



2015 NATIONAL DISABILITY RIGHTS AWARENESS MONTH
Celebrating 60 years of the Freedom Charter
South Africa – a free and just society
inclusive of all persons with disabilities as equal citizens



NATIONAL DISABILITY RIGHTS AWARENESS MONTH (DRAM2015)

3 November – 3 December 2015

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South Africa – a free and just society
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FRAMEWORK DOCUMENT

September 2015



1. INTRODUCTION

Disability Rights Awareness Month (DRAM) provides South Africa with an opportunity to:

- **Inspire hope and confidence** in the ability of South Africans and the state machinery to work together in addressing the common challenges facing persons with disabilities and society in general;
- **Mobilise persons with disabilities** around the gains made in protecting, promoting and upholding the rights of persons with disabilities since the adoption of the Freedom Charter 60 years ago and 21 years of democracy;
- **Reach out to the diversity within the disability sector**, and acknowledging that **all** human and socio-economic rights should be equally enjoyed by **all** persons with disabilities, irrespective of race, gender, age, sexual orientation, impairment, socio-economic status, educational qualification level, religion, culture, employment status or nationality; and to
- **Celebrate the release of the White Paper on the Rights of Persons with Disabilities**, which advocates for measures that will hold duty-bearers accountable and strengthen recourse measures for rights-holders whose rights have been violated.

1.1 UN Convention on the Rights of Persons with Disabilities

South Africa ratified the Convention on the Rights of Persons with Disabilities (CRPD) and its Optional Protocol in 2007.

Article 8 of the CRPD requires of States Parties to adopt immediate, effective and appropriate measures that will:

- raise awareness throughout society regarding persons with disabilities,
- foster respect for the rights and dignity of persons with disabilities;
- combat stereotypes, prejudices and harmful practices relating to persons with disabilities in all areas of life; and
- promote awareness of the capabilities and contributions of persons with disabilities.

1.2 International Day of Persons with Disabilities

The United Nations General Assembly appealed to Member States in 1992 to commemorate December 3 annually as the International Day of Persons with

Disabilities (IDPD) to promote awareness and mobilise support for critical issues relating to the inclusion of persons with disabilities in society and development. The Day works to promote action to raise awareness about disability issues and draw attention to the benefits of an inclusive and accessible society for all.

The 2015 IDPD theme, announced by the UN in September 2015, is: *Inclusion matters: access and empowerment for people of all abilities*. Three sub-themes have been coined:

- Making cities inclusive and accessible for all
- Improving disability data and statistics
- Including persons with invisible disabilities in society and development

Annexure B elaborates on these sub-themes through a UN lens.

2. NATIONAL DISABILITY RIGHTS AWARENESS MONTH AND NATIONAL DAY OF PERSONS WITH DISABILITIES

Cabinet in 2013 approved the annual celebration of National Disability Rights Awareness Month from 3 November to 3 December, and 3 December as National Day of Persons with Disabilities on the national events calendar.

3. DRAM2015 OBJECTIVES

The objectives of DRAM2015 are:

- To increase awareness about the rights of persons with disabilities as equal citizens among society in general;
- To accelerate equal access to socio-economic opportunities for persons with disabilities by making information available and accessible;
- To harness the abilities of persons with disabilities as active participants in South Africa's development;
- To demonstrate government's commitment to the promotion, protection and upholding of the rights of persons with disabilities by removing access and participation barriers to socio-economic opportunities and justice and by strengthening the representative voice of persons with disabilities.

4. DRAM2015 CONTEXT

4.1 White Paper on the Rights of Persons with Disabilities

It is envisaged that Cabinet will approve the White Paper on the Rights of Persons with Disabilities (WPRPD) before the commencement of DRAM2015.

The WPRPD constitutes the first government-wide step towards domesticating the UN Convention on the Rights of Persons with Disabilities (UNCRPD), updates the White Paper on an Integrated National Disability Strategy (INDS) released in 1997, and integrates the provisions of the Continental Plan of Action for the African Decade of Persons with Disabilities with South African legislation and policy frameworks and the National Development Plan 2030.

The WPRPD will inform a major legislative and policy review across all government departments and municipalities, as well as the development of transversal disability rights legislation. The WPRPD commits duty bearers to advancing the rights of persons with disabilities by:

- Accelerating implementation of existing legislation that advocates equality for persons with disabilities;
- Taking calculated action to ensure that their rights as equal persons are upheld;
- Removing discriminatory barriers to access and participation;
- Ensuring that universal design informs access and participation in the planning, budgeting and service delivery value chain of all programmes;
- Recognising the right to self-representation;
- Acknowledging that not all persons with disabilities are alike, and that personal circumstances, gender, age, sexuality, religious and cultural backgrounds, geographical location, requires different responses; and
- Embedding the obligations contained in the UN Convention on the Rights of Persons with Disabilities in legislation, policy and service delivery.

The nine strategic pillars centre around cross-cutting measures that will improve equitable outcomes for persons with disabilities, and include:

- Removing Barriers to Access and Participation
- Protecting the Rights of Persons with Disabilities at risk of Compounded Marginalisation
- Supporting Sustainable Integrated Community Life
- Promoting and Supporting the Empowerment of Persons with Disabilities
- Reducing Economic Vulnerability and Releasing Human Capital
- Strengthening the Representative Voice of Persons with Disabilities
- Building a Disability Equitable State Machinery
- Promoting International Co-operation
- Monitoring and Evaluation

4.2 Post-2015 Development Agenda

During the 2012 United Nations Conference on Sustainable Development (Rio+20, Member States agreed to launch a process to develop a set of sustainable development goals (SDGs) to succeed the Millennium Development Goals (MDGs), whose achievement period concludes in 2015. The SDGs are to address all three dimensions of sustainable development (environmental, economic and social) and be coherent with and integrated into the United Nations global development agenda beyond 2015. The envisaged SDGs have a time horizon of 2015 to 2030.

Disability is referenced in various parts of the draft proposal on the SDGs and specifically in parts related to education, growth and employment, inequality, accessibility of human settlements, as well as data collection and monitoring of the SDGs, for instance:

- **Goal** on inclusive and equitable quality education and promotion of life-long learning opportunities for all focuses on eliminating gender disparities in education and ensuring equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities. In addition, the proposal calls for building and upgrading education facilities that are child, disability and gender sensitive and also provide safe, non-violent, inclusive and effective learning environments for all.
- In **Goal 8**: to promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all, the international community aims to achieve full and productive employment and decent work for all women and men, including for persons with disabilities, and equal pay for work of equal value.
- Closely linked is **Goal 10**, which strives to reduce inequality within and among countries by empowering and promoting the social, economic and political inclusion of all, including persons with disabilities.
- **Goal 11** would work to make cities and human settlements inclusive, safe and sustainable. To realize this goal, Member States are called upon to provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, such as persons with disabilities. In addition, the proposal calls for providing universal access to safe, inclusive and accessible, green and public spaces, particularly for persons with disabilities.
- **Goal 17** stresses that in order to strengthen the means of implementation and revitalize the global partnership for sustainable development, the collection of data and monitoring and accountability of the SDGs are crucial. Member States are called upon to enhance capacity-building support to developing countries,

including least developed countries (LDCs) and small island developing states (SIDS), which would significantly increase the availability of high-quality, timely and reliable data that is also disaggregated by disability.

5. DRAM2015 THEME

Celebrating 60 years of the Freedom Charter
South Africa – a free and just society
inclusive of all persons with disabilities as equal citizens

6. DRAM2015 SUB THEMES

The proposed sub themes for DRAM2015 are:

- Together we move South Africa forward through Inclusive Development!
- Together we move South Africa forward through Universal Access and Empowerment!
- Together we move South Africa forward through an accountable state machinery that upholds the rights of persons with disabilities

6.1 Together we move South Africa forward through Inclusive Development!

Inclusion is regarded as a universal human right and aims at embracing the diversity of all people irrespective of race, gender, disability or any other differences.

Inclusion is about

- equal access and opportunities and eliminating discrimination and intolerance for all;
- a sense of belonging: feeling respected, valued for who you are;
- a feeling a level of supportive energy and commitment from others so that you can best fully participate in society with no restrictions or limitations.

Inclusion implies a change from an 'individual change model' to a 'system change model' that emphasises that society has to change to accommodate diversity, i.e. to accommodate all people. This involves a paradigm shift away from the 'specialness' of people to the nature of society and its ability to respond to a wide range of individual differences and needs.

Inclusion is the ultimate objective of mainstreaming.

The concept of inclusive development therefore simply means that:

- Disability is part of the human condition, and that all of us either are or will become disabled to one degree or another during the course of our lives;
- All planning and design processes should therefore be based on the principles of universal design;
- Some persons might require reasonable accommodation support to enable them to fully participate in their own as well as their communities' development
- Every citizen and person living in South Africa, if given the opportunity, can make a difference in building their communities, irrespective of their age, gender, ability, geographical location, sexual orientation or socio-economic status.

6.2 Together we move South Africa forward through Universal Access and Empowerment!

Universal access means the removal of cultural, physical, social and other barriers that prevent people with disabilities from entering, using or benefiting from the various systems of society that are available to other citizens and residents. The absence of accessibility or the denial of access is the loss of opportunities to take part in the community on an equal basis with others.

By promoting empowerment, real opportunities for people are created. This enhances their own capacities and supports them in setting their own priorities. Empowerment involves investing in people - in jobs, health, nutrition, education, and social protection. When people are empowered they are better prepared to take advantage of opportunities. They become agents of change and can more readily embrace their civic responsibilities.

Empowerment therefore refers to processes, procedures and actions aimed at affording access, equal treatment, inclusion, participation, accountability and efficiencies.

It is premised on encouraging, and developing the skills for self-sufficiency, with a focus on eliminating the need for charity or welfare in individuals and groups.

From a disability perspective this means empowering or developing the skills and abilities amongst persons with disabilities and/or their care givers to effectively communicate their socio-economic needs to others in society, advocate and lobby for these needs to be met, represent themselves and actively participate in all decision-making processes on matters that directly impacts on their lives.

Empowerment is therefore identified as a core cross-cutting theme for enabling persons with disabilities to avail of and access all socio-economic development opportunities and rights that exist.

6.3 Together we move South Africa forward through an accountable state machinery that upholds the rights of persons with disabilities

The National Development Plan notes that “*Disability must be integrated into all facets of planning, recognising that there is no one-size-fits-all approach*”.

An efficient, effective and development oriented state machinery that delivers services in an equitable manner is an essential element of a capable and developmental state.

Equitable service delivery requires well-run and effectively coordinated state institutions with skilled and accountable public servants, as well as functional institutional mechanisms to facilitate effective and efficient cooperative governance.

Whilst employers are responsible for ensuring that they capacitate employees to deliver disability equitable services, it is also the responsibility of every employee to ensure that they equip themselves with the required knowledge and skills to serve all customers equitably.

Principles that inform disability equitable service delivery include:

- Persons with disabilities have a right to participate equally with others in any activity and service intended for the general public;
- Principles of universal design and reasonable accommodation provisioning must inform all new and existing legislation, standards, policies, strategies, plans and budgets;
- Targeted programmes and services aimed at redressing and/or to ensure that the diverse needs of persons with disabilities are adequately met must be underpinned by effective planning, adequate allocation of human resources and sufficient financial investment;
- Persons with disabilities must be consulted on selecting appropriate reasonable accommodation measures, assistive technology and personal support; and
- Representative organisations of persons with disabilities (inclusive of parents’ organisations) must be consulted throughout the design-planning-implementation-monitoring-evaluation-regulation value chain.

An equitable and accountable state machinery therefore

- Acknowledge that persons with disabilities experience marginalisation and exclusion (attitude);
- Identify the barriers/sources of exclusion and marginalisation (baseline);
- Identify the enablers to remove the barriers (intent);
- Budget to remove the barriers (commitment);

- Report on results/impact of implementation (accountability); and
- Demonstrate by taking actions that they are improving (responsibility).

DRAM2015 will therefore strive to make it easier for rights-holders to hold public servants accountable by making contact information of key managers available and accessible.

A particular focus throughout all the activities of DRAM2015 will be on the diversity within the disabled community. Too often do we associate disability with wheelchair users, white cane users, hearing aids, sign language and/or braille users. The focus will therefore fall on upholding the rights of persons with ‘invisible’ disabilities such as psychosocial disabilities, autism, intellectual disabilities, hearing impairments, epilepsy and dyslexia, among others.

Persons with sensory, intellectual, neurological and/or psychosocial disabilities often experience additional barriers, including;

- Difficulties with organisation, which may make it difficult to prioritise their legal problem and keep appointments with legal service providers;
- Being overwhelmed, and therefore too frightened, or lack the motivation, to seek legal assistance;
- Being mistrustful or frightened of divulging personal information to legal service providers;
- Communication challenges, which can hinder a solicitor in assisting their client effectively;
- The formality of the court room and the stress of initiating or continuing with legal proceedings can be overwhelming and prohibitive;
- Police personnel often lack the skills to serve persons with disabilities and are not comfortable with opening cases of sexual abuse or assault where the complainants have visual, psychosocial and/or intellectual disabilities; and
- The high instance of undiagnosed intellectual, neurological and psychosocial disabilities in impoverished and rural communities.

7. KEY MESSAGES

Key messages could include:

- Leave no-one behind
- My attitude can make a difference
- Reasonable accommodation is a right, not a privilege
- Universal design makes it happen for everyone
- Persons with disabilities as players, not spectators

- Nothing about us without us
- Language matters: Words reflect as well as influence the way people think and act
- United in diversity we move South Africa forward!
- Fight discrimination, segregation, exclusion and marginalisation!

8. DRAM2015 BUILD UP

October 2015 will be utilised as a build up towards the launch of DRAM2015 on November 3. Noting that October is already jam-packed with events which compete for media space, it is envisaged that the build-up to DRAM2015 focus on:

- Introducing profiles of national disability organisations as well as the contact details of disability rights coordinators at national and provincial level through the DisabilityRights Mailing List. This information can then be made available through the media and during DRAM2015 events;
- Infusing disability rights contexts in the media statements and speeches of October national events calendar events; and
- Unpacking disability terminology contained in the Glossary of the White Paper on the Rights of Persons with Disabilities, through the DisabilityRights Mailing List.

National events on the October calendar include:

- National Transport Month activities (Dept of Transport)
- National Social Development Month activities (DSD)
- Mental Health Awareness Month activities (SA Federation for Mental Health; Dept of Health)
- Eye Care Awareness Month activities (SA National Council for the Blind; Dept of Health)
- 30/09–06/10 Older Persons Week and International Day of Older Persons (DSD)
- 05-1/10 Human Trafficking Rights Week (Albinism Society of SA; DSD)
- 06 – 09/10 National Children's Parliament (Free State Legislature; DSD)
- 08/10 International World Sight Day
- 10/10 World Mental Health Day (DoH; SAFMH)
- 11/10 International Day of the Girl Child (DSD)
- 15/10 World White Cane Day (SA National Council for the Blind)
- 15/10 National Foetal Alcohol Syndrome Day
- 17/10 International Day for the Eradication of Poverty (DSD)
- 17/10 World Trauma Day (Headway)
- 20/10 National Down Syndrome Day (Down Syndrome SA)

- 21/10 Africa Human Rights Day (SA Human Rights Commission)
- 26/10 Older Persons Parliament (DSD)
- 29 – 31/10 Golden Games (DSD)

9. DRAM2015 CAMPAIGN AND CALENDAR OF EVENTS

9.1 Media Campaign

The evaluation of DRAM2014 highlighted the need for much more media exposure and visibility of DRAM events.

DSD will develop a DRAM2015 media support information pack which will be made available to all disability rights coordinators (disability focal persons) and communication units in government, as well as disability rights organisations, on November 2. The focus of the media support information pack will be unpacking the White Paper on the Rights of Persons with Disabilities against the sub-themes and key messages.

It is therefore envisaged that a well-coordinated and visible media campaign, coordinated by DSD and supported by GCIS, will underpin all DRAM2015 events. Highlights of the media campaign include:

- All government and other state machinery institutions across the spheres of government with pre-bought radio, television and print media are requested to focus on service and opportunity-related information dissemination relevant to persons with disabilities during November 2015;
- A schedule of national and community radio and television programmes which will feature disability-related information during DRAM2015 will be made available on November 3. A core group of public servants and disability rights activists will be linked to each programme to ensure that relevant and timeous answers are available during phone-in programmes, and that follow ups are done where required. Coverage will cover all official languages;
- Social media ambassadors, consisting of both public servants and disability rights activists in all nine provinces, will be identified and provided with information packs to ensure that disability-related topics trend during DRAM2015. The hashtag **#DisabilityRightsSA** will be used for all social media platforms to share information. All state machinery institutions and disability organisations are requested to share information via **#DisabilityRightsSA** as well as on their other

social media platforms and websites. It is envisaged that messages will commence on this #during October as a build-up;

- A call is being made on all print media (magazines and newspapers) to focus on disability-related stories and articles during DRAM2015, with cover pages featuring persons with disabilities. DSD, in consultation with the disability sector, will be liaising with media houses with regards relevant information and stories and persons who can be interviewed to unpack the pillars of the WPRPD in accessible format;
- A call is also being made to large corporates to sponsor disability-focused messages and/or advertisements during DRAM2015, showcasing their contributions to the national disability rights agenda. the
- The DisabilityRights@dsd.gov.za platform will be utilized as a central distribution and referral point for questions and complaints which cannot be resolved during the phone in. These will be referred to relevant disability rights coordinators for a formal response to the person seeking redress/information;
- A summary of the information platforms will be published on November 3 in all print media, on state machinery websites, and possibly also on advertising billboards (subject to sponsorship);
- A call is also being made to television stations to ensure that, as a minimum, all disability-related content during DRAM2015 is broadcast with simultaneous South African Sign Language interpretation as well as sub-texting, but that additional efforts be made to increase sub-texting and/or SASL interpretation of all local content programmes substantially during DRAM2015;
- Further work needs to be done on affordable approaches for billboard type outdoor advertising to be utilized during DRAM2015;
- Investigations into effective and affordable monitoring of media coverage across the length and breadth of the country are ongoing.

9.2 National Events

The 2014DRAM evaluation called for a stronger focus on investing in media exposure and a lesser focus on events, as it was felt that the latter benefits only a few, costs a lot and generally enjoys limited media coverage.

It is therefore recommended that 2015DRAM events, apart from the national launch and National Day of Persons with Disabilities, are localised and be limited to community and/or workplace level, as well as provincial level on December 3.

9.2.1 National Launch (Tuesday 3 November)

It is envisaged that the national launch will take the form of a media launch, with a live broadcast on breakfast television. The focus will be on the national launch of, among others:

- The White Paper on the Rights of Persons with Disabilities;
- Four research reports commissioned over the past 2 years, inclusive of three reports focusing on experiences by persons with disabilities at universities, in learnerships and in the work place, as well as a Report on Elements of The Financial and Economic Costs of Disability to Households in South Africa;
- The Disability Disaggregated National Development Plan;
- The DRAM2015 Calendar of Events; and
- The DRAM2015 Media Information Pack.

Leaders of representative organisations of persons with disabilities, Ministers/Deputy Ministers of relevant Ministries, leadership of Chapter 9 institutions, as well as SALGA leadership will be invited to participate in the National DRAM2015 launch.

9.2.2 National Day of Persons with Disabilities (Thursday 3 December)

The annual observance of the International Day of Persons with Disabilities (IDPD) was proclaimed in 1992 by United Nations General Assembly Resolution 47/3. The observance of the IDPD aims to promote an understanding of disability rights and mobilise support for the dignity, rights and well-being of persons with disabilities. It also seeks to increase awareness of gains to be derived from the integration of persons with disabilities in every aspect of political, social, economic and cultural life.

In response to the United Nations General Assembly's proclamation of the 3rd of December as the International Day of Persons with Disabilities (IDPD), Cabinet in 2013 approved that December 3 be celebrated as the National Day of Persons with Disabilities (NDPD) on the national events calendar.

The disability sector has indicated that they will be coordinating Disability Pride Parades in all the main centres of every province on the 3rd of December (similar to the NYC Disability Pride Parade held in July 2015).

The national celebrations of the NDPD is co-hosted by provincial governments on a rotation basis. NDPD2015 will be hosted in Gauteng Province. Negotiations with Gauteng Province are currently underway. The celebrations will most probably take the form of a Disability Pride Parade, ending with a rally at the Tshwane Showgrounds.

The disability sector has also indicated that they are planning a two day Disability Expo and Conference to coincide with the NDPD. Gauteng Province has similar plans, albeit on different dates. Negotiations are currently under way to combine these initiatives with DSD as a strategic partner.

The INSETA National Disability Awards precede the NDPD and is usually hosted on the 2nd of December. Calls for nominations usually go out towards the end of September, and categories include

- National Disability Young Leader Award
- Entrepreneur Award
- National Disability Champion Award
- National Disability Business Leader Award
- National Disability Company Award
- National Disability Woman Achievement Award
- Life Time Achievement Award
- Posthumous Award

The South African Disability Alliance (SADA) is currently engaging internally and with Parliament to co-host the second DisabilityRights Parliament during DRAM2015.

9.3 National commemoration days and events falling within DRAM2015

A number of national commemoration days and events compete for media space during DRAM2015:

- 07/11 National Children's Day (DSD)
- 19/11 International Men's Day
- 25/11 Launch of the 16 Days for the Elimination of Violence against Women Campaign (Dept of Women)
- 25-10/11 16 Days of Activism on No Violence against Women and Children (Dept of Women)
- 30/11–04/12 7th Africa Population Conference (DSD)
- 01/12 World AIDS Day
- 03/12 Release of World Population Report by UNFPA

The strategy will be to use these events to contextualise the rights of persons with disabilities and to mainstream disability into all speeches, presentations and press statements.

Two continental disability events are also taking place during DRAM2015:

- 03-04/11 Conference on Disability Rights in Africa (Centre for Human Rights, UP)
- 19-22/11 Pan Africa Albinism Conference: "Empowering persons with albinism in Africa." Hosted by Under the Same Sun, Tanzania

10. RESPONSIBILITIES

10.1 National Disability Rights Coordinating Mechanism

The National Disability Rights Coordinating Mechanism, currently located in the Department of Social Development, is responsible for:

- Overall coordination of DRAM2015;
- Coordination of Media Campaign;
- Political champion of DRAM2015;
- Participatory development of the DRAM Concept Document;
- Coordination and hosting of the National DRAM2015 Launch;
- Coordination and hosting of NDPD2015.

The National Disability Rights Machinery, constituted by, among others, all national government departments, provinces, SALGA, metro's, the SAHRC, the CGE, ICASA as well as national disability organisations, serves as platform for consultation, planning and evaluation.

10.2 Public Sector, Legislatures and Chapter 9 Institutions

Government departments, public entities, municipalities and institutions promoting democracy should focus activities on

- Using their media platforms to provide information on how persons with disabilities can access their services; how they will respond to the WPRPD policy directives; as well as recourse mechanisms if they experience barriers to access and participation in programmes and services;
- Using public platforms, speeches and outreach programmes to champion the rights of persons with disabilities; and
- Hosting workplace and/or community level awareness workshops in partnership with disability organisations, which should be remunerated for services delivered during these events.

10.3 Provincial Disability Rights Coordinating Mechanisms

Provincial Disability Rights Coordinating Mechanisms, located in either the Offices of the Premiers or provincial Departments of Social Development, in consultation with the Provincial Disability Rights Machineries, is responsible for

- overall coordination of provincial DRAM2015 programmes;
- coordination of provincial NDPD2015 celebrations;
- community media platforms;
- liaising with municipalities, Provincial Legislatures and Houses of Traditional Leaders, where relevant; and
- reporting on and evaluation of impact of DRAM2015.

10.4 Disability Organisations (DPOs and DSOs)

The disability sector has traditionally, mainly due to financial and organisational capacity constraints, participated in government-initiated and coordinated activities at national and provincial level during the Disability Rights Awareness Month.

At local level it has however often been disability organisations that have taken the initiative, with limited government participation.

The South African Disability Alliance (SADA), an umbrella body of 14 disability service (DSOs) as well as disabled people organisations (DPOs), has indicated that they will, among others, be coordinating Disability Pride Parades across the country on 3 December. More information will be shared through the DisabilityRights Mailing List platform.

It is acknowledged that the principle of partnership needs to be strengthened, where especially organisations of persons with disabilities are more actively involved in the conceptualisation, implementation and monitoring of the month's activities.

We encourage government institutions, companies (large and small) as well as the media to invite disability organisations during the month to address management and staff on improving access to the services on offer for persons with disabilities, and to establish new partnerships.

A list for all national disability organisations participating in the National Disability Rights Machinery, is attached.

10.5 Private/Corporate Sector

The corporate sector has to date, with a few exceptions, not come on board the Disability Rights Awareness Month concept. A few corporates organise internal workshops for staff, with another few providing financial and logistical support to national, provincial and local initiatives when approached.

The corporate sector is invited to take a more innovative approach to the month, incorporating the theme and sub-themes into their corporate branding, and making available/utilising corporate communication/advertising infrastructure to increase public awareness.

The corporate sector is also encouraged to sponsor their employees with disabilities to attend NDPD2015 as well as provincial NDPD events.

10.6 Media and Advertising Industry

The media and advertising industry plays a central role in shaping the minds and behaviour of the community in general, and has increasingly come on board the national disability rights campaign.

It is envisaged that formal agreements will be concluded with the media and advertising industry with regards their contribution to the month.

Specific attention will be given to inclusion of community-based radio, television and print media.

11. SELF-REPRESENTATION BY ORGANISATIONS OF PERSONS WITH DISABILITIES

The government of South Africa subscribes to the principle that persons with disabilities have a right to represent themselves in issues affecting them through participation of organisations of disabled persons in policy development, implementation and monitoring processes, and in particular in raising awareness of the rights of persons with disabilities.

The participation of the disability sector in planning and implementing activities during the National Disability Rights Awareness Month is therefore non-negotiable.

We call on all stakeholders to break the chains of poverty by ensuring that they empower enterprises and cooperatives (co)- owned by entrepreneurs with disabilities, as well as organisations of and for persons with disabilities in localities where events are hosted during the month.

12. DISABILITY ACCESSIBLE EVENTS

It is critical that all stakeholders ensure that events organised during DRAM2015 are fully accessible to all persons with disabilities across the value chain of the events.

This will require that universal design principles be applied from the design phase of such events, and that specific attention be given to, among others:

- Physical accessibility (venues, transport, parking, signage);
- Communication accessibility (advertising, information flyers, social media platforms, Sign Language interpretation, braille and large print of documents, using accessible language, loop systems, sub-texting etc)

Please consult disability organisations as well as your institutional disability rights coordinators (disability focal persons) for advice, where required.

13. PARTNERSHIP OPPORTUNITIES

The DSD calls on national and provincial departments, public entities, municipalities, legislatures, companies, small businesses, labour unions, political parties, organisations of and for persons with disabilities, the media and civil society at large, to become part of the solution. This can be done by collectively creating a South Africa that is accessible to all by taking ONE action/forming ONE partnership that will raise awareness of the rights, potential, discrimination, achievements and challenges persons with disabilities experience.

We encourage our corporate sector to partner with us as well as organisations of disabled persons in raising the bar in 2015.

Premiers and district Mayors are once again requested to support NDPD2015 by providing disabled people organisations in their respective provinces and districts with transport and accommodation to attend the national, provincial and/or district-based events.

Companies, government departments and entities and municipalities who want to follow suit by partnering with the government and/or organisations of and for persons with disabilities by providing logistical and/or financial support, are requested to contact the DSD.

All activities received by **September 30** will be incorporated into the DRAM2015 Events and Media Calendars, which will be launched on November 3.

Details of events/offers of support should be forwarded to DisabilityRights@dsd.gov.za.

Requests for interviews with Deputy Minister Hendrietta Ipeleng Bogopane-Zulu can be directed to

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ANNEXURES

LIST OF NATIONAL DISABILITY ORGANISATIONS (July 2015)

Association for Hearing Loss Accessibility and Development (AHLAD)	<ul style="list-style-type: none"> Disabled People Organisation www.ahlad.org Email: admin@ahlad.org Cell: 082 7817715 	<p>The Association for Hearing Loss Accessibility & Development</p> 
Autism SA (ASA)	<ul style="list-style-type: none"> Disability Service Organisation www.autismsouthafrica.org Email: director@autismsouthafrica.org Tel: 011 484 9909 	
Albinism Society of SA (ASSA)	<ul style="list-style-type: none"> Disabled People Organisation www.albinismsouthafrica.co.za Email: nomasonto@albinism.org.za info@albinism.org.za Tel: 011 838 6529 	
Blind SA	<ul style="list-style-type: none"> Disabled People Organisation www.blindsa.org Email: president@blindsa.org.za Tel: 011 839 1793 1852 	
Cheshire Homes South Africa	<ul style="list-style-type: none"> Disability Service Organisation www.cheshirehomesa.org.za Email: nationaldirector@cheshirehomesa.org.za Tel: 011 492 0154 	
Disability Association of South African National Military Veterans (DASANMVE)	<ul style="list-style-type: none"> Disabled People Organisation Email: dmrwata@yahoo.com Tel: 0719848255 	
Deafblind SA (DBSA)	<ul style="list-style-type: none"> Disabled People Organisation www.deafblindsa.co.za Email: n.d.a@deafblindsa.co.za Tel: 0824489455 (SMS only) 	
Deaf Federation of SA (DeafSA)	<ul style="list-style-type: none"> Disabled People Organisation www.deafsa.co.za Email: brunodruchen@deafsa.co.za Tel: 011 482 1610 	
Dementia South Africa	<ul style="list-style-type: none"> Disability Service Organisation www.dementiasa.org Email: director@dementiasa.org Tel: 0860 636 679 	

Disabled Children Action Group (DICAG)	<ul style="list-style-type: none"> Parents Organisation www.dicag.co.za Email: info@dicag.co.za Tel: 0217975977 	
Disabled People South Africa (DPSA)	<ul style="list-style-type: none"> Disabled People Organisation www.dpsa.org.za Email: ceo@dpsa.org.za Tel: 021 422-0357/0105901183 	
Down Syndrome SA (DSSA)	<ul style="list-style-type: none"> Parents Organisation www.downsyndrome.org.za Email: dssa.ned@icon.co.za Tel: 0861 369 672 	
Epilepsy SA	<ul style="list-style-type: none"> Disability Service Organisation www.epilepsy.org.za Email: nationaldirector.no@epilepsy.org.za Tel: 021 556 3753 	
Muscular Dystrophy Foundation of SA (MDSA)	<ul style="list-style-type: none"> Disability Service Organisation www.mdsa.org.za Email: gmnational@mdsa.org.za Tel: 011 4729703 	
National Association for People with Cerebral Palsy (NAPCP)	<ul style="list-style-type: none"> Disability Service Organisation www.napcp.org.za Email: elizma.woods@napcp.org.za Tel: 011 609 3252 	
National Council for People with Physical Disabilities in SA (NCPDOSA)	<ul style="list-style-type: none"> Disability Service Organisation www.ncppdsa.org.za Email: nationaloffice@ncppdsa.org.za Tel: 011 452 2774 	
QuadPara Association of SA (QASA)	<ul style="list-style-type: none"> Disabled People Organisation www.qasa.co.za Email: info@qasa.co.za Tel: 031 767 0352 	
South African Disability Alliance (SADA)	<ul style="list-style-type: none"> Alliance of 13 disability organisations (June 2015) www.sada.org.za Email: jace@sancb.org.za Tel: 0609670258 	
SA Federation for Mental Health (SAFMH)	<ul style="list-style-type: none"> Disability Service Organisation www.safmh.org Email: info@safmh.org Tel: 0117811852 	
SA National Association of the Blind and Partially Sighted Persons (SANABP)	<ul style="list-style-type: none"> Disabled People Organisation Shumani Cynthia Siphuma Cell: 0729656993 E-mail: shumani.siphuma@yahoo.com 	

SA National Council for the Blind (SANCB)	<ul style="list-style-type: none"> • Disabled People Organisation • www.sanccb.org.za • Email: admin@sanccb.org.za • Tel: 012 452 3811 	
SA National Deaf Association (SANDA)	<input type="checkbox"/> Disabled People Organisation <input type="checkbox"/> www.sanda.org.za <input type="checkbox"/> Email: info@sanda.org.za <input type="checkbox"/> Tel: 012 343 0661	
Ubuntu Centre SA (SA Users and Survivors of Psychiatry Group)	<ul style="list-style-type: none"> • Disabled People Organisation • www.ubuntucentre.wordpress.com • Email: theubuntucentre@gmail.com • Tel: 072 044 1024 	

NATIONAL SECTORAL ORGANISATIONS (July 2015)

Development	South African Disability Development Trust (SADDT)	<ul style="list-style-type: none"> • Trust established by disability organisations to alleviate poverty and promote economic empowerment • http://www.saddt.org.za/ • Email: office@saddt.org.za • Tel: +2711 326-3282 	
Education	Parents for Children with Special Education Needs (PACSEN)	<ul style="list-style-type: none"> • Parents Organisation • www.pacsen.co.za • Email: pacsengauteng@absamail.co.za • Tel: 012 333 0149 	
Entrepreneurship	Disability Chamber of Commerce and Industry (DCCI)	<ul style="list-style-type: none"> • Mzwandile Sibiyi Ka-Mfitshi • Email: sibiyamz@gmail.com disabilitychamber@gmail.com 	
Entrepreneurship	Entrepreneurs with Disability Forum	<ul style="list-style-type: none"> • Joshua Mabena • Email: mabenaj@impelamehlo.biz 	
Marginalised Groups	DSSA Self Advocate Movement South Africa	<ul style="list-style-type: none"> • Self-Advocate Programme of Down Syndrome SA for adults with intellectual disabilities • Contact: Ancella Ramjas • Tel: 011 615-2990 • Email address: dssa.ned@icon.co.za 	
Marginalised Groups	Epilepsy SA Self Advocate Programme	<ul style="list-style-type: none"> • Contact: Karen Robinson • Email: socdev.no@epilepsy.org.za 	
Marginalised Groups	South African Mental Health Advocacy Movement (SAMHAM)	<ul style="list-style-type: none"> • Self-Advocate Support Group • Contact: Charlene Sunkel • Tel: 0117811852 • Email: charlene@safmh.org 	
Transport	Transport	<ul style="list-style-type: none"> • Disabled People Organisation 	

	Users Group of People with Disabilities in SA (TUGSA)	<ul style="list-style-type: none"> • http://tugsa63.org/ • Email: Tugsa63@gmail.com • Tel: 011 493 8207 	
Women	Disabled Women South Africa	<ul style="list-style-type: none"> • Women's Movement of Disabled People South Africa • Email: mocumipoppy@gmail.com • Contact: Poppy Mocumi • Cell: 082 927 0594 	
Women	Deaf Women South Africa	<ul style="list-style-type: none"> • Women's movement of DeafSA • Chairperson: Joyce Phiri • Email: tshisimando@gmail.com 	
Women	South African Deaf Women Association (SADWA)	<p>Email: info.sadwa@gmail.com Chairperson: Olga Blose Tel: +27 12 343 0661 Cell: +27 79 898 0364</p>	
Women	South African Blind Women in Action (SABWIA)	<ul style="list-style-type: none"> • Women's movement of the South African National Council for the Blind • Chairperson: Sandra Dreyer • Email: sandra@ctsb.org.za • Cell: 082 787 1350 	
Women	Women's Achievement Network for Disability (WAND)	<ul style="list-style-type: none"> • Women Empowerment • http://www.wand.org.za/ • Email: profdisability@gmail.com • Tel: +27 829907961 	
Youth	Disabled Youth South Africa (DYSA)	<ul style="list-style-type: none"> • Youth Movement of Disabled People South Africa • Email: w.qaji@webmail.co.za • Contact: Wonderboy Qaji • Cell: 078 179 3241 	
Youth	Deaf Youth South Africa	<ul style="list-style-type: none"> • Youth movement of DeafSA • Chairperson: Ivy Bell • Email: ivybell95@yahoo.com 	
Youth	Epilepsy SA Youth Ambassadors	<ul style="list-style-type: none"> • Nicole Laxton: danical@laxtongroup.com • Kai Fitchen: kaifitchen@gmail.com • Justin Dekker: assessor@trustnet.co.za 	
Youth	South African Deaf Youth Development Project (SADYDP)	<p>Email: sadydp.president@gmail.com Cell: 079 078 2311 SMS only or WhatsApp Facebook: https://www.facebook.com/groups/sadeafyouthdevelopment/</p>	
Youth	South African Blind Youth Organisation (SABYO)	<ul style="list-style-type: none"> • Youth wing of the South African National Council for the Blind • Chairperson: Lester Mathebula • Email: lesterm@webmail.co.za • Cell: 079 299 5178 	



International Day of Persons with Disabilities, 3 December 2015

Theme - Inclusion matters: access and empowerment for people of all abilities

Background

The International Day of Persons with Disabilities (IDPD) has been commemorated since 1992 to promote awareness and mobilize support for critical issues relating to the inclusion of persons with disabilities in society and development. The Day works to promote action to raise awareness about disability issues and draw attention to the benefits of an inclusive and accessible society for all.

Governments, UN agencies, civil society organizations, academic institutions and the private sector are encouraged to partner with organizations of persons with disabilities to arrange events and activities to commemorate the Day.

Theme for 2015: Inclusion matters: access and empowerment for people of all abilities

The estimated one billion people living with disabilities worldwide face many barriers to inclusion in many key aspects of society. As a result, people with disabilities do not enjoy access to society on an equal basis with others, which includes areas of transportation, employment, and education as well as social and political participation. The right to participate in public life is essential to create stable democracies, active citizenship and reduce inequalities in society.

Persons with disabilities must be able to fulfil their role in society and participate on an equal basis with others. It is important to focus on the ability and not on the disability of an individual. Often, the societal image of persons with disabilities is impacted by attitudes based on stigma and discrimination, as well as archaic ideas about disability and persons with disabilities that are often the greatest barrier to their full and equal participation in society and development on an equal basis with others. It is important to note that disability is part of the human condition, and that all of us either are or will become disabled to one degree or another during the course of our lives.

By promoting empowerment, real opportunities for people are created. This enhances their own capacities and supports them in setting their own priorities. Empowerment involves investing in people - in jobs, health, nutrition, education, and social protection. When people

are empowered they are better prepared to take advantage of opportunities. They become agents of change and can more readily embrace their civic responsibilities.

Sub-themes for IDPD 2015:

- Making cities inclusive and accessible for all
- Improving disability data and statistics
- Including persons with invisible disabilities in society and development

Making cities inclusive and accessible for all

It is estimated that by 2050, 66% of the world's population will be living in cities. The [United Nations' Third Global Conference on Housing and Sustainable Development - Habitat III](#) - will take place in 2016 to review the progress, experience and lessons learnt in the past and to design a "New Urban Agenda". This Agenda of focused policies and strategies is hoped to harness the power and forces behind urbanization. Habitat III will provide an important platform for the world's urban development policy-makers and practitioners, as well as those working in the field of disability to review current practices and identify opportunities for change.

Importantly, the New Urban Agenda must ensure that future cities, towns and basic urban infrastructures and services are more environmentally accessible, user-friendly and inclusive of all people's needs, including persons with disabilities. The International Day will be used to discuss and present some best practices of inclusive urbanization. Resources:

- [Disability, Accessibility and Urban Development](#)
- [UN-HABITAT III](#)
- [Making Cities Resilient](#), UNISDR
- [DESA/DSPD Forum on inclusive urbanization](#), Nairobi, 28-30 October
- [State of the World's Cities](#), UN Habitat Report (2012)

Improving disability data and statistics

The lack of data and information on disability and the situation of persons with disabilities at the national level contribute to the invisibility of persons with disabilities in official statistics. This presents a major obstacle to achieving development planning and implementation that is inclusive of persons with disabilities. In particular, to be internationally comparable, data should be collected in line with international standards. Data collected can be used the implementation and monitoring of internationally agreed development goals for persons with disabilities, such as the 2030 Agenda for Sustainable Development.

The International Day will be used to highlight measures to strengthen national capacities to improve and mainstream disability data collection, based on existing good practices. The Day will also be used to highlight challenges and map out strategies to involve persons with disabilities and their organizations in disability data and statistics collection and dissemination.

Resources:

- [Monitoring and Evaluation of Inclusive Development](#)
- [International Classification of Functioning, Disability and Health \(ICF\)](#), World Health Organization
- [Measuring Disability Prevalence](#), The World Bank (2007)

Including persons with invisible disabilities in society and development

Persons with mental and psychosocial disabilities represent a significant proportion of the world's population. Millions of people worldwide have mental health conditions and an estimated one in four people globally will experience a mental health condition in their lifetime. Almost one million people die due to suicide every year, and it is the third leading cause of death among young people. Persons with mental and psychosocial disabilities often face stigma and discrimination ([World Health Organization](#)), as well as experience high levels of physical and sexual abuse that occur in a range of settings, including prisons, hospitals and homes. Persons with other invisible disabilities, such as persons with hearing impairments, are also at risk of exclusion from mainstream activities, education or social activities.

The International Day can be used to draw attention on the situation of persons with invisible disabilities, such as mental health and psychosocial disabilities, intellectual disabilities, as well as hearing impairments. The Day can be used to identify good practices of integrative and inclusive education, to organize social activities and awareness raising initiatives, as well as highlight good practices and make recommendations.

Resources:

- [Mental Health and Development](#)
- [Mental Health and Rehabilitation](#), World Health Organization
- [Mental Health Atlas](#) (World Health Organisation, 2014)
- [Making Mental Health a Global Development Priority](#) (meeting to coincide with the World Bank Group/IMF Spring Meeting, April 2016)
- [Mental Health Brief](#) (brief by The World Bank, August 2015)

Events at UN Headquarters

Panel Discussion: Implementing the post-2015 development agenda for persons with disabilities (TBC)

With the presentation of the new sustainable development goals (SDG's) at the Sustainable Development Summit in New York in September 2015, the panel would provide an ideal setting for the international community to discuss ways to implement the SDG's in line with a disability-inclusive development framework.

The panel discussion is therefore timely to address all three dimensions of sustainable development (environmental, economic and social). The discussion is expected to highlight ways in which the 2030 agenda for sustainable development can be inclusive of all persons in society. This is essential for the SDG's to ensure that persons with disabilities are included and empowered in the achievement of the SDG's.

United Nations Enable Film Festival

Each year, disability-related films are presented at the UNEFF to highlight an emerging or overlooked disability issue or present a disability perspective in a larger societal context or in diverse geographic and regional settings or highlight the human diversity of disability. Send us your short film if you think it can help achieve the objectives of the International Day of Persons with Disabilities and is suitable to be presented to a diverse international

audience. Send us your films by 20 November 2015! Further details and submission guidelines are available at: <http://www.un.org/disabilities/default.asp?id=1562>.

UN Photo Exhibition “Images of Ability”

The photo exhibit will work to help change misperceptions to counter stigma and stereotyping about persons with disabilities. It will also promote a better understanding about disability issues and present persons with disabilities as individuals that are a part of our human diversity. Send us your photographs by 31 October 2015! Further details and submission guidelines are available at: <http://www.un.org/disabilities/default.asp?id=1639>.

If you would like to attend the events at the UN Headquarters in New York on December 3, please send us an email with subject "Attending the IDPD 2015 at UN Headquarters in New York" to enable@un.org with your name and organization or affiliation.

How you can commemorate IDPD 2015 in your local community

Include: Observance of the Day provides opportunities for collaborative and inclusive events by all stakeholders – Governments, the UN system, civil society and organizations of persons with disabilities – to focus on issues related to the inclusion of persons with disabilities in society and development, both as beneficiaries and agents of change.

Organize: Hold forums, public discussions and information campaigns in support of the themes of IDPD 2015 to discuss and share ways of including and empowering persons of all abilities to develop and be fully included in their local communities.

Celebrate: Plan and organize performances everywhere to celebrate the contributions made by persons with disabilities as agents of change in the communities in which they live. Celebrate persons with disabilities by creating opportunities to help realize their potential, be it through music, sport, academia or interpersonal skills.

Take Action: A major focus of the Day is practical action to realize the objectives of the Day for persons with disabilities and their communities. So, highlight best practices and think about making recommendations to your local political leaders, businesses, academic institutions, cultural centers and others. Work to ensure that your activity leaves a legacy and brings about lasting change.

Themes for previous years:

- [2014: Sustainable Development: The Promise of Technology](#)
- [2013: Break Barriers, Open Doors: for an inclusive society and development for all](#)
- [2012: Removing barriers to create an inclusive and accessible society for all](#)
- [2011: Together for a better world for all: Including persons with disabilities in development](#)
- [2010: Keeping the promise: Mainstreaming disability in the Millennium Development Goals towards 2015 and beyond](#)
- [2009: Making the MDGs Inclusive: Empowerment of persons with disabilities and their communities around the world](#)
- [2008: Convention on the Rights of Persons with Disabilities: Dignity and justice for all of us](#)
- [2007: Decent work for persons with disabilities](#)
- [2006: E-Accessibility](#)

- [2005: Rights of Persons with Disabilities: Action in Development](#)
- [2004: Nothing about Us without Us](#)
- [2003: A voice of our own](#)
- [2002: Independent Living and Sustainable Livelihoods](#)
- [2001: Full participation and equality: The call for new approaches to assess progress and evaluate outcome](#)
- [2000: Making information technologies work for all](#)
- [1999: Accessibility for all for the new Millennium](#)
- [1998: Arts, Culture and Independent Living](#)

Themes and observances of related International Days

- [World Autism Awareness Day](#)
- [World Down Syndrome Day](#)
- [International Day for Risk Reduction 2013 "Living with Disability and Disasters" \(13 October\)](#)
- [World Telecommunication and Information Society Day: 2008 "Connecting Persons with Disabilities: ICT Opportunities for All" \(17 May\)](#)
- [International Day of Families: 2007: "Families and Persons with Disabilities" \(15 May\)](#)