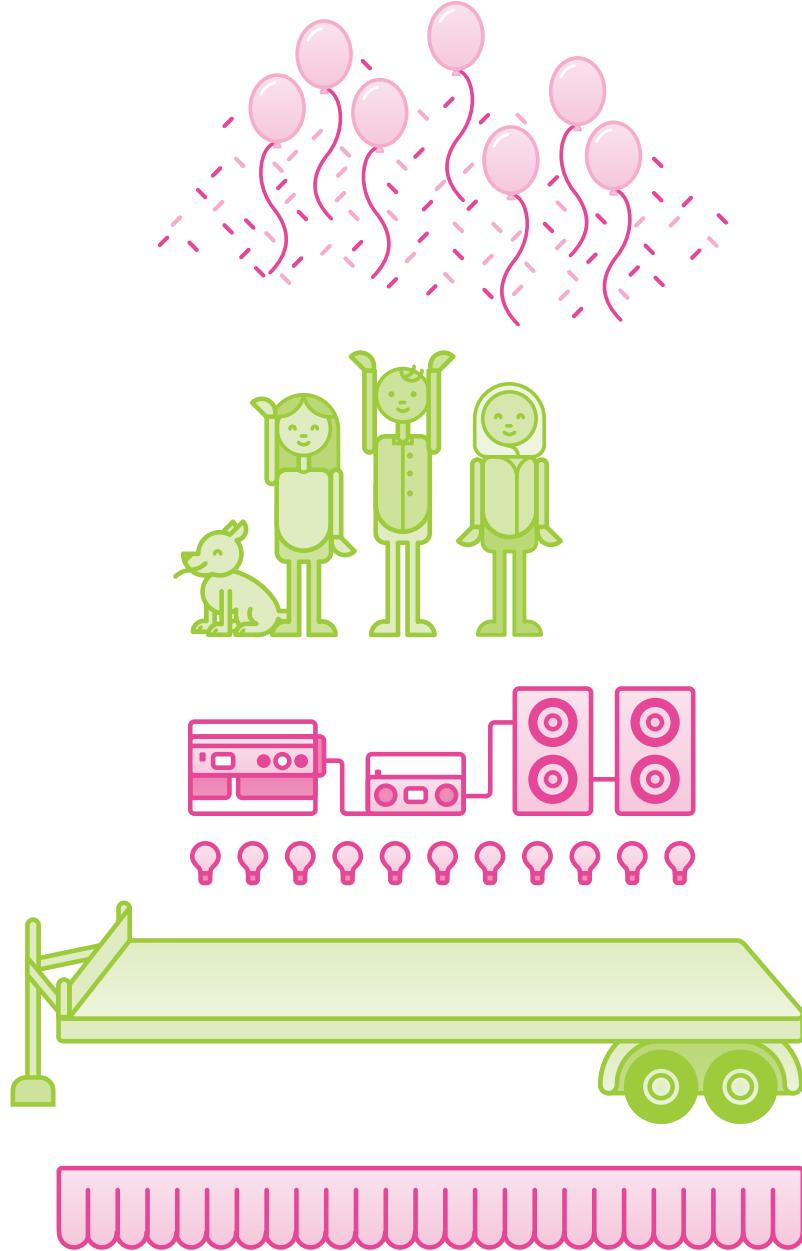


Parade & Demonstration Toolkit



brought to you by





The Community Inclusion Movement

Our story is about a journey from institutions to pride. People with intellectual disabilities and their families continue to overcome a history of exclusion in a quest for acceptance, inclusion and full citizenship.

BC families began this movement in 1955 with a dream of a world where we all belong. Families, people with intellectual disabilities and community agencies formed what is now Inclusion BC and worked together to change the belief that people with intellectual disabilities belonged in institutions.

This dream of "community living" meant closing institutions and bringing loved ones home to live in communities. But when people came home, many remained isolated and cut off from opportunities that others enjoyed. We saw that inclusion required more than just living side by side.

For 62 years, our movement has advanced rights, promoted abilities and built awareness about what inclusion means. We want to ensure that people with disabilities can connect with their communities, live as full citizens and join all aspects of Canadian life.

Along the way, we have seen how inclusion benefits the whole community. We also learned that we're not alone in our journey to acceptance. To achieve inclusion we need to bring other people into our movement and connect with other civil rights movements, understanding how much we all have in common.

This toolkit includes some history of BC's community inclusion movement and how we connect with other movements. We explain how we started thinking about disability pride and offer tips on how to celebrate pride and inclusion by getting involved in other events, causes and celebrations this year.



In 1983, the BC government announced plans to close Tranquille, an institution outside Kamloops for people with disabilities. When they announced that 25 wheelchair users had to move to a hospital instead of their community, families and supporters set up a blockade at the entrance of the institution for weeks until government gave in.

British Columbia

a province of firsts

BC passed the world's first law creating [Representation Agreements](#), which recognize the right to support in personal decision-making and avoiding guardianship. BC's law led the way in recognizing the capacity of all people to direct their own lives.

Canada introduced Registered Disability Savings Plans after many years of advocacy by BC's Planned Lifetime Advocacy Network ([PLAN](#)), families, and supporters. RDSPs help people with disabilities build tax-free savings to achieve financial independence.

Inclusion BC marks another first with BC Disability Pride 2017. Our year long program connects British Columbians with disabilities, local communities and fellow citizens marking Canada's 150th anniversary (Canada 150+). Linking disability with pride is a major milestone in our movement.

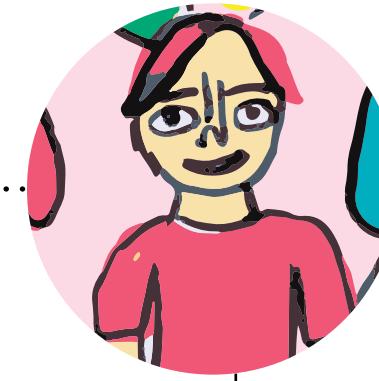
1993



1990

BC was first to widely adopt microboards as a personalized alternative to global supports. [Vela Microboards](#) are small groups who form a non-profit society to provide support and networking that help an individual live the life they choose.

2008



2000

In the mid-1990s, BC became the first to require sheltered workshops for people with intellectual disabilities to pay at least minimum wages and comply with all other labour laws. The new policy was phased in over 4 years.

2017



2011

We hosted another world's first with the Woodlands Centre Block demolition ceremony. This moving event paid respect to the traumatic history of abuse for people with intellectual disabilities who were confined there between 1878 and 1996 when we were the first province to close all of our large institutions.



BC Parades, Marches and Demonstrations that Made a Difference

Our province's rich natural heritage and turbulent history sparked events that have changed values and helped advance other movements. These included seeking fairness for workers and LBGTQ people, protecting our environment and communities, and First Nations reconciliation. Other British Columbians have come together, just as we did, to help build a better world where we all belong.

As Canada celebrates its 150th, British Columbians challenged all Canadians to think more deeply about our past. The City of Vancouver adapted its own celebration with Canada 150+, which honours the rich First Nations history before 1867. Canada 150+ looks at past injustices as well as the parts of our history that we remember with pride. It also highlights the importance of coming together in reconciliation so that we can all find a better path forward together.

**TOP
1971**
The Greenpeace environmental movement was born in BC as a protest against nuclear weapons. Activists gained the world's attention in 1971 when they sailed an old fishing boat to Alaska to interrupt U.S. nuclear bomb testing launching a powerful global movement to put nature first.

**BOTTOM LEFT
1993**
Local people, First Nations and environmentalists led Canada's largest act of civil disobedience to save Clayoquot Sound from logging. The authorities responded with mass arrests and intimidation, earning the protesters global support. BC finally gave in and the area is now a UNESCO Biosphere Reserve.

**BOTTOM RIGHT
2013**
First Nations and other Canadians joined residential school survivors on a rainy Vancouver day in a walk to remember Canada's sad history of residential schools. It was one of seven walks for reconciliation across Canada after the work of the Truth & Reconciliation Commission. Over 70,000 took part in Vancouver's walk.





In 1938, Unemployed men working in relief camps across BC went on strike to protest their dismal conditions. They gathered in Vancouver and marched for better pay and living conditions. More than 1,000 set off in trains and trucks in the “On To Ottawa Trek” to complain to Parliament earning public support. Their efforts helped shape Canada’s social and welfare systems.



It started as a courageous and peaceful protest in 1978. Today, the annual Vancouver Gay Pride parade has become one of the most grandiose, spirited and outspoken celebrations in North America, with up to 700,000 people from all walks of life. Photo by Dan Rickard.



Disability Pride 2017

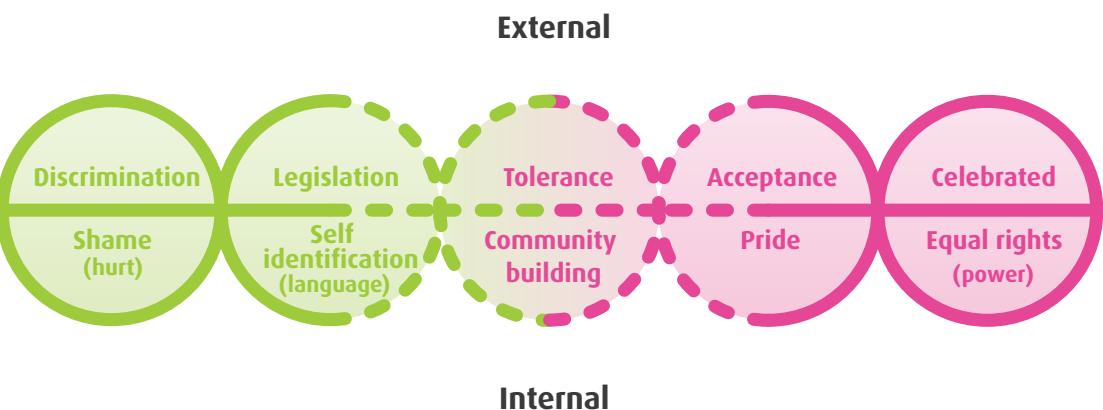
What is disability? For most of history, other people have provided the answer. Medical experts often see disability as a problem to fix. Governments divide people with disabilities into special categories to say what supports they can get. Special labels can make disability seem like something outside the natural range of human diversity. All this feeds the idea that people with disabilities don’t belong. When communities are designed for able-bodied people, it creates barriers that turn disabilities into problems.

In the move to inclusion, people with disabilities have challenged these ideas. Instead of seeing disability as a problem to overcome, disability is just another way that people are different. As more people with disabilities are empowered and heard, they are taking back control of how society thinks and talks about disability. That’s what led us to the idea of disability pride.

“Being disabled is part of my identity as a person. It is a part of who I am and I do not see my disabled identity as a negative one,” says Lauren Stinson, member of our Disability Pride Steering Committee. “This is why ‘Disability Pride’ is so important to talk about. It views disability in a positive matter, which goes against the dominant narrative.”

Pride is feeling great about who you are as a person. Disability pride is about being happy to belong to a community of people who share similar experiences.

The Pride Trajectory



For other movements, when people found pride in what made them different, it was a big step towards acceptance and inclusion.

How-to Participate

We're celebrating Disability Pride 2017 in three ways:

1. **conversations**: documentaries, panels, presentations, and committees
2. our own **Celebration and March**: gather on June 15th in Richmond, BC
3. **grants and resources**: celebrate, march, demonstrate for other Movements

Inclusion BC Foundation is making \$75,000 available in cash and resources for people and organizations to participate in existing events. Participating is a major step for the inclusion movement, and we are excited to be able to join with tens of thousands of other people as they celebrate their identities, their communities, and their traditions because they are also ours.

Here are some steps to help you with messaging and signage to advance movements forward.

“It didn’t take too long. There was enough public pressure from all the different communities.”

- Bessy Lee, homeowner against building of freeway

JOIN DISABILITY PRIDE 2017:



1. Find the event that you want to participate in on the event map at disabilitypride.ca



2. Read this toolkit to help you come up with your idea



3. Apply for a grant and resources from Inclusion BC Foundation to make your idea come to life at disabilitypride.ca



4. Request Disability Pride 2017 t-shirts!

In 1967, when plans for a freeway threatened Vancouver's Chinatown, hundreds marched against it. Vancouver's Chinese community joined architects, students, unions and others to save their community. Their fight shaped a city that put communities before cars.



Make a Sign

Download artwork at disabilitypride.ca/artwork, or make your own artwork using the following guidelines.

MATERIAL LIST

To make the sign you will need:

- Pencil and eraser
- Something that is big and sturdy that you can write on and hold up like:
 - 2 pieces of foamcore (20"x30" or larger)
 - Cut cardboard
 - Posterboard

Something to write big and bold letters with:

- DecoColour paint markers broad tip OR
- Latex household paint and brush

Something to hold the sign with:

- A dowel - can buy from hardware store or art supply store
- A bamboo rod - can buy from hardware store or art supply store
- A wood lathe from a hardware store (longer than 64")

Something to attach the handle to the sign:

- Wood glue
- Clear packing tape
- Staple gun and staples
- Tape it

STEP 1: Find your message

- What do you want to say?
- Can you use a few short words to say it? Use as few words as possible
- Is there a simple image that goes with your message?
- Make sure that you care about the message!

STEP 2: Design

- What colours will you write in? What colours will the background be?
- What do you want to make the sign out of? Choose your materials from the list above
- Do not write in a dark colour if your background is dark
- Do not write in a light colour if your background is light
- Make sure that your letters are big enough so that people far away can read them
- Plan to write your letters with a darker colour

STEP 3: Buy your materials

STEP 4: Make a pencil outline

- Make a general outline in pencil of what you're going to write on the foamcore, cardboard or posterboard OR download artwork from disabilitypride.ca/artwork
- Make sure that your writing is clear and readable
- Is your writing large enough? Can someone far away read it?

STEP 5: Colour in your letters

- Outline the words with a dark marker or paint brush
- Fill in the letters. Use a dark colour
- Decorate around the letters or add a small image but don't make it look too busy!

STEP 6: Repeat on other side (or make unique message)

STEP 7: Attach a handle to your sign using glue, screws, or tape edges, put stick in between, and staple into place

STEP 8: Wave your sign!



Make a Float

STEP 1: Contact the Parade Organizers

- Email or call the parade organizers and ask them how to enter a float in the parade. Will you be given a time and a meeting place? Are there insurance papers to sign? What are the decorating rules? Write this information down

STEP 2: Pick an idea for your float

- What is the message of your float?
- How do you want people to feel when they see your float? Excited? Wowed by beauty? Amazed? Do you want people to dance, or to laugh?
- Does your idea match the parade? If you are worried, check with the organizers

STEP 3: Design your float

- Turn your idea into a design: make it as simple as possible
- Can you get all the materials to make it happen?
- Can you get all the people together to make it happen?

STEP 4: Build your team: you can't do this alone!

- Who will you need to work with? Painters? Carpenters? Model builders?
- Ask people to be part of your team to make the float
- Do you have a truck that can pull the float? Ask family and friends

STEP 5: Find your location

- Where will you build the float?
- You will need a garage or big room to make the float
- You will need a place to set up your trailer for the installation

STEP 6: Get the platform

- Usually this is a flat bed trailer
- It needs to be available for a long time and be in good condition
- Make sure your platform's axle is rated for the amount of weight you putting on it
- Make sure that it will work with your design

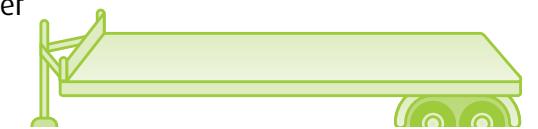
STEP 7: Build your material list

- Ask your team what materials they might need
- Make a list
- Common materials include: crepe paper, craft paper, floral sheeting, poultry netting, paint, and lumber

STEP 8: GO SHOPPING!

STEP 9: Make a workplan

- Get your workers together
- Make a schedule of work times



STEP 10: Skirt it

- Many floats are skirted with either plywood with fringe stapled on the bottom edge
- Use Chicken Wire with 1" holes wrapped around the base of the trailer hanging down close to the ground
- You can make tissue paper "pompoms" and tuck them into the holes in the poultry netting to make colourful designs, spell out messages, or form other artwork

STEP 11: Lights, Sound System, Generator

- Sometimes, a small portable generator can be hidden on the float or carried in the back of the truck towing the float. (The generator should be well-ventilated, far away from the passenger compartment, as quiet as possible, and operated where there is no risk of fire or fumes accumulating from it)
- You can rent a sound system that plugs into the generator
- You can use a boombox with lots of extra batteries for music
- Make sure that all cords are covered and safe

STEP 12: Test it out

- Practice pulling your new float
- Are the decorations secure?

Step 13: Go to the parade and show off your float!



How-to Make Your Event More Inclusive

What is Inclusion?

Inclusion means welcoming everyone in ways that respect and celebrate diversity, and ensuring that differences don't become barriers to full engagement and participation.

Inclusion principles

- Inclusion ensures that people are not marginalized and excluded because of their differences
- Inclusion happens in full partnership with all the individuals or groups to be included
- Inclusion empowers all participants and allows them to participate on their own terms
- Inclusion flows from “universally designed” plans and structures that work for all, knowing that artificial barriers are created when plans are designed to only work for some
- Inclusion requires forethought, dialogue, planning and flexibility to adjust for the unexpected
- Moving from integration (having people with differences present) to inclusion requires adaptations, accommodations or supports to eliminate barriers and level the playing field for all
- Inclusion, unlike charity, unlocks a more powerful dialogue among equals. It raises our human understanding and connection in ways that enrich all participants

Planning

- The best people to provide advice on barriers to inclusion are people who have experienced exclusion. Engage people with disabilities in your planning group from the start and ensure they have supports to participate fully in the planning process.

- Have a conversation about potential barriers and what an inclusive event would look like for everyone participating.
- Consider the full spectrum of disabilities: how will your event accommodate physical, mobility, sensory, intellectual, neurological and/or mental health challenges.
- Include any accommodations needs in the event budget.
- Some people with disabilities may be accompanied by a support person. Event hosts are responsible for accommodating such additional supports required for participation.
- Some people may need extra space for scooters and wheelchairs, a private space for personal care, or somewhere to escape from sensory overload. Consider this need for space in your location planning.
- Many people with disabilities live in poverty, which presents further barriers. Ensure that costs, Web access and transportation challenges aren't barriers to participation.
- Consider additional safety or logistical needs to ensure everyone is safe and comfortable.
- Design communications materials to reach your entire audience. Consider planning discussions, invitations and event promotion, on-site directions and performance or event messaging.
- Be flexible, balancing diverse needs and opposing interests.

Resources

- The 7 Principles of Universal Design:
<http://universaldesign.ie/What-is-Universal-Design/The-7-Principles/>
- University of British Columbia: Accessible & Inclusive Event Planning:
<http://equity.ubc.ca/event-planning/>
- How to Make Presentations Accessible to All:
<https://www.w3.org/WAI/training/accessible>
- Kwantlen Polytechnic University: Web Accessibility:
<http://www.kpu.ca/accessibility>

Get Creative!



Factory workers lay down their hats in Italy



Portland protests against the transportation of coal, gas and oil



This simple little sign makes a big impact.



This van was covered in suitcases at the Annual Houston Car Parade.



Activists installed balloons featuring portraits of world leaders ahead of the G7 Summit in Munich, Germany, to bring attention to global poverty and inequality.

DISABILITY
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