



Strengthen Relationships with Your Customers Who Have Disabilities

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2012 BUS & PARATRANSIT CONFERENCE

- 
- Re-define how to help
 - Increase comfort levels
 - Increase familiarity
 - Use language supporting inclusion
 - Contrast concepts of inclusion and separation
- 



What word best
describes you?





Choose your own
label





No Longer
Special





Words Matter





2. The Case for Thinking Inclusively





iBreak





Any surfers in the
room?







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3. 12 Competencies to Learn and Use





Break





Exercising in a chair is an effective way for seniors to stay in shape.


4. Collaborative Exercise




5. Report Back







6. Closing Remarks





THANK
YOU!





YouTube

“A world made for disabilities” :34

“Make the world accessible” 1:04

“Getting Enough Recreation” 6:05

