

Accessibility Standards

Development

Engagement Amplification Kit



BRITISH
COLUMBIA

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ENGAGEMENT AMPLIFICATION KIT

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Introduction

This amplification kit provides information on how the digital poster will be used. The kit will be shared with key partners and stakeholders in advance of public consultation to help spread the word about upcoming engagement.

Overview

We're inviting British Columbians to share their thoughts and experiences on how government can best address barriers that restrict people with disabilities from equally participating in the workforce and accessing services in community. Help us spread the word!

The public engagement on the draft accessibility standards is open from May 31 until July 31 and available in eight different languages. The input we receive will be used to help shape standards recommendations the Provincial Accessibility Committee will bring to the Minister of Social Development and Poverty Reduction. These recommendations will form the basis of future accessibility regulations in B.C.

This kit includes the following resources to assist you in promoting participation in this engagement:

- » background on the draft accessibility standards
- » details on how to participate in the public engagement
- » key messages
- » digital poster partners and stakeholders can share through social media or print and post in their offices.

There are also several digital assets included to help you share this information with the community, including:

- » recommended social media posts
- » accompanying graphics, including a square Instagram/Twitter graphic, an Instagram reel/story graphic and a Facebook graphic
- » email signature
- » templated submission for a community newsletter

Background

Everyone benefits when our communities are inclusive and when all people have access to opportunities. Through the Accessible British Columbia Act, the Province is working to remove barriers, promote fairness and equity, and support a culture of inclusion throughout B.C.

The Provincial Accessibility Committee (PAC) is developing draft standards recommendations for accessible service delivery and employment that will remove and prevent barriers that restrict people with disabilities from equally participating in the workforce and accessing services in the community.

We are looking for input on the draft accessible service delivery and employment standards. These standards will form the basis of future accessibility regulations in B.C. to improve the lives of people living with disabilities and people who face barriers in day-to-day life.

Through a variety of avenues, we are asking individuals, organizations, advocates and industries to contribute their perspective on the draft standards recommendations.

Key dates

People can provide their input from May 31st – July 31st, 2024.

Avenues for providing feedback

- » regional virtual town hall sessions
- » small group sessions (key partners/ stakeholders)
 - in-person
 - virtual
- » host a community-led session (organization or organized group)
- » direct submission (associations, organizations, organized groups, businesses, or individuals)
- » online engagement (open to all people in British Columbia)

Key messages

- » To be an inclusive province, we must integrate accessibility into all aspects of our lives so that people living with disabilities can fully participate in their communities.
- » These standards mark an important step in making sure we live in an inclusive province that works for everyone.
- » The standards will help employers create an inclusive work environment and support organizations and businesses to create accessible ways to ensure the inclusion of people with disabilities.
- » Investing in accessibility today ensures a more equitable and sustainable future for everyone.
- » We are committed to ensuring the accessibility standards do not place unreasonable or disproportionate costs or compliance burden on any one person or organization.
- » Your input matters – by sharing your feedback and input, you are helping shape accessibility standards in service delivery and employment.
- » Your feedback is anonymous and will help make our province work better for everyone.
- » The public engagement is open until July 31, 2024.

Suggested Social Media Posts



@mentions to consider:

@BCGovNews
@SusieChant_nvs
@s_malcolmson

Hashtags

#AccessibilityStandards
#AccessibleBC

(Square graphic for Instagram/Twitter)

Sample Tweets or short text for Instagram

- » Provide your input to BC 's new #AccessibilityStandards — the public engagement is open until July 31 <https://engage.gov.bc.ca/accessiblebcactstandards/>
- » How do you think gov should address barriers to accessing employment and services in #BC? From May 31 to July 31, provide your input on #AccessibilityStandards so we can help make our province inclusive for everyone <https://engage.gov.bc.ca/accessiblebcactstandards/>
- » Help the BC govt build a more #AccessibleBC by sharing your thoughts in the public engagement! <https://engage.gov.bc.ca/accessiblebcactstandards/>
- » Everyone in #BC is invited to add their voice on how the BC govt should address barriers to accessing employment and services. Provide your input before July 31! <https://engage.gov.bc.ca/accessiblebcactstandards/>
- » Help make history by adding your input into how the BC govt should address barriers to accessing employment and services. Provide your feedback and help inform upcoming #AccessibilityStandards. <https://engage.gov.bc.ca/accessiblebcactstandards/>

Sample Facebook and Instagram Posts

- » Accessibility standards are vital to remove barriers and create an inclusive community where people with disabilities have equal access to opportunities. Share your thoughts on how barriers to accessing employment and accessing services in #BC can be addressed <https://engage.gov.bc.ca/accessiblebcactstandards/>

- » Be part of the change you want to see. Participate in a public engagement session in your community and help contribute towards making our province inclusive for everyone. <https://engage.gov.bc.ca/accessiblebcactstandards/>

Add images



(Landscape graphic for Facebook)



(Graphic for Instagram Reel or Story)

Sample Community Newsletter Submission

We all deserve to live in a province where we have equal opportunities to thrive. The provincial government is committed to improving the lives of British Columbians living with disabilities – so they can live with dignity and participate fully in their communities.

That's why the province has engaged advisory services of the Provincial Accessibility Committee (PAC) to develop and recommend accessibility standards to the B.C. government. The PAC is inviting individuals, organizations, advocates and industries to share their perspectives on the draft standards recommendations. Feedback received will help shape the final draft accessibility standards and form the basis of future accessibility regulations in B.C.

Participate in the public consultation and learn about the draft accessibility standards here: [Home - Accessible BC Act Standards \(gov.bc.ca\)](https://www.gov.bc.ca/accessiblebc)

Your feedback is anonymous and will help make our province work better for everyone.

Resources:

Please tell us about barriers you've encountered (or witnessed) while using government programs and services by completing the [Accessibility Feedback Tool](#)

Other Digital Assets

Email Signature

Please consider adding this banner to your email signature between May 31 and July 31, 2024:

[personal signature]



Or



Auto-Reply


If your organization provides an automatic reply to incoming emails, please consider adding this information between May 31 and July 31, 2024:

You can help the province address barriers that restrict people with disabilities from equally participating in the workforce and accessing services in the community. Share your thoughts to help inform future accessibility regulations in B.C.. Public consultation is open until July 31, 2024.




Make the image above a clickable link in your signature:

In Outlook:

1. Open the "Signatures and Stationery" window in Outlook and either edit your current signature or create a new signature.
2. Copy-paste the image above into the text box, along with your usual signature information.
3. Click on the image so it's highlighted, then click on the "Edit Hyperlink" button at the top right of the edit ribbon: 
4. When the "Insert Hyperlink" window opens, type the link <https://engage.gov.bc.ca/accessiblebcactstandards/>. The image in your email signature is now a clickable link.

In Gmail:

1. Download/save the image above to your computer.
2. On your computer (not phone), open Settings at the top right, and select "Signature."
3. In the text area, add your usual signature information and then click the "Upload" button, followed by "Select a file from your device."
4. Adjust the image as needed, and then click on the image so it's highlighted. Click the link image: 
5. When the "Insert Hyperlink" window opens, type the link <https://engage.gov.bc.ca/accessiblebcactstandards/> into the "Address" box.
6. Click "Save." The image in your email signature is now a clickable link.