

am banh chol الدم **Eingliederung** Inclusion Husisha समावेशन
Ushirikishaji Kuonjezela **Inklusio** Jumuisho **Inclusion**
интеграция Bombeleni pumo Inclusion интеграция
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Husisha **Eingliederung** समावेशन Jumuisho интеграция
Kuonjezela **Inklusio** Inclusion
Bombeleni pumo ukwabula a Kunyitanira Inclusion Kunyitanira
Husisha kapatulula Sankaneni Inclusion Kunyitanira
Hoa nhâp Inclusion Jumuisho
Okujawo obukwakuli **Inklusio** Jumuisho
zo ku ba katacemba **Mjumuisho**
интеграция МАКАТЕТ Kusebenjela.
интеграция pamodzi
Inclusion Tuje pamopene
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International
Labour
Organization



MEDIA GUIDELINES FOR THE PORTRAYAL OF DISABILITY





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ILO/H. Nguyen

“Decent work is the ILO’s primary goal for everyone, including people with disabilities. When we promote the rights and dignity of people with disabilities, we are empowering individuals, strengthening economies and enriching societies at large.”

Juan Somavia,
*Director-General,
International Labour Organization (ILO)*

INTRODUCTION

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The media - television, radio, newspapers, magazines, the Internet, social media and other forms - play an important role in influencing public opinion and attitudes. The choice of words, images and messages can determine perceptions, attitudes and behaviours. It can also define what does or does not matter to individuals and the world around them.

How people with disabilities are portrayed and the frequency with which they appear in the media has an enormous impact on how they are regarded in society. While there are some disability-specific media programmes, such as television documentaries, disabled people rarely appear as part of mainstream programmes. When they do appear, they are often stigmatized or stereotyped, and may appear as either objects of pity or super heroic accomplishment and endurance. Including them in regular programmes on television and radio in addition to other types of media can help provide fair and balanced

representation and helps to counter commonplace stereotypes that perpetuate negative perceptions of disabled persons.

Portraying people with disabilities with dignity and respect in the media can help promote more inclusive and tolerant societies. Why is this important? First, because people with disabilities make up approximately 10 per cent of the global population.¹ As a group, they are often subject to discrimination or exclusion from basic services such as health, education, training and work opportunities. This leaves many disabled people and their families among the world's poorest² and most marginalized populations. Second, in many countries, disabled persons often lack access to information about policies, laws and improvements in programmes and services that directly affect them. This knowledge gap perpetuates their exclusion from mainstream social, economic and political life. Promoting the inclusion of people with disabilities requires the recognition

of all people as full members of society and the respect of all their rights. Inclusion also involves ensuring the participation of people with disabilities in all basic services available to the general population and the removal of barriers – physical, attitudinal, legal, regulatory, policy, communication – that prevent them from fully participating in society. What is more, promoting equality of opportunities and access to services and information for people with disabilities is also critical to



strategies for reducing poverty, a shared objective of the international community. These Guidelines are intended to provide practical advice to media on how to promote positive, inclusive images of women and men with disabilities and stimulate a climate of non-discrimination and equal opportunity for disabled persons at all levels of the economy and society. They are intended for people working as editors, journalists, broadcasters, producers, programme makers and presenters. They are also relevant to people working as web editors, and on interactive multimedia products. They reflect a commitment by the International Labour Organization (ILO) and Irish Aid³ Partnership Programme to promote decent and productive work for women and men with disabilities through their inclusion in programmes and services to promote their employability and employment.

These Guidelines are intended for all people working as editors, journalists, broadcasters, producers, programme makers and presenters. They are also relevant to people working as web editors, and on interactive multimedia products.



In 2000, the Heads of State and Government of the United Nations adopted the United Nations Millennium Declaration. To give effect to the Declaration, eight Millennium Development Goals (MDGs) were formulated by Heads of States from around the globe and leading development institutions. The MDGs are a set of eight measurable goals and targets for combating poverty and many of its dimensions. They are to be achieved by 2015.

The goals are as follows:

- **Eradicate extreme poverty and hunger**
- **Achieve universal primary education**
- **Promote gender equality and empower women**
- **Reduce child mortality**
- **Improve maternal health**
- **Combat HIV and AIDS, malaria and other diseases**
- **Ensure environmental sustainability**
- **Develop a global partnership for development**



DISABILITY



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The term disability covers a wide range of different physical, sensory, intellectual or psycho-social impairments which may or may not affect a person's ability to carry out their day to day activities, including their jobs.

Women and men with disabilities work in all sectors of the economy and in all types of roles. Many have demonstrated that with the right opportunities and adjustment, where required, to a job or the work environment, they can make a valuable contribution to the world of work.



SOME FACTS ABOUT PEOPLE WITH DISABILITIES

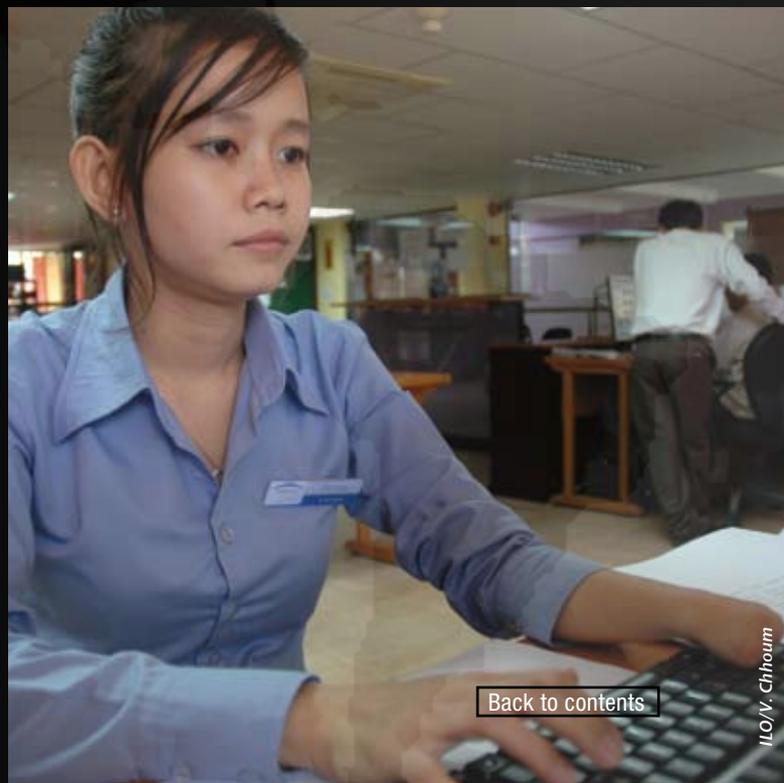


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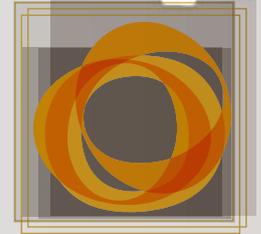
- One-tenth of the world's population, or 650 million people, live with a disability. Approximately 470 million are of working age.
- Eighty per cent of disabled people in developing countries live below the poverty line, according to the United Nations. Most in developing countries live in rural areas where their access to services is limited.
- The World Bank estimates that 20 per cent of the world's poor are disabled.
- Where they are employed, they are more likely to be in low-paid jobs with poor promotional prospects and working conditions.
- Disability affects not only individuals with disabilities, but also their families. Many family members who provide primary care to another family member with a disability have often left work due to their caring responsibilities. What is more, carers and the families of people with disabilities usually experience a higher level of financial hardship than the general population.⁴
- Disabled people's rights are violated in some way in all countries in the world.⁵
- More than 90 per cent of children with disabilities in developing countries do not attend school, according to UNICEF.⁶
- People with disabilities are less likely to be in employment than non-disabled persons.
- The global literacy rate for adults with disabilities is as low as 3 per cent, and 1 per cent for women with disabilities, according to UNDP.⁷
- Poverty and disability are interlinked. Poor people are more likely to have a disability because of the conditions in which they live. Disability is likely to make people poorer because of limited opportunities for education and skills development.
- Disabled women face a double challenge, experiencing exclusion because of their gender and their disability.



DISABILITY⁸
IN COUNTRIES
WHERE
ILO-IRISH AID
DISABILITY
PROJECTS
ARE ACTIVE



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Disabled people have demonstrated that with the right opportunities and adjustment, where required, to a job or the work environment, they can make a valuable contribution in the workplace.

COUNTRY	DISABLED PERSONS
Cambodia	700,000 ⁹
China	83,000,000 ¹⁰
Ethiopia	5 to 8,000,000 ¹¹
Kenya	3,000,000 ¹²
Lao People's Democratic Republic	400,000 ¹³
Tanzania (United Republic of)	3,000,000 ¹⁴
Thailand	2,000,000 ¹⁵
Uganda	5,000,000 ¹⁶
Viet Nam	Estimates vary between 8 and 12,000,000 ¹⁷
Zambia	From 690,000 to 1,000,000 ¹⁸

Disability statistics from 2009

COUNT US IN!

“Women and men with disabilities want to be ‘counted in’ in labour market policies and laws that recognize their rights. They also want to be ‘counted in’ in programmes and services, including vocational and training, that help equip and prepare them for the labour market.”

Marlee Matlin, Academy Award winner and advocate for people with disabilities



ILO/A. Minchin

DISABILITY MYTHS AND FACTS



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ILO

MYTHS

There aren't many people with disabilities, so disability is not really an issue.

Disability is a health issue.

Persons with disabilities are unable to meet performance standards, thereby making them an employment risk.

FACTS

People with disabilities are present in all societies. Many are hidden or excluded from society, either in their homes or in institutions because of social stigma. There may be barriers – physical, attitudinal, legal, regulatory, policy, communication – that limit their opportunity to participate in a variety of activities. Furthermore, a disability may not be visible. Some people who have a disability may not even think of themselves as disabled.

Health is important for everyone – whether disabled or not. But, health is not the only, or in some cases, the most important issue. The participation of a disabled person in the world of work or in society more generally requires consideration of far more than the impairment; it also depends on all aspects of the disabled person's life – education, experience, skills, participation in civil society, etc.

The American chemical and services corporation DuPont was one of the first companies to measure the performance of its disabled employees, which it did for over thirty years beginning in the 1970s. Dupont reported that its disabled employees performed on par or better than its non-disabled staff with regard to safety, performance of job duties, attendance and job stability/turnover.¹⁹ Similar patterns are reported by employers surveyed in Australia, the Netherlands, and the United Kingdom.²⁰

MYTHS

Accessibility is about ramps, wheelchairs and sanitary facilities.

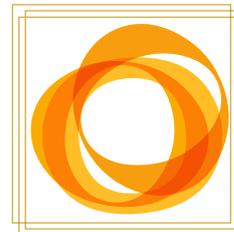
Considerable expense is necessary to make workplace adjustments for workers with disabilities.

FACTS

Accessibility is strongly linked to design and takes into account everyone's needs, whether or not they have a disability, and encompasses features such as colour, audio signals like those found at pedestrian crossings, tonal contrast, surfaces, hearing enhancement systems (such as 'loop systems'), presentation of information, and signage for finding one's way, among other items. Good accessibility benefits everyone.²¹

Making reasonable adjustments in the workplace refers to measures or actions taken by employers to help disabled people work or to take part in training on the same basis as non-disabled individuals. Most workers with disabilities require no special adjustments and the cost for those who do is minimal or much lower than many employers believe. Studies by the Job Accommodation Network United States have shown that 15 per cent of accommodation costs nothing, 51 per cent costs between \$1 and \$500, 12 per cent costs between \$501 and \$1,000, and 22 per cent cost more than \$1,000.²²

The Broadcasting and Creative Industries Disabilities Network (BCIDN) brings together major broadcasters in the United Kingdom to explore and address disability as it relates to the media industry. As a member of the BCIDN, the British Broadcasting Corporation (BBC) is committed to equal opportunities and diversity which reflects the many audiences that they serve. Its disability action plan aims to: increase the presence of disabled people on the air and on screen; increase the number of disabled people in all areas of the workforce; increase access to services, on and off air; and ensure access to its buildings.²³ For more information about the BBC's disability policy: <http://www.bbc.co.uk/aboutthebbc/policies/diversity.shtml#commitments>



The medical versus social models of disability

Focusing only on the impairment or on the disabled person as someone to be 'cured' is called the 'medical model' of disability. This approach often overlooks the abilities the disabled person has. By contrast, the 'social model' sees the barriers to participation arising from the way in which a society is built and organized, and attitudes and mistaken assumptions about disabled persons, in combination with the impairment that the individual has.



ILO/H. Nghi Phan

DISABILITY HOW THE MEDIA CAN HELP



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How the media portray disability can help increase awareness throughout society about the realities faced by disabled persons, reduce stereotypes, prejudices and harmful practices, and promote awareness of their capabilities and contributions.

When (peak versus non – peak times), how and how often disability is presented and the language used can nurture positive perceptions, foster respect for the rights and dignity of persons with disabilities and promote inclusive societies.



In Beijing, the 'One Plus One' Cultural Exchange Centre is a media operation run entirely by disabled journalists. In 2008, two of the company's staff became the first fully-accredited, disabled Chinese journalists in the history of the Olympics. Their radio shows now reach most parts of China.²⁴



WHAT THE MEDIA CAN DO TO SUPPORT REPORTING ON AND POSITIVE PORTRAYAL OF DISABILITY AND PERSONS WITH DISABILITIES:

- Raise awareness of the challenges facing people with disabilities and issues surrounding disability, and factors that contribute to the problem and that can lead to stigmatization of people with disabilities.
- Bring discussion of disability into the public arena to challenge the idea of it as a taboo subject.
- Feature examples of people with disabilities as providers of expertise, services, assistance and as sources of support for their families and communities.
- Call for better resources to address the exclusion of disabled people from general social, economic and political life and overcome lack of access to most areas of development, including health, education, food, shelter, employment and land.
- Promote policies, products, services and environments that support the full participation and development of all people, including disabled people.
- Disseminate support services contact information. Include appropriate sources of local and national help or support at the end of an article or a programme to help ensure that people with disabilities and their families get the information they need, as well as facts about improvements in national policies and programmes.
- Promote the message that people with disabilities are present in every community around the globe. They have the same range of emotions, interests, talents, skills and behaviour as the rest of the population and should be portrayed as having the same complexity of personality and experience as other people of similar age and situation.



ILO/G. Amarasinghe

STORY IDEAS FOR DISABILITY



ILO/N. Minh Tran

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- What are the trends in your community in providing employment opportunities in the public and private sector for people with disabilities?
- In difficult economic times, are disabled workers at risk of losing their jobs?
- What organizations in your community are providing support for including people with disabilities in the workplace? What specific support do these organizations provide?
- What changes, if any, has your community made to ensure a more accessible environment?
- How does your country compare to others in funding programmes or services for people with disabilities?
- What measures have been taken by your country or organizations to better reflect a disability perspective in national development policies and programmes?
- What is the potential buying power, or disposal income, of people with disabilities in your country?

The spending power of disabled people is considerable. For example, in the United Kingdom it is estimated to be £80 billion; in the United States, \$220 billion; and in Canada, US\$ 50 billion.²⁵





DISABILITY TERMINOLOGY

Both words and images used to portray a person or situation can have a positive or negative effect. Avoid categorizing a person based on their disability. Refer to the person and not the disability.

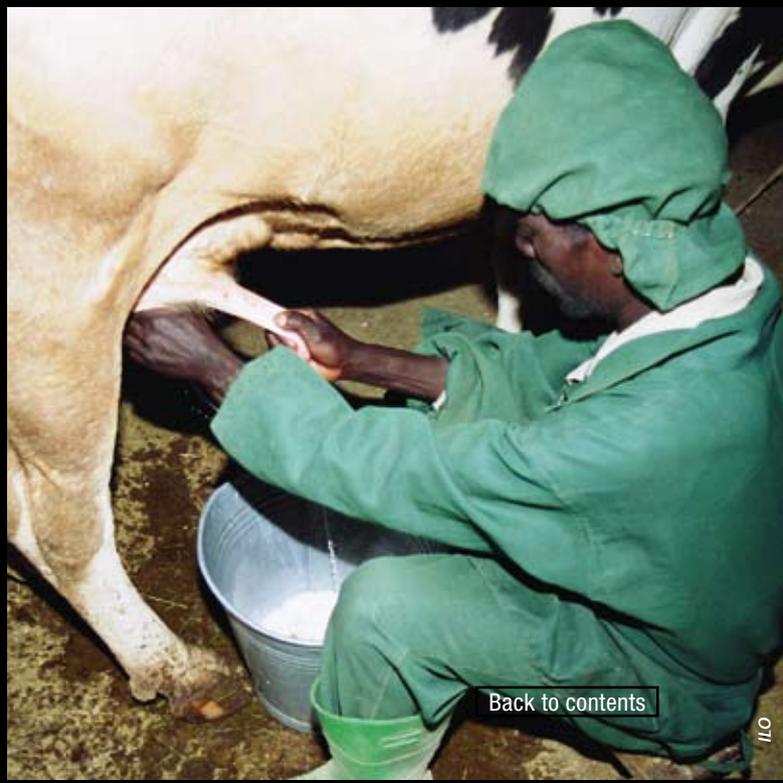
AVOID PHRASES LIKE	USE PHRASES LIKE
Afflicted by multiple sclerosis, cerebral palsy, etc.	Person who has cerebral palsy, etc., Person with cerebral palsy
Attack, spells, fits	Seizure
Birth defects, deformity	Person born with a disability, Person with a disability from birth
The blind, the visually impaired	Person who is blind Person with visual impairment
Confined to a wheelchair, Wheelchair-bound	Person who uses a wheelchair; A wheelchair user
Crazy, insane, mad, demented, psychotic, lunatic, schizophrenic, deviant	Person with a mental health disability, Person who has schizophrenia, etc.
Cripple/crippled	Person with a physical disability, Person with a mobility impairment, Person who walks with crutches, Person who uses a walker
Deaf-mute, deaf and dumb	Person who is deaf Person who is hearing impaired
Disabled community	Disability community
The Disabled	Person with a disability, People with disabilities, A woman or man with a disability, *Disabled people or disabled person
Dwarf, midget	A person of short stature
Handicapped seating, parking, washrooms	Accessible seating, parking, washrooms
Invalid	Person with a disability
Mentally retarded, idiot, imbecile, slow	Person with an intellectual disability, Persons with learning disabilities
Mongoloid, mongolism	Person with Down Syndrome
Normal	Person without a disability Non-disabled person
Spastic	Person who has muscle spasms
Suffers from Stricken with Cripple	Person with a disability, Person who has cerebral palsy, etc. (Disability is not synonymous with suffering)

Source: excerpted from Suggested language for people with disabilities: Together We Rock!, http://www.togetherwerock.com/pdfs/Draper_SuggGuidLang_Nov14.pdf.
*These ILO Media Guidelines use both “people with disabilities” and “disabled people” interchangeably, reflecting accepted usage in different parts of the world.



110/H. Hendrawan

DISABILITY REPORTING TIPS



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- Avoid labels that categorize people and obscure the person. Labels can often cause us to perpetuate negative images about people or groups of people. Labels like ‘disability’ or ‘mental’ have negative stereotypes or myths associated with them. Beware of labels and the information they carry.
- Allow people with disabilities to speak for themselves. Experience shows that when a disabled person speaks with confidence and authority about a particular situation, non-disabled audiences are more likely to believe that people with disabilities are knowledgeable.²⁶
- Encourage public understanding of the issues facing people with disabilities.
- Expose common myths about disability (see ‘Myths’ on pages 14-16).
- Provide practical information. Media efforts are usually more effective if they contain some information that will help a non-disabled person the next time they see or meet a woman, man or child with a disability.²⁷ For example, practical advice can be as simple as ‘how do I talk to someone who is deaf’? (Answer: I can speak normally and clearly so they can read my lips. I can write a message on paper. I can take cues from them.)
- Communicate regularly with organizations of and for disabled persons. Talk to representatives of disability organizations to learn about issues or new developments affecting people with disabilities. Look beyond the International Day of Persons with Disabilities, celebrated annually on 3 December, as a hook for introducing the topic of disability. Consider other world or international days – for example, International Women’s Day (8 March), World Day Against Child Labour (12 June), World Aids Day (1 December) - and think of the linkages.
- Work with disabled journalists or those with a family member who is disabled to give authenticity to the portrayal of disabled persons.
- Don’t overemphasize disabled ‘heroes’. Even though the public may admire ‘superheroes’, portraying people with disabilities as superstars raises unrealistic expectations that all people with disabilities should achieve this level.



ILO/R. Kapur

INTERNATIONAL CONVENTIONS AND STANDARDS ON DISABILITY



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ILO/A. Maashto

KEY ILO CONVENTIONS THAT PROTECT THE LABOUR RIGHTS OF PEOPLE WITH DISABILITIES

ILO Convention concerning Discrimination in Respect of Employment and Occupation, 1958 (No. 111).

Around the world, the existence of employment discrimination prevents too many men and women, including disabled persons, from participating in the labour market and reaching their full potential. Convention No. 111 on discrimination in employment is one of the core conventions of the ILO.

ILO Convention on Vocational Rehabilitation and Employment (Disabled Persons), 1983 (No. 159).

Convention No. 159 has been ratified by over 80 countries. It requires that representative organizations of employers and workers, as well as those of disabled persons, be consulted on the implementation of national policy on vocational rehabilitation and

employment for disabled people. This theme of consultation with key stakeholders is also emphasized in the UN Convention on the Rights of Persons with Disabilities (see below).

Code of Practice: Managing disability in the workplace, 2002

The Code of Practice adds to the range of standards which the ILO uses in its work to promote the employment of persons with disabilities. It reflects the significant changes which have taken place in the understanding of disability, and in legislation, policies and services concerning people with disabilities since 1983. Though not a binding document, if employers accept the Code, they should be willing to implement all of the rules and procedures it contains.

A COMPREHENSIVE HUMAN RIGHTS CONVENTION FOR DISABLED PERSONS

UN Convention on the Rights of Persons with Disabilities (UN CRPD)

The CRPD, which entered into force in May 2008, is the first comprehensive human rights treaty of the 21st century, and the first such treaty specific to disabled persons. It promotes their full participation in economic, social, cultural and political life. It reinforces national and international efforts and provides a renewed impetus in eliminating discrimination on

the basis of disability and in positively promoting inclusion.

Article 27 specifically relates to the rights of persons with disabilities in work and employment, and highlights the right to the opportunity to gain a living by work freely chosen or accepted in a labour market and work environment that is open, inclusive and accessible to people with disabilities.



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DISABILITY USEFUL REFERENCES AND LINKS



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ILO/M. Kurokawa

The ILO is devoted to advancing opportunities for women and men to obtain decent and productive work in conditions of freedom, equity, security and human dignity. Its main aims are to promote rights at work, encourage decent employment opportunities, enhance social protection and strengthen dialogue in handling work-related issues.



ILO-Irish Aid works with a range of stakeholders in the area of disability and development to help promote inclusive approaches to vocational and entrepreneurship training and employment services to help create a pathway out of poverty.

The Partnership Programme’s main stakeholder groups are:

- Government
- Representatives of workers’ groups
- Representatives of employers’ groups
- International agencies
- Non-governmental organizations, including those for and of disabled persons
- Community groups
- Media

LINKS

International Labour Organization (ILO)	http://www.ilo.org
ILO, Skills and Employability Department, Inclusion of persons with disabilities	http://www.ilo.org/disability
ILO-Irish Aid Partnership Programme	http://www.ilo.org/inclusion
Irish Aid	http://www.irishaid.gov.ie
United Nations Enable	http://www.un.org/disabilities



IlO/T. Sukpaiboonwat

DISABILITY INFORMATION PRODUCTS



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IlO

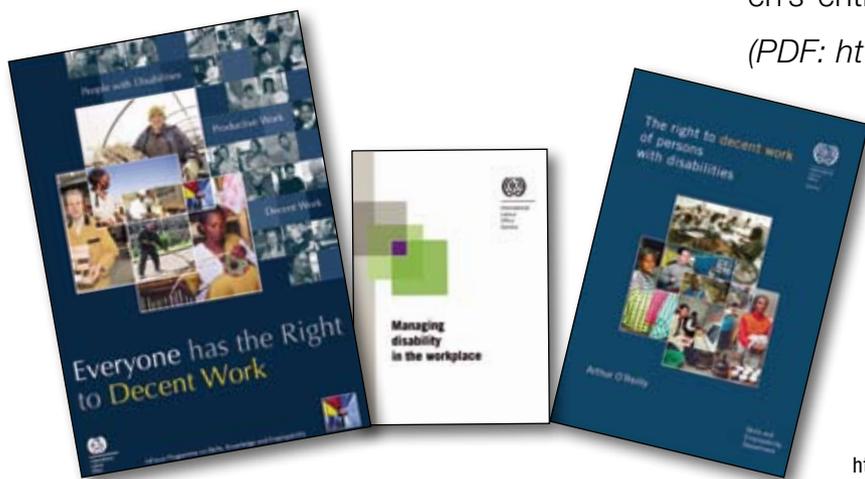
The right to decent work of persons with disabilities (Also in Amharic, Arabic, Bahasa, Chinese, French, Hindi, Japanese, Mongolian, Russian, Spanish, Thai and Vietnamese.)

Achieving equal employment opportunities for people with disabilities through legislation (Also in Amharic, Chinese, French, Khmer, Kiswahili, Mongolian, Sinhalese, Spanish, Thai and Vietnamese.)

ILO Code of Practice: Managing disability in the workplace. (PDFs in English, French and Spanish: <http://www.ilo.org/disability>. Also in Amharic, Arabic, Bosnian, Chinese, Estonian, Finnish, German, Hungarian, Icelandic, Japanese, Latvian, Lithuanian, Mongolian, Nepalese, Polish, Portuguese, Russian, Slovenian, Tamil, Thai, Ukrainian and Vietnamese.)

Count Us In!

How to make sure that women with disabilities can participate effectively in mainstream women's entrepreneurship development activities. (PDF: <http://www.ilo.org/disability>)



<http://www.ilo.org/public/english/disability/countusin/index.html>



For complete list of publications: <http://www.ilo.org/disability>
Further information: disability@ilo.org

ENDNOTES

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- ⁶ UNICEF, Innocenti Research Centre, *Innocenti Digest No.13: Promoting the Rights of Children with Disabilities*, 2007, p. vii.
- ⁷ UN Enable Fact sheet on Persons with Disabilities, <http://www.un.org/disabilities/default.asp?id=18>, accessed on 7.04.10.
- ⁸ There is no consistent series of internationally comparable, reliable and valid data on people with disabilities. This is partly because of the plethora of definitions used, but also because of deficiencies in the data collection methods.
- ⁹ ILO, 2009, Fact sheet *Inclusion of People with Disabilities in Cambodia*, http://www.ilo.org/wcmsp5/groups/public/---ed_emp/--ifp_skills/documents/publication/wcms_115096.pdf.
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- ¹⁵ ILO, 2009, Fact sheet *Inclusion of People with Disabilities in Thailand*, http://www.ilo.org/wcmsp5/groups/public/---ed_emp/--ifp_skills/documents/publication/wcms_112307.pdf. Thailand has as its formal name the "Kingdom of Thailand".
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- ¹⁷ *Social Work in Asia: Doing good, while doing well*, http://www.business-in-asia.com/vietnam/vietnam_disabled.html, accessed on 22.03.10.

- ¹⁸ ILO, 2009, Fact Sheet *Inclusion of People with Disabilities in Zambia*, http://www.ilo.org/wcmsp5/groups/public/---ed_emp/---ifp_skills/documents/publication/wcms_115100.pdf.
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- ²⁰ Employers' Forum on Disability, <http://www.realising-potential.org/six-building-blocks/commercial/what-researchers-say.html>, accessed on 07.04.20.
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- ²⁶ ILO and Rehabilitation International: *Working together with the media - A practical guide for people with disabilities*, 1994, p. 1.
- ²⁷ *Ibid*, p. 11.



MEDIA GUIDELINES FOR THE PORTRAYAL OF DISABILITY



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