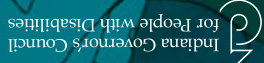


Get your community involved in Disability Awareness Month in March 2012!  
Order your FREE materials today!

CELEBRATING  
COMMUNITY

[IndianaDisabilityAwareness.org](http://IndianaDisabilityAwareness.org)



Ignite community spirit: Get involved!

CELEBRATING  
COMMUNITY

Dear Friend:

Each March since 1989 the Indiana Governor's Council for People with Disabilities has sponsored Disability Awareness Month by developing a theme, and producing and offering — at no charge — campaign materials to communities across Indiana.

Disability Awareness Month provides people with and without disabilities a venue for discussion, which the Council views as a first step toward full participation of people with disabilities in community life.

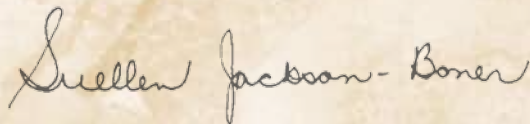
This year's theme, "Celebrating Community," features a diverse group of people — of different ages, ethnicities and abilities — talking and interacting with one another in an urban park. The unique illustration style and message encourages everyone to ignite community spirit by getting involved in the communities where they live and work. This year's campaign materials are sponsored by Duke Energy.

Here's how you can participate in this year's campaign:

- **Order online at [www.IndianaDisabilityAwareness.org/order](http://www.IndianaDisabilityAwareness.org/order)**, or use the enclosed order form, to request free materials to assist you with conducting an activity in your community.
- Display the poster, distribute bookmarks and stickers, and use the appropriate information packets on the CD enclosed in the Disability Awareness Month kit.

Please direct any questions to Kim Dennison at (317) 631-6400 or [kim.dennison@borshoff.biz](mailto:kim.dennison@borshoff.biz).

Help us make the 2012 campaign the best yet!



Suellen Jackson-Boner  
Executive Director,  
Indiana Governor's Council  
for People with Disabilities



CELEBRATING  
COMMUNITY

[IndianaDisabilityAwareness.org](http://IndianaDisabilityAwareness.org)

## **Disability Awareness Month — 2012 Information Packets and Materials**

To help you plan your Disability Awareness Month activities, the Indiana Governor's Council for People with Disabilities provides standardized kits, free of charge, to everyone interested in conducting an awareness campaign. To order a CD loaded with information packets and supplemental materials, as well as full-color, theme-specific materials, simply complete and return the separate order form by Jan. 31, 2012. Or, visit [IndianaDisabilityAwareness.org/order](http://IndianaDisabilityAwareness.org/order) to order materials online.

### **CD CONTENTS**

Your Disability Awareness Month CD will be loaded with many different informational packets with specialized offerings to a variety of audiences. Feel free to download and use as many of these packets as you wish, and feel free to share copies with others. The CD also includes a number of supplemental materials (referenced within the packets) that are available for viewing or printing.

#### **Theme-Specific Suggestions for Children and Adults (00-AS) — NEW CONTENT**

This packet includes theme-specific activity suggestions that disability advocates can use to increase awareness of disability issues among both children and adults. This packet features discussion guides, speaker suggestions and activity recommendations.

### **INFORMATION PACKETS: CHILD-FOCUSED**

#### **Arts Program (01-AP)**

Organize a series of artistic activities for students, youth organizations or children and teens throughout the community. This packet offers guidelines to help you plan and promote a youth art exhibit, and includes a sample news release and radio public service announcement (PSA). Also included is a list of artists and performers with disabilities who present to groups.

#### **Building Middle School/High School Volunteer Programs (02-MH)**

Increase students' awareness of disability issues and make a difference in your community by helping middle school and high school leadership and service organizations build disability-related volunteer programs.

#### **Essay Contest (03-EC)**

Organize an essay contest that will heighten participants' sensitivity to peers with disabilities. This packet includes a sample entry form, judging criteria and a sample news release and radio PSA to promote your event. With this packet, you can plan your own contest or participate in the statewide contest sponsored by United Cerebral Palsy.

#### **Increasing Awareness in the Classroom and with Youth Groups (04-CY)**

Designed by and for educators, this packet contains sample lesson plans and a resource list to help teachers plan and implement their Disability Awareness Month programs.

#### **Increasing Awareness through Athletics and Physical Education (05-PE)**

Most Indiana children are involved in physical education or athletic programs through schools or community organizations. This packet includes suggestions for athletic activities that promote disability awareness and inclusion.

#### **Mayor's Story Hour and Library Display (06-LD)**

Work with your local library to set up a display of disability-related books and/or have your mayor read a book about disabilities during a story hour. This packet includes a news release and guidelines for evaluating children's books.

#### **Special Event — Awareness Day (07-AD)**

Learn how to set up a special event that features activities and includes exhibits that will help the public better understand the barriers people with disabilities face. The instructions include a sample news release and event planning tips.

#### **Special Event — Speaker (08-SP)**

This packet offers suggestions on how to select a speaker, where to hold your event and how to publicize it. Instructions include a sample news release and PSA.

### **INFORMATION PACKETS: COMMUNITY-FOCUSED**

#### **Working with Places of Worship (09-WO)**

Religious congregations can be an important place of learning for Hoosiers. This packet includes disability awareness discussion and activity suggestions for children and adults involved in religious instruction. It also includes information about getting involved with NOD's Accessible Congregations Campaign.

#### **Cultivating Media Placement (10-MC)**

Basic guidelines provided in this packet teach you how to work with print, broadcast and online media. Also included is sample language you can use to request that a story or series of articles be included in a publication, on the radio or on television.

#### **Increasing Awareness through your Business (11-BU)**

Increase awareness of people with disabilities in your place of business with the help of this packet. You will receive story ideas for company newsletters, information on supported employment, a resource list and tips on how to clarify your company's policies on employing people with disabilities.

#### **Increasing Awareness about Community Access Issues and the ADA (12-AC)**

This packet provides information about the Americans with Disabilities Act (ADA) and ideas to increase your community's awareness of the ADA. It includes information to initiate a Yellow Card campaign in your community. ADA Access Yellow Cards can be used to review and "grade" the accessibility of any organization or business. You can also organize advocates to monitor the use of reserved spaces at business and public lots. Also on the CD are PDFs of Yellow Cards, mock parking tickets and the Indiana Code's language regarding parking for people with disabilities.

### **Increasing Cultural Awareness and Inclusion (13-CA)**

Promote understanding within your ethnic or disability community to create opportunities for people with disabilities of all ethnicities. This packet provides a checklist to evaluate your school, organization, church or business on its sensitivity to people of all ethnicities with disabilities. It also includes information on ethnic groups, a multicultural book list, articles for newsletter publication and a resource list of multicultural organizations.

### **Mayoral Proclamation (14-MP)**

Have your mayor proclaim March as Disability Awareness Month in your community. This packet includes advance and follow-up media announcements and a sample proclamation.

### **Media Public Service Announcements (15-PM)**

Instructions on how to place the print PSA in your local newspapers are included in this packet. Also included are several radio PSA scripts with this year's theme, plus instructions on how to place the PSAs with your local station(s). Color and black and white versions of the print PSA are available on the CD. (Note: PSAs are also sent to all major Indiana radio stations.)

### **Recognition Awards (16-RA)**

Recognize an outstanding local citizen(s) who has made significant contributions to the disability community. This packet offers selection criteria and a sample news release. It also offers suggestions on where to present the award. Artwork for a recognition certificate is available in PDF format on the CD.

### **Special Event — Legislative Forum (17-LF)**

Organize a public forum for legislators to discuss disability issues and legislation, and listen to constituents' concerns. The packet contains a step-by-step guide to planning the forum, as well as sample correspondence and media materials. Also included with your order is The Legislative Process brochure on CD to help you understand how legislation is passed and how to communicate with your legislators.

### **Voter Participation Guide (18-VP)**

Voting is one of our most basic rights. Make your opinions known by exercising this right and making an impact for people with disabilities. Information on voter registration, the Help America Vote Act, accessibility, mail-in/absentee options and resources are included.

### **Volunteerism as Advocacy (19-VL)**

Volunteering in your community is a great way to show the power of people with disabilities. This packet gives you many ideas for activities in your community.

### **Organizing a Book Club (20-BC)**

A book club is more than just a gathering of readers. It is a collection of diverse people coming together to share their insights and perspectives. This packet offers helpful tips for starting and growing a community-based book club, including hosting discussions and selecting books.

## **SUPPLEMENTAL MATERIALS**

- Children's Book List
- ADA Checklist
- Disability Awareness Theme Coloring Page
- Coloring Books
- Legislative Booklet
- Recognition Certificates
- ADA Access Yellow Cards
- Mock Parking Tickets
- Awareness Activities Booklet
- Indiana Code for Parking
- Guidelines for Reporting/Writing
- Print PSA (both Color, and Black and White)
- Theme Artwork

## **SPECIAL ITEMS**

### **Sticker (21-ST)**

Stickers feature the new Disability Awareness Month theme. You will automatically receive 100 stickers with your order while supplies last.

### **Bookmark/Paycheck Stuffer (22-BP)**

The bookmark/paycheck stuffer carries the new Disability Awareness Month theme. You will automatically receive 100 with your order while supplies last.

### **Poster (23-PO)**

The poster artwork features the new Disability Awareness Month theme. You will automatically receive two with your order while supplies last.

### **Awareness Activities Booklet (24-AA)**

This booklet features more than a dozen activities that can help participants better understand that people with disabilities are more like us than different, and how important it is for us all to do activities together. A PDF is available on the CD for downloading and printing.

### **Power of Words Brochure (25-PW)**

Written for the general public, this brochure includes information on how to interact with people with disabilities and what words and phrases to use when talking to or writing about disability topics. You will automatically receive 25 with your order while supplies last.

### **The Legislative Process Brochure (26-LP)**

This booklet helps describe state and federal legislative processes so you can more readily become involved. A helpful resource list is included. A PDF is available on the CD for downloading and printing.

### **Evaluation Forms (27-EV)**

Also included with your order are two evaluation forms. One is for your use as a coordinator in evaluating Disability Awareness Month. This should be completed after your campaign concludes and returned according to the instructions on the form. The other is to be copied and shared with participants (specifically those who are age 10 and older) in your events so we can evaluate their experiences. Please be sure to return all completed evaluations in the provided envelope. You may also complete and submit the coordinator evaluation form online at [IndianaDisabilityAwareness.org/coordinatoreval](http://IndianaDisabilityAwareness.org/coordinatoreval). Submit your evaluation form by April 16, 2012, to be entered into a prize drawing.

## Materials order form

To order your free Disability Awareness Month materials, order online at [IndianaDisabilityAwareness.org/order](http://IndianaDisabilityAwareness.org/order) or fill out the information below. Due to budget constraints, quantities are limited. Please only order what you will use, so we can meet all requests. Once supplies are exhausted, no more orders will be filled. Please feel free to make copies of this order form. **Additional quantities may be requested, although they cannot be guaranteed.**

Materials available in an accessible format upon request.

Please submit orders to (317) 631-6499 (fax), [kim.dennison@borshoff.biz](mailto:kim.dennison@borshoff.biz) (e-mail) or via mail. **To submit via mail, tear this form at the perforation, fold in half, tape the top closed, affix a stamp and mail.**

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**Please send me a Disability Awareness Month kit\* that includes:**

- CD with campaign information packets and materials
- 2 posters
- 100 bookmarks
- 100 stickers
- 25 Power of Words brochures
- Coordinator and participant evaluation forms

*\*One kit per person/organization, please*

**Send information and materials to (please print clearly or type):**

Last name: \_\_\_\_\_ First name: \_\_\_\_\_

I'm ordering as an:  individual  organization Organization name: \_\_\_\_\_

Address (no P.O. boxes): \_\_\_\_\_

City: \_\_\_\_\_ County: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Daytime phone: ( \_\_\_\_\_ ) \_\_\_\_\_ Evening phone: ( \_\_\_\_\_ ) \_\_\_\_\_

E-mail: \_\_\_\_\_

**Would you like to receive the Council's newsletter?**  Yes  No

**Would you like to receive the Council's e-newsletter?**  Yes  No

How many people do you expect to impact with your Disability Awareness activity/event? \_\_\_\_\_

**If you need additional quantities of the following items, please indicate how many below.**

\_\_\_\_\_ posters (limit of 8) \_\_\_\_\_ stickers (limit of 4 rolls)

\_\_\_\_\_ bookmarks (limit of 400) \_\_\_\_\_ Power of Words brochures (limit of 400)

**How will you use additional materials?** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

PLACE  
STAMP  
HERE



Disability Awareness Month 2012  
c/o Borshoff  
47 S. Pennsylvania St., Suite 500  
Indianapolis, IN 46204-3657  
Attn: Kim Dennison



Ignite community spirit: Get involved!

