



# Independent Living Month

## CAMPAIGN TOOLKIT

### OBJECTIVE

This toolkit was created to educate the public about the importance of living independently for people with disabilities during the month of July – Independent Living Month (ILM).

The 2017 edition of the toolkit contains sample social media messages, links to web resources from California disability organizations and other organizations, and logos, web banners, posters and graphics to use with social media. (#ILM2017)

Use the toolkit to design your own promotions. Mix and match, copy or adapt the contents to fit the particular news and issues of your own organization or community - and share your ILM activities to inspire others. For more information, contact [kyla@cfilc.org](mailto:kyla@cfilc.org)

### July 1-14: I Am Self-Determination; I Am Independent Living (IL)

What is IL? How did IL begin?

### How to Participate

- Share resources and disability history all month long using #ILM2017 and #IAmSelfDetermination.



- Add the ILM2017 frame your Profile photo:  
<https://twibbon.com/Support/independent-living-month>

## **July 17-21: I Am Doing My Part: My Vote Matters-** National Disability Voter Registration Week

### **How to Participate**

- Share links for voter registry; contact your local elected officials. Visit <http://www.aapd.com/our-focus/voting/rev-up-images-and-toolkits/> for more information.

## **July 24-31: I am the ADA** – 27th Anniversary celebration of the Americans with Disabilities Act (ADA)

### **How to Participate**

- Share resources and information:  
<http://www.rehab.cahwnet.gov/DisabilityAccessInfo/Americans-with-Disabilities-Act.html>

## **SOCIAL MEDIA**

- Official Hashtags (to be included in materials) #ILM2017  
#IAmSelfDetermination  
Unofficial Hashtags: #IndependentLiving #Equality #Choice  
#Freedom

## **Week 1-2: I Am Self-Determination; I Am Independent Living** (July 1-14)



Web Banner Caption:

Take a stand for equity, self-determination, and self-respect for people with disabilities. Join us in declaring July as Independent Living (IL) Month!

#ILM2017 #IAmSelfDetermination

### **Sample Posts Social Media - Facebook/ Instagram/Linkedin**

#### **Week 1 Post 1**

July is Independent Living (IL) Month! For over 30 years, people with disabilities and allies have worked to promote the independent living movement: equal opportunities, self-determination and self-respect.

Show your support by changing your profile photo:

<https://twibbon.com/Support/independent-living-month>

#ILM2017 #IAmSelfDetermination

#### **Week 1 Post 2**

**Did you know?** Independent Living (IL) is a worldwide movement of people with disabilities working for equal opportunities, self-determination and self-respect.

Make a declaration for Independent Living by changing your profile photo:

<https://twibbon.com/Support/independent-living-month>

#ILM2017 #IAmSelfDetermination

## Sample Posts Social Media – Twitter

### Week 1 Tweet 1

July is #IndependentLivingMonth! Join @CaliforniaDOR @\_CFILC @DisabilityCA @CalSILC w/ #ILM2017 profile filter: <https://twibbon.com/Support/independent-living-month> (140)

### Week 1 Tweet 2

I stand for equality, self-determination and self-respect for people w disabilities. <https://twibbon.com/Support/independent-living-month> #ILM2017 #IAmSelfDetermination (139)

### Week 1 Tweet 3

#DYK Independent Living (IL) = PWD working for equal opportunities, self-determination and self-respect. <https://twibbon.com/Support/independent-living-month> #ILM2017 (139)



Web Banner Caption:

The “Father of the Independent Living Movement” Ed Roberts, stood for equal opportunities, self-determination and self-respect for people with disabilities. Join us in celebrating Independent Living Month and learning about disability history!

(Image description: photo of Ed Roberts, a man in a wheelchair shaking hands with a man holding a cane. The caption reads, “I am Self-

Determination; I Am Independent Living. Independent Living Month: Independence, Equality, Freedom, Choice.”)

#ILM2017 #IAmSelfDetermination

## **Sample Posts Social Media - Facebook/ Instagram/Linkedin**

### **Week 2 Post 1**

There would be no Independent Living Movement without Ed Roberts.

Did you know: Ed Roberts was the first student with significant disabilities to attend UC Berkeley and was a founder of UC’s Physically Disabled Students Program, which became the model for over 400 independent living centers across the country. Learn more:

<https://yodisabledproud.org/education/yo-webinar-library.php#youtubeedRoberts2014Training>

#ILM2017 #IAmSelfDetermination

### **Week 2 Post 2**

Ed Roberts, the father of the Independent Living Movement, was a true pioneer.

Did you know: Ed Roberts was featured as a Google Doodle on his birthday this year, January 23<sup>rd</sup>: <http://time.com/4643095/google-doodle-ed-roberts/>

#ILM2017 #IAmSelfDetermination

## **Sample Posts Social Media – Twitter**

### **Week 2 Tweet 1**

There would be no #IndependentLiving Movement without Ed Roberts.

Learn more: <https://yodisabledproud.org/education/yo-webinar-library.php#youtubeedRoberts2014Training> #ILM2017

#IAmSelfDetermination (133)

### **Week 2 Tweet 2**

#DYK: Ed Roberts was featured as a Google Doodle on his birthday this year 📅 <http://time.com/4643095/google-doodle-ed-roberts/> #ILM2017  
#IAmSelfDetermination (135)

**Week 3: I Am Doing My Part: My Vote Matters-** National Disability Voter Registration Week (July 17-21)



Web Banner Caption:

National Disability Voter Registration Week is July 17-21, 2017.

“Self advocacy begins by understanding that rights are never granted from above, they are grasped from below by those with the courage and determination to seize that to which they are entitled.” – Hon. Tony Coelho

(Image description: a line of people standing, each holding a paper that read, “VOTE.” There is a man in line in a wheelchair. The caption reads, “I Am Doing My Part. My Vote Matters! Independent Living Month: Independence, Equality, Freedom, Choice.”)

#ILM2017 #IAmSelfDetermination

**Sample Posts Social Media - Facebook/ Instagram/LinkedIn**

### **Week 3 Post 1**

"VOTE as if your life depends on it—Because it DOES!" - Justin Dart  
#REVUP #VoteDisability [www.aapd.com/REVUP](http://www.aapd.com/REVUP)

[post with photo Justin Dart] #ILM2017 #IAmSelfDetermination

## Week 3 Post 2

Not registered to vote? The #REVUP Campaign's got you covered! Check out [American Association of People with Disabilities](http://www.aapd.com/our-focus/voting/national-disability-voter-registration-week/) online voter registration tool: <http://www.aapd.com/our-focus/voting/national-disability-voter-registration-week/>

#ILM2017 #IAmSelfDetermination

## Sample Posts Social Media – Twitter

### Week 3 Tweet 1

[DRC to provide post.] #ILM2017 #IAmSelfDetermination

### Week 3 Tweet 2

[DRC to provide post.] #ILM2017 #IAmSelfDetermination

**Week 4: I am the ADA** – 27th Anniversary celebration of the Americans with Disabilities Act (ADA) (July 24-31)



Web Banner Caption:



“Let the shameful wall of exclusion finally come tumbling down.”

-President George H. W. Bush as he signed the Americans with Disabilities Act on July 26<sup>th</sup>, 1990.

(Image description: Photo of President George Bush signing into law the Americans with Disabilities Act of 1990 on the South Lawn of the White House. L to R, sitting: Evan Kemp, Chairman, Equal Employment Opportunity Commission, Justin Dart, Chairman, President's Committee on Employment of People with Disabilities. The caption reads, “I am the Independent Living Act” Independent Living Month: Independence, Equality, Freedom, Choice.)

### **Sample Posts Social Media - Facebook/ Instagram/Linkedin**

#### **Week 4 Post 1**

“Lives Worth Living” captures the events of a small group of dedicated activists, spearheading the disability rights movement to change the face of American society <https://www.youtube.com/watch?v=9Tsc7mo8YVY>  
#ILM2017 #IAmSelfDetermination

#### **Week 4 Post 2**

#TBT to March 12, 1990 when activists climbed up the capitol steps to show how much accessibility and inclusion was needed  
<http://www.visualnews.com/2016/03/17/tbt-remembering-capitol-crawl-rally-convinced-congress-pass-ada/> #ILM2017 #IAmSelfDetermination

### **Sample Posts Social Media – Twitter**

#### **Week 4 Tweet 1**





27 years ago today, President Bush signed the Americans w/ Disabilities Act into law #ILM2017 #IAmSelfDetermination

#### **Week 4 Tweet 2**

"Lives Worth Living" - The great fight for Disability Rights #ILM2017  
#IAmSelfDetermination <https://www.youtube.com/watch?v=9Tsc7mo8YVY>