

# Invalid Opinions

2019 campaign partner toolkit



---

Campaign aim	3
Introduction	4
Together we are powerful	5
The campaign	6
Supporting the campaign	7
Activation ideas	10
Find out more	11

**To combat the stereotypes and stigma still faced by persons with disabilities in the labour market.**

# The level of exclusion from the labour market is truly staggering.

People with disabilities make up an estimated one billion, or 15 per cent, of the world's population; about 80 per cent, of which, are of working age. Yet, the right of people with disabilities to decent work is frequently denied, leading to a disproportionate number of people being excluded from the labour market. This exclusion can mean that people are either held back from accessing a job or they experience difficulties in finding and retaining a job.

So what is getting in the way of disabled talent progressing in the world of work?

Culture, legislation and history all play a role in creating barriers to employment. But at its highest level, barriers to employment of people with disabilities comes down to a set of beliefs and opinions held by others about what they can and can't do. Opinions that are largely based on myths, fear and a lack of knowledge.

Challenging this conventional wisdom sits at the heart of this global campaign, led by the ILO Global Business & Disability Network (GBDN), with support from Leonard Cheshire, the UN Special Rapporteur on the Rights of Persons with Disabilities, and Radley Yeldar.



# The bigger the reach, the bigger the change.

100 million+  
people

COMBINED REACH OF THE GBDN PARTNERS'  
SOCIAL NETWORKS

The Invalid Opinions campaign launched at the [ILO Future of Work conference](#) on November 21, inspiring and engaging key influencers and business leaders from some of the biggest organisations around the world to get behind it.

But we need your help to create a movement of social change.

Using the enormous collective power of our employee and social networks, this campaign has the potential to reach a significant number of people in some of the biggest organizations.

The materials in this pack have been prepared to give you helpful context and practical guidance on the campaign so you can amplify it through your own channels and networks, playing a fundamental role in making this campaign a success.

**Together we can encourage everyone to think differently about disability, we can influence hiring decisions, and we can break the cycle.**

# Invalid Opinions

## The idea



**Every day, people make generalizations and assumptions about people with disabilities — from the support a disabled person needs to what they are capable of.**

Mostly, these comments and assumptions aren't even intended to be malicious. They're well-meaning, but miss the mark, because the person making them assumes the person they're addressing is weaker, more vulnerable, less likely to succeed because of their disability.

Who better to share them – than those who have experienced them directly.

The campaign puts a spotlight on a number of individuals defying these Invalid Opinions every day – asking the viewer to confront their own beliefs and misconceptions that might be inadvertently contributing to the staggering number of persons with disabilities being held back in the world of work.

# How you can get involved



# Supporting on social

# Tuesday, December 3

THE INTERNATIONAL DAY  
OF PERSONS WITH DISABILITIES  
#IPD2019

---

On Tuesday December 3 we celebrate the International Day of Persons with Disabilities, which is an important occasion to raise awareness about the complexity of disability issues and about the challenges faced by persons with disabilities all over the world.

The International Day of Persons with Disabilities is a great launchpad for sharing the Invalid Opinions campaign on social, but you may prefer to use our suggested campaign posts and assets to create or add to your own content calendar, sharing throughout the duration of the campaign and beyond.

To help us maximize our reach and change as many invalid opinions as possible, please do encourage others in your network to get involved, and follow us on [Twitter](#), [Facebook](#) and [LinkedIn](#) and retweet or share where possible. We recommend using #Invalidopinions where relevant as it'll allow us to track and measure the campaign's reach globally.

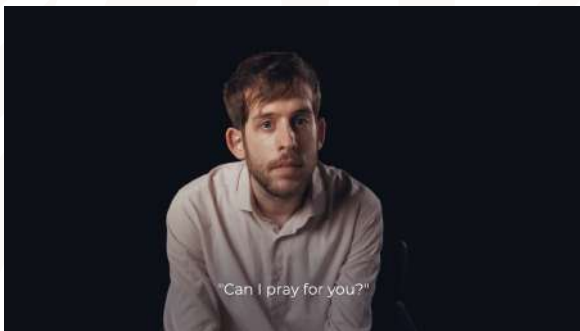


# Social media posts

Here you'll find suggested social posts and assets that you can use on your social channels including Facebook, LinkedIn, Instagram, Twitter and Workplace.

All supporting creative assets can be downloaded through the campaign resource center [here](#) and on the ILO GBDN site: [businessanddisability.org/invalidopinions](https://businessanddisability.org/invalidopinions)

## Social media assets



## Here are some suggested social media posts.

- On International Day of Persons with Disabilities, we felt compelled to share the #Invalidopinions campaign which shines a spotlight on some of the attitudinal barriers around disabled talent and the impact on employment. Check out the video here ([https://youtu.be/5hg2X4A\\_kVk](https://youtu.be/5hg2X4A_kVk))
- We are all guilty of making assumptions and #Invalidopinions, whether we realise it or not, and it's leading us to disregard talent on a global scale. Opinions matter. Make sure they're valid ([https://youtu.be/5hg2X4A\\_kVk](https://youtu.be/5hg2X4A_kVk))
- A staggering number of individuals are routinely ignored by business as a result of opinions that are invalid. We're using the power of our networks to call on everyone – from employees and hiring managers to business leaders and the CEOs – to help break the cycle for persons with disabilities #Invalidopinions ([https://youtu.be/5hg2X4A\\_kVk](https://youtu.be/5hg2X4A_kVk))
- We're getting behind the #Invalidopinions campaign which challenges the myths and opinions around people with disabilities. Together our reach and impact is enormous. How many opinions can we change? ([https://youtu.be/5hg2X4A\\_kVk](https://youtu.be/5hg2X4A_kVk))
- A staggering number of people are routinely held back from employment based on myths and opinions around what they can and cannot do. We're getting behind the #Invalidopinions campaign which quashes these opinions and calls on everyone to help break the cycle ([https://youtu.be/5hg2X4A\\_kVk](https://youtu.be/5hg2X4A_kVk))

# Localizing the campaign

We have provided some sample social media posts and assets as a starting point for engagement, but feel free to prepare your own content and engagement activities that tell your own story as an organization. What does challenging stigma and stereotypes mean for you? What benefits has disability inclusion brought to your business? What steps are you taking to get more disabled talent into your organization?

Here are some engagement ideas to raise awareness and increase engagement beyond our social suggestions.

- **Use our assets to promote the campaign through your own internal channels.** Including newsletters, intranets, and social networks such as Workplace, Yammer and Microsoft Teams.
- **Engage your leaders to get behind the campaign, championing a more inclusive workplace.** Townhalls, webinars, calls, and leadership-specific channels are great opportunities for leaders to share their support.
- **Embed the video on your own video library,** training hub, or YouTube channels.
- **Encourage employees to share their own experiences of Invalid Opinions.** Compile your own video snippets/case studies. Quotes could be from the perspective of an employee who identifies as having a disability and/or a team member whose own 'invalid opinion' was quashed through working with a colleague with a disability. Tip: be mindful of giving context and avoid sharing any quotes that could be misconstrued.
- **Use the campaign as a springboard for discussion** – in your organization's disability network or in Diversity & Inclusion training sessions.



**International  
Labour  
Organization**

Global Business  
and Disability  
Network

### ILO GBDN

The ILO Global Business and Disability Network is a unique employer-led initiative that works to promote the inclusion of people with disabilities in workplaces around the world. Our members include multinational enterprises, national business and disability networks, and international not-for-profit and disabled people's organizations. Through their work, our members demonstrate the clear business benefits of employing people with disabilities and highlight the valuable contributions they bring to workplaces of all kinds.



### Leonard Cheshire

Leonard Cheshire believes in a fair and inclusive world; we play our part in supporting individuals to live, learn and work as independently as they choose.

A pan disability organisation with over 70 years' experience supporting persons with disabilities in the UK and around the world, we are a thought leader in inclusive development. Leonard Cheshire works closely with persons with disabilities and in partnership with a diverse range of stakeholders to open doors to opportunity and to break down barriers that deny people their basic rights.



**Embracing  
Diversity**

Catalina Devandas Aguilar  
UN Special Rapporteur on the rights  
of persons with disabilities

### UN Special Rapporteur on the Rights of Persons with Disabilities

Catalina Devandas was appointed by the UN Human Rights Council to support the implementation of the Convention on the Rights of Persons with Disabilities. She works with governments, international organizations and civil society to ensure the active participation of persons with disabilities in social development. Through her work, she advances a vision in which disabilities are another aspect of human diversity.



### Radley Yeldar

We're RY. A full service, end-to-end creative consultancy made up of a 200-strong team of specialists working with multinationals, start-ups, private companies and public bodies around the world for more than 30 years. Together, we tackle complex challenges for complex organizations by defining their story, communicating it simply, changing behavior and delivering results. We've helped many organizations to meet their diversity and inclusion aspirations while also creating meaningful change in the world.

Find out more about the campaign:  
**[ilo@ry.com](mailto:ilo@ry.com)**

---

**Thank you**  
for your support

