

WHAT ABOUT ME?

Kirstie Greer, who is campaigning to change attitudes



Every day, people with a learning disability, autism or acquired brain injury face difficulties with other people's attitudes towards them.

At one end of the scale, there's indifference or embarrassment. At the other, there's harassment, bullying, verbal and even physical abuse.

The What About Me? campaign, spearheaded by local charity Positive Futures, aims to encourage a change of attitude and promote a society that's more welcoming and a lot more understanding.

During the campaign, we'll be recognising the good work of organisations and businesses that show a particularly warm welcome to disabled people and their family or carers. We'll award a Positive Futures "seal of approval", so you can see at a glance how inclusive a shop or business is.



POSITIVE FUTURES

ACHIEVING DREAMS. TRANSFORMING LIVES.

SO WHAT CAN YOU DO TO HELP?

You can show the people we support that they are not forgotten or marginalised, as they often fear they are, by giving a little extra thought to the way you interact with them. They just want to be treated like everyone else.

You can also support us with a donation, so we can help more people live happy, independent and productive lives in their community. Even better, you could help us set up or be part of a fundraising support group in your area and make a real difference to people's lives.

I RUN A BUSINESS OR ORGANISATION. HOW DO I GET A POSITIVE FUTURES SEAL OF APPROVAL?

Initially, we'll be relying on feedback from the people we support and their carers to determine whether a seal of approval is appropriate. You can raise awareness among your staff so that they are alert to people's needs, fears and communication difficulties. If you're not sure, ask the person or his or her carer.

We can also provide you with some resources to help you make your business or organisation as welcoming as possible. If you have any other questions, see our website www.positive-futures.net for your nearest Positive Futures office, phone **028 9147 5720** or email whataboutme@positive-futures.net for advice.

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