



**As a person with a disability
I sometimes feel...**

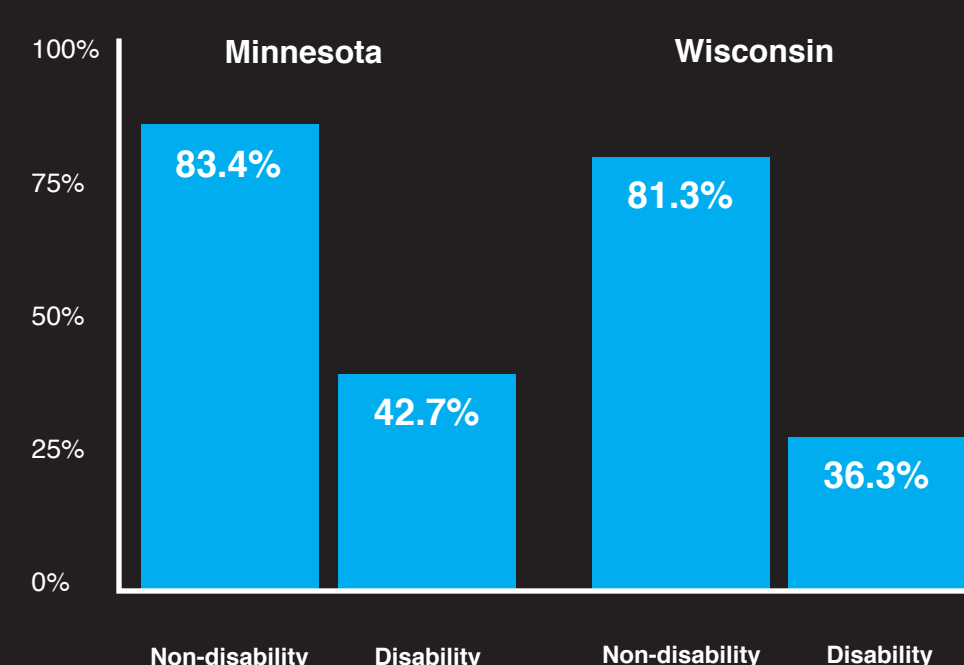
**“I am the
problem”**

BLAMING PEOPLE FOR THEIR CIRCUMSTANCES

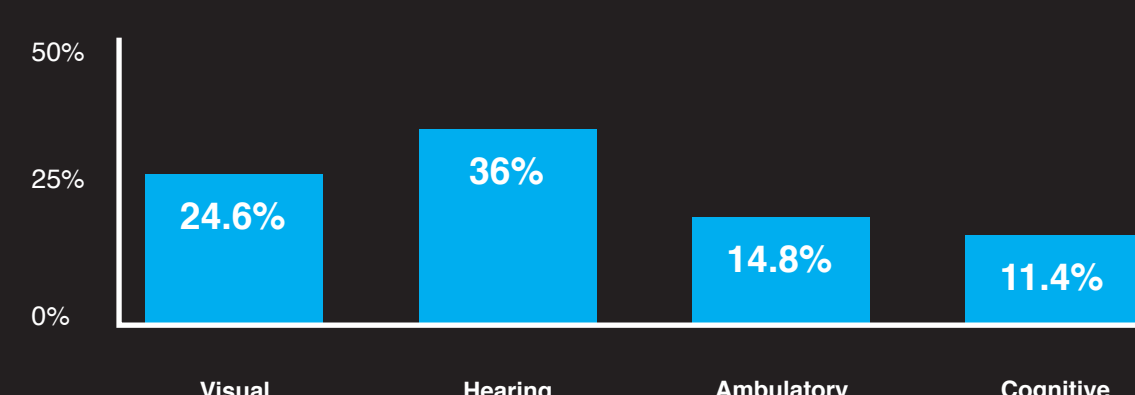
Nationwide, only 34 percent of people with disabilities are employed. And 28.4 percent live below the poverty line. When we don't respond to these issues — and find solutions — is society really showing that we blame people with disabilities for their circumstances?

The Awareness Campaign believes that the University of Minnesota Duluth can set the example for how people with disabilities can gain acceptance and equal treatment. But first, we must recognize the roadblocks people with disabilities face before finding solutions.

Percentages of People Who Were Employed During 2012



2012 Full-Time/Full-Year Employment Rates by Disability Type



Disability Statistics, (n.d.). Retrieved December 17, 2015, from <https://www.disabilitystatistics.org/reports/acs.cfm?statistic=2>



**With my
physical disability...**

**“mobility
can be
an **issue**”**

MORE EQUALITY WITH MORE EMPATHY

Think about everything you'd have a difficult time doing if mobility were an issue for you. Getting to school, work and home — plus socializing with friends and family — would be a regular concern.

For some individuals with disabilities, navigating from one place to another is a challenging part of their daily routine.

Since 1990, the Americans with Disabilities Act (ADA) has aimed to provide everyone with better access to proper housing, employment and transportation. But while it is an important law, the ADA is not enough to end inequality.

Some people with disabilities still do not have access to everything the ADA aims to provide. And the law cannot force the non-disability community to have empathy for people with disabilities.

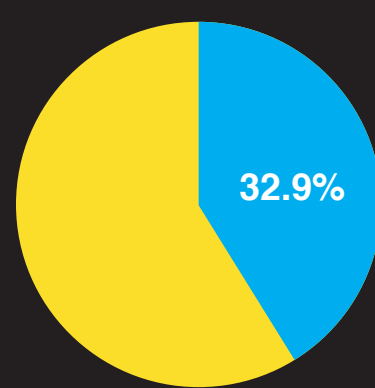
Lack of mobility causes inequality for people with disabilities. But with empathy and awareness, we can help level the playing field for all.

17.2 million

Number of adults unable (or very difficult) to walk a quarter mile.

35.2 million

Number of adults with any physical functioning difficulty.



32.9% of people over the age of 18 in the U.S. have physical challenges that impact their mobility.



I'm just trying
to live my life, so...

"why do
you hurt
me?"

ABUSE IS ONLY THE BEGINNING

People with disabilities are more likely to be abused and bullied by both children and adults. Abuse can happen anywhere: out in the open or behind closed doors. At home, at school or on the job.

No matter who does the abusing, the objective is the same: Make people feel powerless. And for abused and bullied people, the embarrassment, shame and hurt are only the beginning. Feeling powerless can result in other issues such as declining health, loss of employment and depression.

Living with a disability can be difficult, but being bullied as a result of it is even harder.

The 2012 Survey on Abuse of People with Disabilities is the first national survey that gathered data regarding incidents of, responses to and attitudes about the abuse of children and adults with disabilities.

Some **7,289** people took the online survey during May through October 2012. Respondents lived in all 50 states and the District of Columbia.

70 percent of people with disabilities who took the survey reported they had been victims of abuse.

| Who Reported the Abuse | | The Types of Abuse Reported | |
|------------------------|--------------------------------------|-----------------------------|------------------------|
| 30.5% | people with mental health issues | 87.2% | verbal-emotional abuse |
| 28.8% | people with autism | 50.6% | physical abuse |
| 22.6% | people with mobility disabilities | 37.3% | neglect |
| 16.9% | people with a speech impediment | 41.6% | sexual abuse |
| 10.3% | people with hard of hearing/deafness | 31.5% | financial abuse |



**I have down syndrome
but...**

**"I am not
a retard"**

OUR VOCABULARY CHANGES HOW WE PERCEIVE PEOPLE

We use the word "retarded" to describe an incompetent person, actions that seem to lack common sense, objects that don't work well and many other negative scenarios. Without thinking, people say, "You're such a retard," or "My laptop is being retarded." In these situations, the word "retarded" is not directed toward someone with intellectual disabilities. But, the word is still offensive, because it is first and foremost a negative way to describe people with disabilities.

Kicking bad habits is tough, even when you know you should. So, if you're ever tempted to use the word "retard," remember that you have many more kind, less offensive — and entertaining — options to choose.

**No
Retard
Zone**

**Let's make our campus a
No Retard Zone**





When I graduate and start looking for a job...

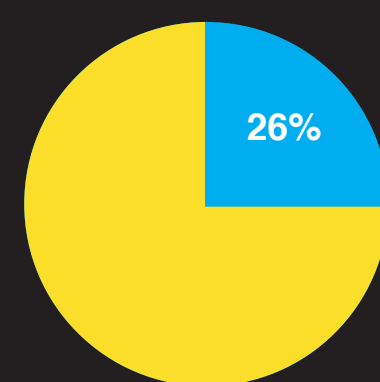
“will I face discrimination because of my disability?”

JOB DISCRIMINATION IS FAR TOO COMMON

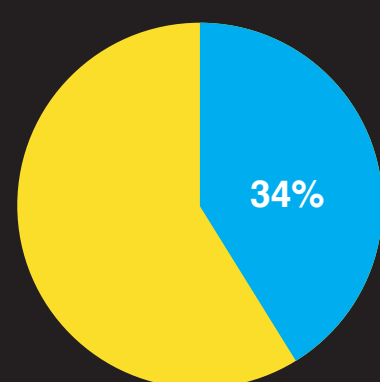
In 2015, researchers from Rutgers and Syracuse Universities wanted to determine whether mentioning a disability in a cover letter would hurt a person's chance of getting hired. So, they created 6,016 fictional candidates for real accounting positions.

For the cover letters, 2/3 of “applicants” said they had either a spinal cord injury or Asperger's Syndrome, disabilities that wouldn't limit an employee's productivity in accounting. The other 1/3 didn't mention a disability.

The research only focused on the discrimination taken place in the accounting profession but gives insights into why only 34 percent of working-age adults with disabilities struggle to find employment.



The candidates who disclosed a disability were 26 percent less likely to gain interest from employers.



The more experienced fictional applicants were 34 percent less likely! So the more high level the jobs were, the less likely the employers were to show interest in someone with a disability.



No matter where I go
and what I do...

“people treat
me differently
because of
my disability”

LEARN MORE AND MAKE A DIFFERENCE

Have you ever thought about how to treat people with disabilities? Individuals with disabilities often experience ridicule, shame, disgrace, isolation and rejection — all because people perceive them as different.

But when you educate yourself about the disability community and take the time to know someone with a disability, you'll notice something: People with disabilities share more in common with you than you might imagine. They have hopes, dreams, goals and talents — just like everyone else.

Unfortunately, many people with disabilities face unemployment and discrimination, so they become a silent population in America, overlooked by mainstream society. Yet, ironically, people with disabilities are the largest minority demographic in America, comprising all religions, ethnicities, education levels, socioeconomic backgrounds, genders and ages. And anyone, at any point in their life, can become a member of this community.

Discrimination Creates Difficult Access to...



Proper Housing



Employment



Transportation



Income



**Wow!
I never knew...**

“people with disabilities still deal with inequality”

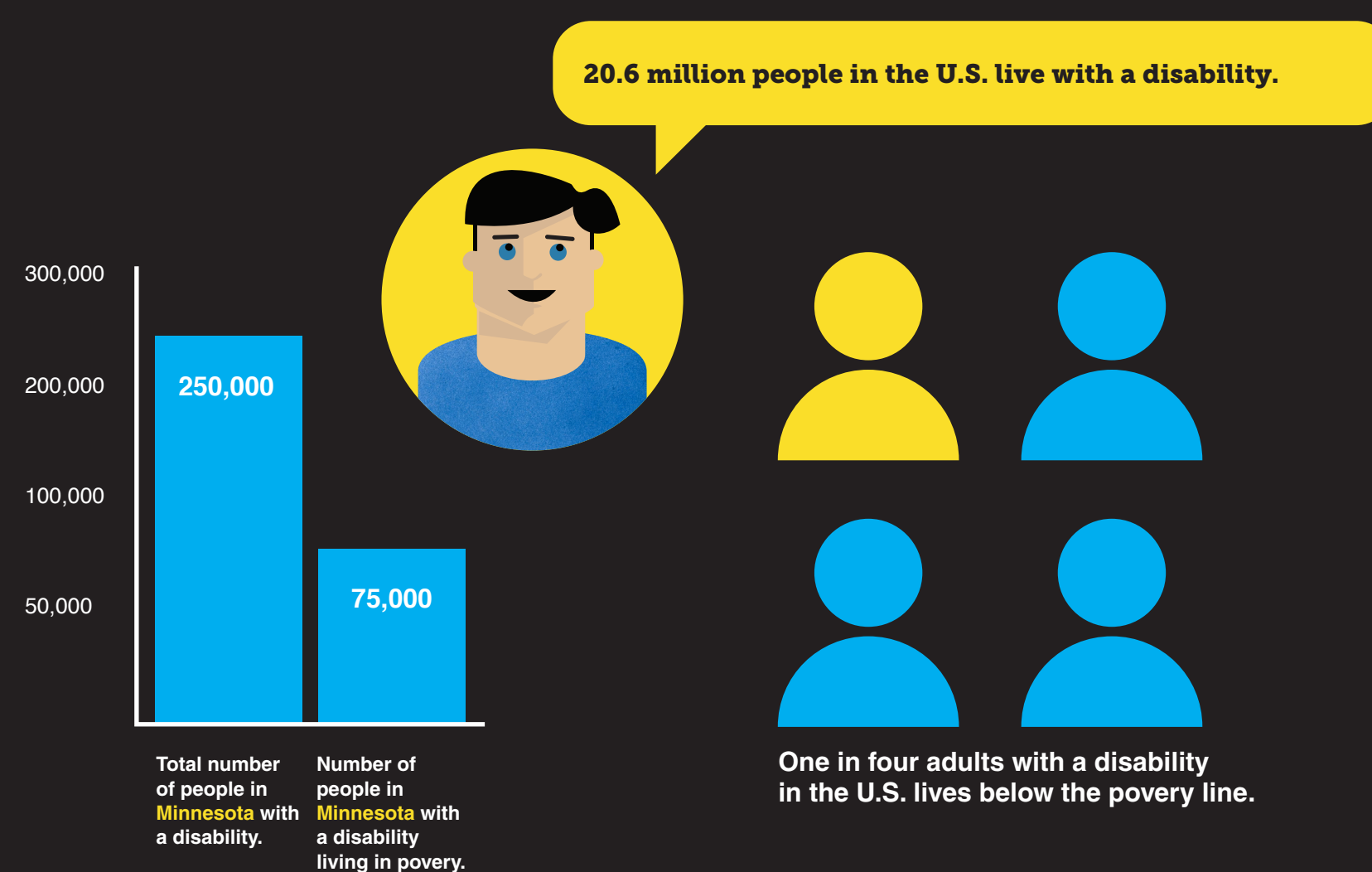
POVERTY EQUALS INEQUALITY

Right now, 57 million people are living with a disability in the United States — more than the entire population of Canada. Yet, despite our country’s progress improving equality, people with disabilities still face blatant and subtle discrimination.

Today, 28.7 percent of people with a disability are living below the poverty line. And 2013 Census data shows that the rates are increasing faster than almost any other group.

We believe the time for real, lasting change is now.

As a university, let’s take steps to remove the disability community’s limitations. Together, we can give people a chance to pursue their true potential, be active participants in society — and build the fulfilling lives everyone deserves.





**I know that I have rights
but...**

**“my disability
makes it **hard**
to find a place
to live”**

THE GOAL IS TO LIVE AN INDEPENDENT LIFE

The Fair Housing Act (FHA) was amended in 1988 to protect people with disabilities under the law against housing discrimination. Diane Levy, senior research associate in the Metropolitan Housing and Communities Policy Center at the Urban Institute, notes that despite the FHA, disability discrimination makes up the largest amount of complaints received by federal and local agencies.

People with disabilities have the right to accommodations that improve quality of life in their living spaces. Accommodations can include widening doorways, lowering kitchen cabinets, enabling use of service animals and providing highly accessible parking. Landlords have the financial and maintenance responsibilities for the accommodations.

The Arc is the largest national community-based organization advocating for and serving people with intellectual and developmental disabilities and their families. The organization states that living independently is the most important value and goal shared by people with disabilities, their families and advocates. Despite the FHA, people with disabilities face a severe housing crisis.

Arc outlines some of the issues:

Affordability

Accessibility

Housing Discrimination

Availability

The 30-Percent Rule
Homeowners and renters should spend no more than 30 percent of their income on housing. Low salaries make it difficult for people with disabilities to follow the 30-Percent Rule and find the housing they need.



**Wow!
I never knew...**

**“finding a job
is really hard
when you have
a disability”**

THE TRUTH ABOUT HIRING SOMEONE WITH A DISABILITY

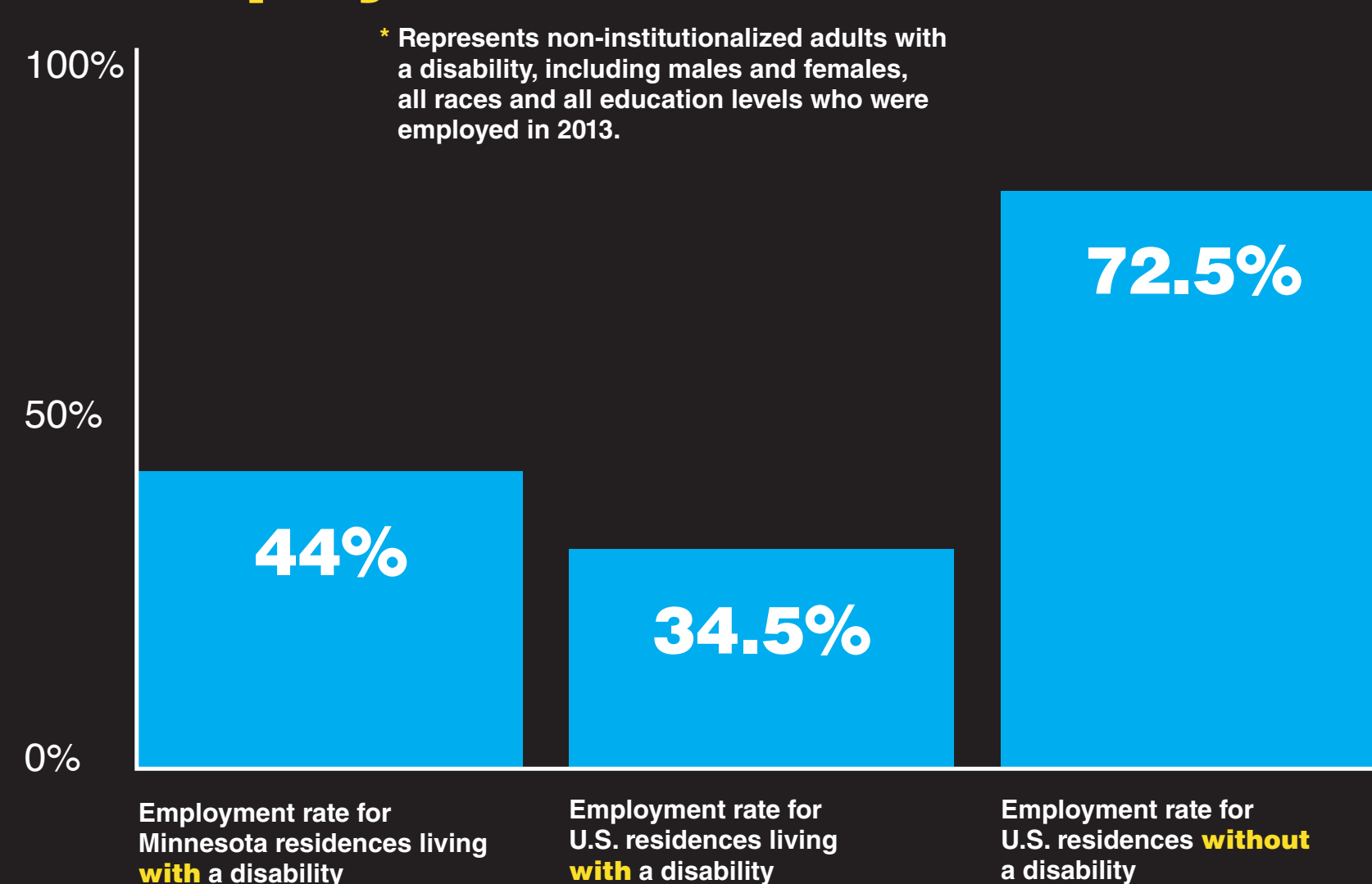
People with disabilities often struggle to find and maintain employment, due to factors beyond their control such as discrimination and societal challenges. Thankfully, there are resources locally, statewide and nationally that can help make finding and keeping a job easier for people with disabilities.

Many nonprofit organizations and government agencies help people with disabilities gain employable skills and find employers. While these services can improve the lives of many individuals with all kinds of disabilities, real change happens on an individual level.

When people without a disability — especially those in management positions — become more educated about the disability community, they understand the value that people with disabilities hold. And when you understand someone's value, fighting for their rights and employment just makes sense. Plus, hiring an individual with a disability is good for business: Employers support a positive work culture while hiring highly motivated employees.

The majority of adults with disabilities who are of working age (21–64 years old) are not employed. Fortunately, Minnesota is above average in employment of people with disabilities.

Employment Rate





As a person living with a disability...

“I refuse to put **dis in front of my ability”**

INTENDED KINDNESS TAKES AWAY THEIR INDEPENDENCE

People often assume that people with a disability need their help. Without asking, they might push someone in a wheelchair through an open door or help them carry something heavy. Almost always, these actions are attempts to show sympathy.

But despite their good intentions, these assumptions can be wrong. Regardless if a person was born with a disability or became physically challenged sometime during their life, they learned how to become independent by doing everyday tasks, like opening doors.

By helping a person with a disability when they do not need it, your intended kindness takes away their independence and conveys an unkind message: I don't think you can do this on your own.

The solution is easy, though! The next time you want to help someone with a disability, just ask first.

Independence is important for people with disabilities. Yet, many individuals still seek an independent lifestyle. By creating more accessible environments and fostering personal skills, more people with disabilities can live independently.

Disability Etiquette Tips

- 1** Offer assistance in a dignified manner with sensitivity and respect. Be prepared to have the offer declined. If they take your offer, listen to and accept instruction.
- 2** Do not make assumptions about what a person can and cannot do. A person with a physical disability is the best judge of their own capabilities.
- 3** Do not push a person's wheelchair or grab the arm of someone walking with difficulty, without asking if you can help. Personal space includes a person's wheelchair, crutches or other mobility aid.



**It hurts when
someone says ...**

“it’s **amazing
what you can
do despite
your disability”**

I AM NOT SPECIAL BECAUSE OF MY DISABILITY

People with a disability often hear about how “courageous,” “inspiring” and “amazing” they are for basic accomplishments or activities. These compliments may come from well-meaning individuals, but they end up making people feel like outsiders.

You can compliment someone for hard work or meaningful achievement, but don’t put people with disabilities up on a pedestal. They want to do the same things that any person without a disability wishes to do.

People with disabilities are the 3rd-largest market segment in the U.S.

Of this community:

73%

Are heads of households

58%

Own homes

48%

Are principal shoppers



Please understand...

**“being accepted
by others and
making friends
is hard for me”**

WE ARE ALL LOOKING FOR ACCEPTANCE

Fitting in and making friends in college can be difficult for anyone, especially for students with a disability. They can often feel their disability prevents others from genuinely accepting them.

The reality is that many students without a disability know very little about the lives of people who have disabilities – because they’re afraid to ask or don’t know where to begin. Not understanding what having a disability is like can lead to misperceptions that prevent people from knowing each other.

But when you take the opportunity to learn about the disability community, you’ll probably be surprised by what you find. You’ll see that people with disabilities have an array of ambitions, dreams and talents. You’ll improve your people skills, which will help you in your future career. And you may even make lifelong friends.

Befriending People Living With Disabilities

UMD students with disabilities are aspiring learners, just like anyone else. And becoming friends is easy!

Remember these tips:



- 1 Use people-first language**, and recognize who they are as a person, not how their disability defines them.
- 2 Introduce yourself**, like you would for any other student without a disability.
- 3 Share what you have in common**, instead of your differences.



Whenever I watch the news,
I've noticed...

“inequality for
people with
disabilities is
a **non-issue**”

DISABILITY INEQUALITY IS A HUMAN RIGHTS ISSUE

Between rampant discrimination and insufficient access to housing, transportation and employment, disability inequality is a big problem. But no major presidential candidates are addressing these human rights offenses.

Considering 57 million Americans are living with a disability — and 28.4 percent of people with disabilities are living below the poverty line — their needs should be a part of the political conversation.

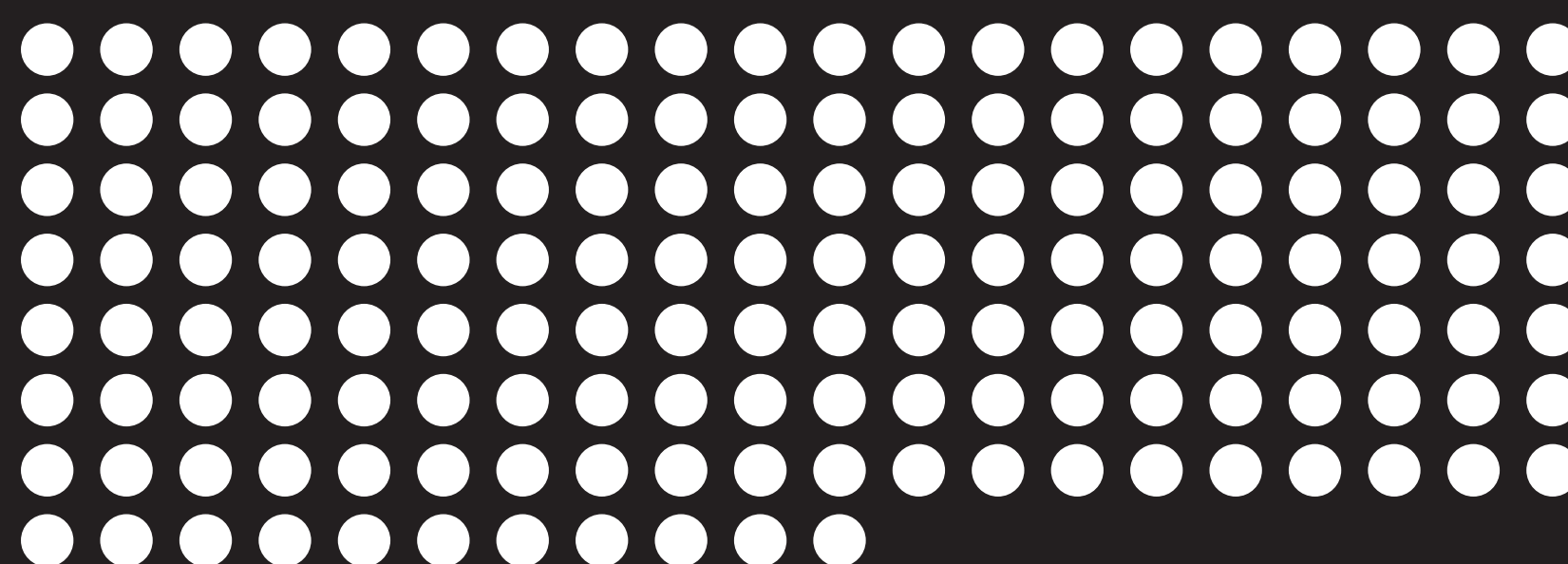
Disability inequality is a human rights issue that all people can work toward solving. We can directly improve homelessness and unemployment in America by bringing equal opportunities, ending discrimination and ensuring individuals with disabilities can achieve independence.

People with disabilities are the largest minority group in the world, **comprising 15% of the global population**. There are 196 countries in the world today. Yet, only **45 countries have anti-discrimination laws in place**.*

45 Countries With Anti-discrimination Laws



151 Countries Without Anti-discrimination Laws





**As a college student
I wonder...**

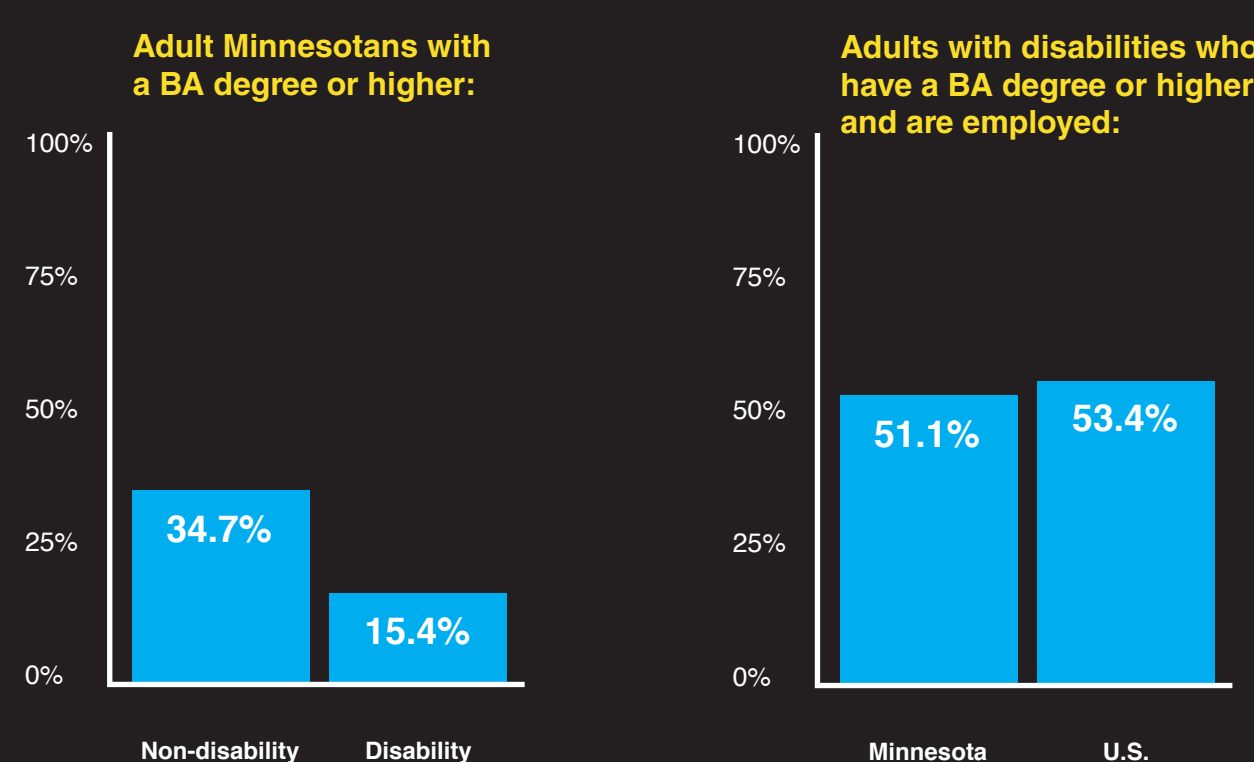
**“does life with
a disability get
any **easier** after
graduation?”**

PEOPLE WITH DISABILITIES ARE FINDING SUCCESS

The world and society we live in are not suitable for people with disabilities. With the high unemployment and poverty rates that adults with a disability can encounter, acts of discrimination are major issues.

Individuals with disabilities also regularly struggle to find accessible transportation and housing, among other life needs. Although there may be challenges, people with disabilities are finding ways to be successful in their personal and professional careers. With hard work and the determination to live a fulfilling life, people with disabilities are breaking through stereotypes that can keep them in a lower social class.

People with disabilities earn significantly less per hour, **making 64 cents to every dollar earned by people without disabilities.** But, the gap doesn't stop there. The amount of people with disabilities who are employed and have a college degree also defines their financial independence and equality.



* Represents non-institutionalized adults ages 21–64 years old with a disability, including males and females, and all races who were employed in 2008.



**As a college student
I sometimes worry...**

**“how can you
teach me with
my learning
disabilities?”**

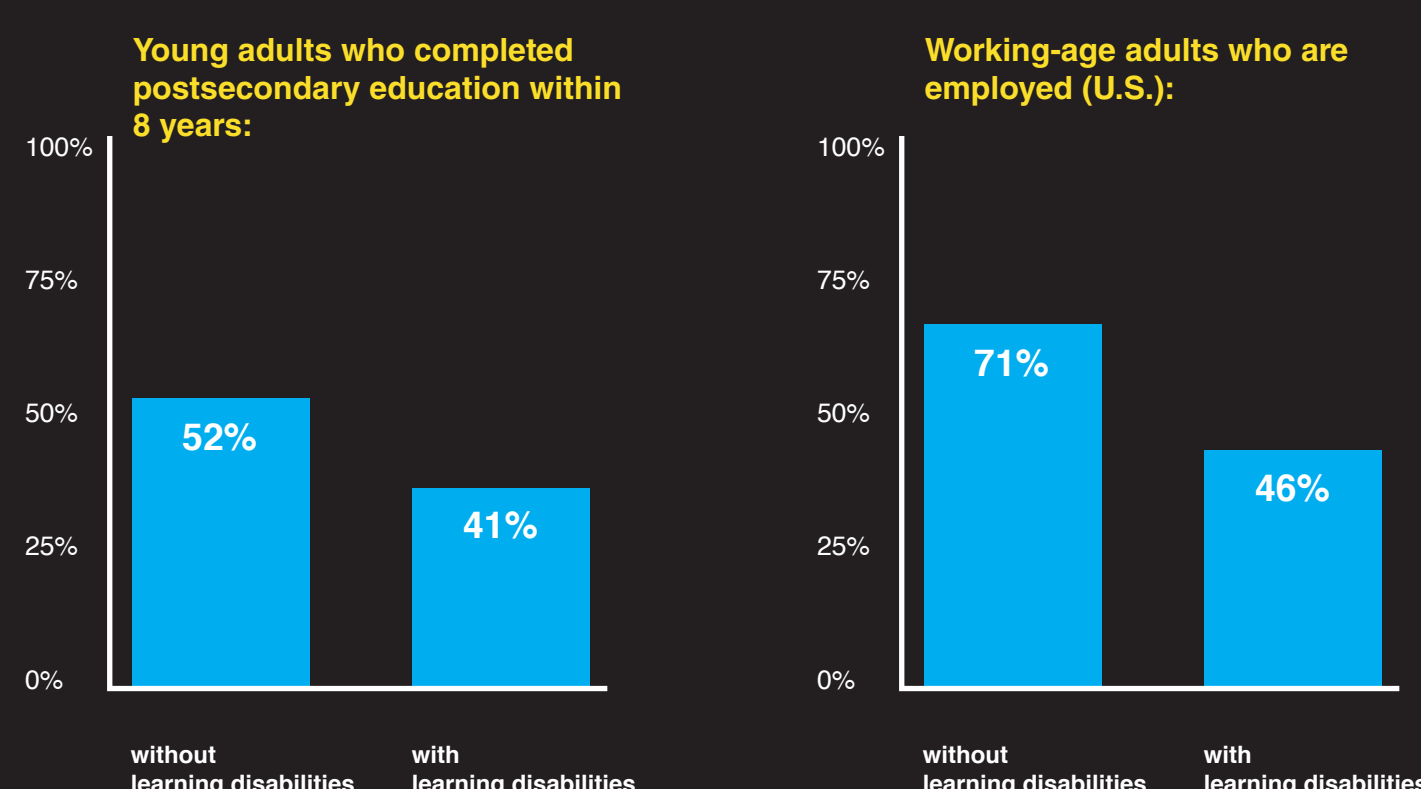
ALL STUDENTS CAN FIND SUCCESS

Being a college student can be difficult and stressful for anyone, but it is especially hard for students with learning disabilities or Attention Deficit Hyperactivity Disorder (ADHD). These kinds of disabilities are not always visible in the same manner as a physical disability – but they still have a significant impact.

Learning disabilities and ADHD make classes more difficult, adding to the level of stress for anyone who has these disabilities. But, students with learning disabilities and ADHD can find success in their education through the collaboration between themselves, their professors and The Disability Resources Office.

Learning disabilities and ADHD should not become roadblocks to learning. Instead, consider alternative methods of learning for those affected by learning disabilities and ADHD.

Learning disabilities don't have to hold students back, yet only **24% of young adults** with learning disabilities inform postsecondary schools about their needs.





I just don't understand...

**"what is the
big deal about
disability
inequality?"**

DISABILITY EQUALITY MATTERS FOR EVERYONE

Today, 57 million people are living with a disability in the United States — more than the entire population of Canada. Chances are, at least one person you know and love is a member of that large, diverse group.

Over 60 percent of the disability community is not currently an active part of the workforce, which means many people are struggling to live above the poverty line. By focusing on disability inequality, you also work toward diminishing the overall poverty rates in the U.S.

Because many disabilities happen during life, rather than before birth, anyone can become a member of the disability community. As a result, disability inequality can directly affect you or someone you care about.

The disability community is the only minority group anyone can become a part of at any point in their life.

As of 2012, 20 year olds have more than a 1 in 4 chance of becoming disabled before they retire.

A sample of factors that increase the risk of disability:

excess body weight

tobacco use

diabetes

substance abuse



As I talked to my friends about dating I asked myself...

“could I date someone with a disability?”

LOOK BEYOND THE SURFACE FOR LOVE

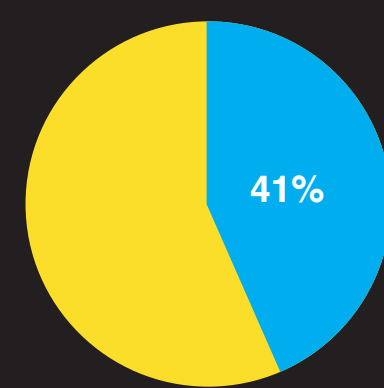
Many people with disabilities who are successful in their professional and family lives still have a difficult time dating. Often, people don't view others with disabilities as a potential partner – which becomes a barrier to dating opportunities that can result in intimacy and friendship.

Many people without disabilities often have questions and concerns about how to date someone with a disability. Regardless of one's abilities, most people are looking for the same fundamental qualities in romance: an equal partner to share love, trust and life.

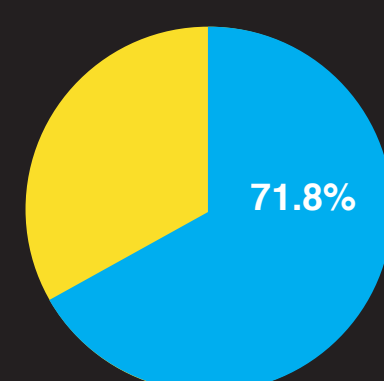
Love and partnership know no boundaries. Yet for people with disabilities, the journey can be difficult.



U.S. overall first-marriage rate for people ages 18–49:



with disabilities



without disabilities



**The non-disability community
doesn't realize...**

**"the world was
not made for a
person like me"**

CONSIDER YOUR SURROUNDINGS

Every day, people without disabilities complete tasks that people with disabilities may find nearly impossible, such as walking up steps or answering a phone. These seemingly simple activities highlight the lack of access to many daily actions most people consider easy.

Complicated mobility impacts an individual's ability to complete tasks in their daily life, take care of themselves or even travel. These situations become a matter of accessibility, which isolates people with disabilities from equally participating in society and negatively affects their quality of life.

In 2015, Minnesota ranked among the Top 10 States offering support services for families caring for people with disabilities.

Five distinct categories defined the ranking of these best states:

- 1 Promoting independence
- 2 Keeping families together
- 3 Encouraging productivity
- 4 Reaching those in need
- 5 Tracking health, safety and quality of life



**My service dog
provides me...**

**“with the ability
to **remove**
limitations”**

SERVICE DOGS DESERVE YOUR RESPECT

Service dogs might look cute and friendly, but they're considered "professionals" hard at work. Some service dogs are trained to assist people with sight impairment while others assist people with autism. Service dogs must devote their undivided attention to their handler with a disability — so never pet these pups, no matter how cute!

Through their service, service dogs become added extensions to their handlers' personal space. You would not reach out and touch a stranger. Treat these animals in the same way.

The Americans with Disabilities Act (ADA) recognizes and protects service dogs to accompany their handlers in almost any public space. They are trained for their handler's specific disability, such as:

- asthma**
- autism**
- bipolar disorder**
- blindness**
- depression**
- diabetes**
- epilepsy**
- panic attacks**





I wish everyone understood that...

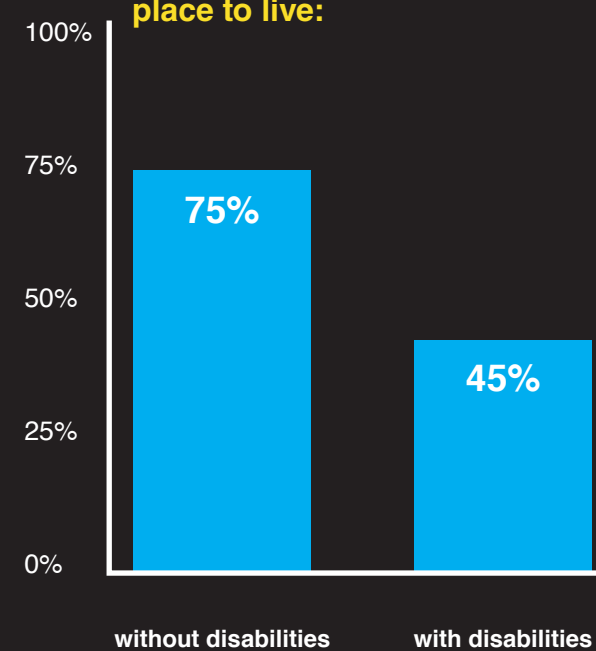
**“how people
treat my son
impacts me
and my family”**

DISABILITY INEQUALITY ALSO AFFECTS FAMILY MEMBERS

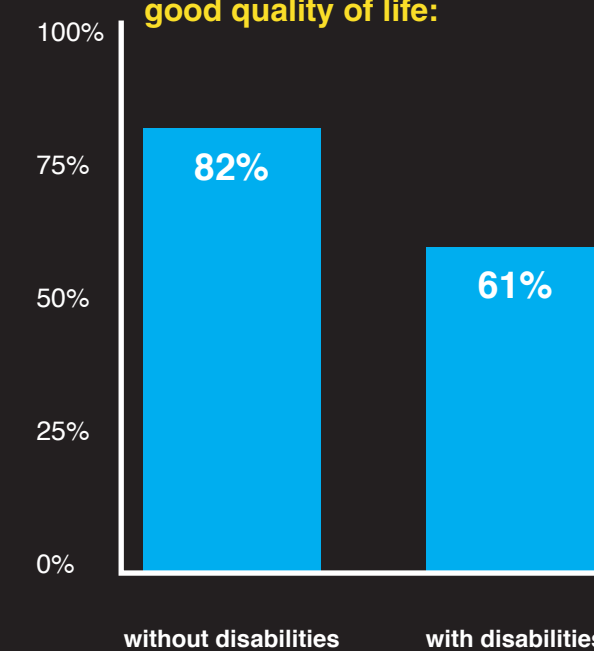
The primary advocates and caregivers for individuals with disabilities are members of their family. Outside of an education environment, support resources are much harder to find. So, family members are often financially responsible for the care, money and housing their loved one with a disability needs to live. In addition to their financial concerns, families feel frustrated when their loved one receives unkind treatment because of their disability.

Remember, when you interact with someone with a disability, they are a person first. Treat them with the same consideration as you would with your family members or friends.

Parents who strongly agree their adult children will always have a place to live:



Parents who rate that their adult children have an excellent or good quality of life:



The majority of people with disabilities rely on their families for support.

69% of adults with disabilities live with their parents or guardian in U.S.