Media and Disability
Using Article 8 of CRPD to change attitudes and promote inclusion

Presentation by Gadim’s founder, Patricia Almeida at 10th COSP
UN Conference of State Parties to the Convention on the Rights of Persons with Disabilities - 13/6/2017
CRPD – ARTICLE 8 - Awareness Raising

States should

- Combat stereotypes, prejudices and harmful practices
- Promote positive perceptions and greater social awareness
- Encourage all organs of the media to portray persons with disabilities in a manner consistent with the purpose of the present Convention
Research - Attitudes

Current attitudes towards people with disabilities (2014 Scope)

Problems

67% feel *uncomfortable* talking to disabled people.
36% think of disabled people as *not as productive*.
85% believe that disabled people face *prejudice*.
24% of disabled people say other people expected less of them.
21% admit they *avoided talking to a disabled*. 
Research - Attitudes

What to do?

- more positive portrayals on TV and media.
- more disabled people as role models and in leadership positions.
- better education.
- more opportunities for disabled and non-disabled people to have positive interactions.
Research TV and Film

GLAAD – Where we are on TV (US, 2016)
1.3% on TV

Ruderman Foundation (US, 2015)
95% non-disabled actors
Children
Sesame Street

Sesame Street – since 1972
1972 - Linda – deaf
1975 - Jason – Down syndrome (Emily Perl Kingsley)
1982 – Aristoteles – blind
1991 - Fran Sinclair - wheelchair user (Dinosaurs)
2016 - Julia - autistic

[Image of Linda smiling and making sign language]

[Image of children and muppets from Sesame Street]

[Image of book cover that says "There's a new friend on Sesame Street! SeeAmazing"]
Children Cbeebies (BBC)

Cerrie Burnell - Presenter
Something Special – Mr Tumbles – sign language

Melody – Phones – imagination/animation

Magic Hand – Poetry in sign language
Series - High Profile

- Breaking Bad – RJ Mitte
- Game of Thrones – Peter Dinklage
- Glee – Lauren Potter
- Daredevil – Charlie Cox

(audiodescription on Netflix)
Series US

Breaking Bad - 1992
5 seasons

Switched at Birth - 2011
5 seasons

Born this way (Reality) - 2015 - 3rd season

Speechless - 2016 - 2nd season
Soap operas
Brazil

Pages of Life - 2007
sold to 90 countries

Living life 2009

Workout 2017

Wheel of Fire 1986
Programs
Brazil

- World Down Syndrome Day
- Media Guide

Inclusive Programs
Cooking
Party

Fantástico Down Syndrome

Fantastico Autism
Bell Atlantic 1989 US

Cingular 2001 US (former AT&T)

Pepsi 2008 US

When you dial 9-1-1, your name and address comes up on their screen.

Yes, there is an intelligent per

We're going to miss the kick-off!
Inter Diversity
Swiffer 2014 US

https://www.ispot.tv/ad/7Byf/swiffer-the-rukavinas
Ads - consumer

**Consumers** (Noah’s Dad)
- Representation
- Help naturalize inclusion
- Positive outcome
- No pat on the back
- Keep on!

Target US 2012
#AdInclusion

- Oshkosh 2016 US – Asher Nash
Ads - Starting with Julius

Target Australia 2016

Kmart 2015 Australia
Fashion shows

- New York Fashion Week since 2015
Fashion shows
Stock photo

- PhotoAbility
- Disability Images
- Blend Images (diversity)
Stock photo
Maria from Ukraine
Rio Paralympics

Brazil Paralympic 2016

Ableism
Low tickets sales
No full transmission on open commercial TV
(just TV Brasil and Sport TV – cable)
Rio Paralympics

Brazil Paralympic 2016
Change of attitudes

Positive press coverage
250,000 – larger public than Olympics
Negative images – Zika Babies - Agencies
Negative images – Zika Babies - Agencies
Positive images
Babies affected by zika Facebook Family Album
What do we do about it?
Best Practice - Governments - UK/Brazil

**OFCOM/UK**
- License subjected to equal opportunity

**BBC**
- More than 10% workforce with disability
- Inclusive programs

**Channel 4**
- Full coverage Paralympics London 2012 and Rio 2016
- Inclusive productions

**BRAZIL**
- LAW DF - 5% actors with disability in public ads
Research Paralympics

London Paralympic 2012
Coverage helped change attitudes
Channel 4

65% - favorable impact on their perceptions towards people with disabilities.
82% – athletes with disability as talented as non-disabled athletes (91% Channel 4)
64% - Paralympics as good as the Olympics (79% Channel 4)
80% - enjoyed disabled presenters on Channel 4
74% - enjoyed discussions about disability
Behind the scenes advocacy

Activists - Ads
- Starting with Julius - Australia
- Changing the Face of Beauty - US
- Scope - UK
- Josh Loebner – Advertising & Disability
INCLUSION IN THE MEDIA INDUSTRY

- Tari Hartman – EIN SOF Communications (US)
  CBS News, Lights! Camera! Access! (Internship, workshops, advocacy)

- Gail Ford Williamson – KMR Cast Talent Agency (US)

- Deborah Calla - Media Access Awards (US)
Disability Orientation
- Disability movement, CRPD, how to mainstream disability through our work.

UNICEF Inclusive Communication Module
- Terminology; interaction; organizing inclusive and accessible materials and meetings.
- Quizz
Advice
TIPS FOR INCLUSION IN THE MEDIA INDUSTRY

- Put pressure on governments to implement Article 8;
- Inclusion in public ads, tvs;
- Identify professionals and people interested in media in disability organizations;
- Actively promote opportunities for people with disabilities to be included in social media, model agencies, acting workshops;
- Media training (for activists and local press);
- Suggest interesting stories to press;
- Work side-by-side with TV production teams;
- Demand representation from companies: People with disabilities and their families are consumers;
- Use social media to advocate for inclusion;
- Establish Inclusive Media Awards.
JOIN FORCES

Other underrepresented groups

- Research
- Advocacy

- **Odimídia (Brazil)**
  - Observatory of Diversity in Media (interdiversity)
  - Monitor content, provide statistics
Inclusive Ads Brazil

Instituto MetaSocial - 1998

- Este é Felipe Baerts, ele toca piano desde os 3 anos.

- It’s normal to be different campaign 2005.
Todo bebê é a maior descoberta para uma mãe.

PORQUE TODO BEBÊ É UM BEBÊ JOHNSON'S®

Feliz dia das mães.

https://www.facebook.com/johnsonsbabybrasil/videos/1555782051099522/
GADIM - Global Alliance for Disability in Media and Entertainment

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