

# BECOME A DISABILITY ADVISOR FOR YOUR CLIENTS/ORGANIZATION

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Abbie S. Fink

HMA Public Relations

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# Diversity and Disability

- The concept of diversity encompasses acceptance and respect
  - Each individual is unique and recognizing individual differences
  - Race, ethnicity, gender, sexual diversity and orientation, socio-economic status, age, physical abilities, religious beliefs, political beliefs, or other ideologies

# Diversity and Disability

- The concept of diversity encompasses acceptance and respect
  - See opportunity in the differences
  - Understanding, embracing and celebrating the rich dimensions of diversity contained within each individual

# Being Undiversified

- Different messages resonate with different audiences
  - 88% agreed with the statement, “Using more diverse images helps a brand’s reputation”
  - 41% agreed it is important to represent modern day society in marketing imagery
  - 33.9% said they’ve used more “racially diverse models”
  - 21.4 percent said they used more images featuring “nonprofessional models” in the last 12 months

# Being Undiversified

- Different messages resonate with different audiences
  - 8.6% said they used more images during the past 12 months featuring a “nontraditional family,” while 10.6% used more images featuring same-sex couples
  - 10.2% used more images featuring people with disabilities
  - Over 91% of U.S. marketers agree with the statement “there is still room for growth in using more diverse images by marketers”

# Why Diversity Matters

- Diversity has the potential to generate tangible benefits
  - Influence and spending power
  - Tightly knit communities that have influence among their peers on social media
  - New markets equals new streams of revenue
  - Loyalty and support from consumers will be evident
  - Opinions are heard

## Why Diversity Matters

If your brand is genuinely interested in expanding its diversity and reach, there is no better way than to work with real people from different walks of life