

“Ratification “Toolbox”

Focus	Tool	Description	Issues to consider	Action
Building Community Support	Marketing and Public Relations	Communicate to general public the importance of equality of opportunity for persons with disabilities	Avoid messages that make persons with disabilities seem needy – be sure to set firmly in equality and human rights sort of language	
	Using the media	Get to know reporters and editors	Be careful of those who “think they understand” but do not – their stories can be harmful to the equality message you want to get across	
	Special events	Used to draw profile to an issue and portray persons with disabilities as active participants in the community	You want to project image that persons with disabilities are equal members of the community. Be careful of patronizing	
	“Celebrity champions”	Can add high profile to a cause	Ensure consumer control of agenda	
	Letters to the Editor	Can be used to highlight injustices	Ill-informed letters can be damaging – efforts need to be carefully orchestrated	

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Strong Relations with Key Decision Makers	Build / maintain credibility with elected officials	Educate on disability issues and ensure that they become a priority	Politicians have limited understanding of disability issues so be careful not to get co-opted or to settle for less than you can get	
	Appointing community leaders to advisory boards	Appoint community leaders to disability organization board of directors	You don't want your group co-opted by business interests or your consumers intimidated. Nor do you want the group's strategies to be constrained	
	Visible presence of group members at key debates	Attend prepared to bring up disability issues	Many different groups will be trying to be heard - be clear and concise with your message	

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Cross-constituency Alliances	Development of alliances and coalitions with other civil society groups	Working with other equity seeking groups	Usually some compromise is required – get to know the group and what it stands for and its approach before forming an alliance	
	Informal networking and information sharing	Let other sectors know what is happening on disability issues. Send news letters and invite others to special events	Time consuming – be careful not to get overextended	
	Networking, joining service clubs, nurturing contacts with influential neighbours, friends and family	Working with others in the community on non-disability issues can be very helpful for relationship building and creating alliances when they are needed	Be careful not to overextend your members	

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Strong Membership Base	Good Education	Members need to grasp the potential of the new treaty to effect change	Can be complex and the long term nature of the process will not appeal to everyone	
	Direct Action	Protests and similar actions to be used only when all other tactics fail	Can create enemies, should be a last resort	
	Communication strategy	Need to keep members informed	Takes a lot of staff time and energy	
	Fun events	Need to keep members enthusiastic	Can be costly and difficult when resources are scarce	

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Relations with key decision makers	Building and maintaining credibility with key business leaders	Especially helpful in terms of promoting employment opportunities and access to goods and services	Choose the issue carefully so your interests overlap or else you may end up rejected or co-opted	
	Building and maintaining credibility with key bureaucrats	Important to ensure that legislation and policy accurately reflect the issues of persons with disabilities	Carefully choose the correct level of the bureaucracy, so as not to waste time on people who can do nothing for you	
	Domestic human rights law	Can be used to promote access and equality of opportunity	May lead to discussions about no need for new Convention	
	International human rights instruments	Can be used to influence and educate domestic decision makers	May lead to confusion over current efforts	