

What is TRT World Citizen Signature Campaign:

TRT World Citizen, the philanthropical arm of TRT, has worked to bring light to the challenges of those around the world who struggle and suffer in silence. Each year, the Signature Campaign of World Citizen focuses on a pressing issue, creating content and hosting events to build a platform to amplify the voices of those who are not heard.

Purpose:

The purpose of this campaign is not only to raise awareness about the diversity of different disabilities but also to highlight the importance of accessibility for people with disabilities and to advocate for their rights and inclusion in all aspects of society.



Background:

People with disabilities are one of the most populated yet underrepresented minorities in the world. They often face barriers to access that healthy individuals take for granted, including a lack of accessibility in buildings, transportation, and public spaces. These barriers can make it difficult for people with disabilities to fully participate in society and limit their education, employment, and social engagement opportunities. Even though people with disabilities make up a significant portion of the population, they often remain marginalised and invisible.

Goals:

- To *explain* the wide range of disability differences (*Mental disabilities, chronic illnesses, invisible disabilities etc.*)
- To raise awareness about the challenges and barriers faced by individuals with disabilities
- To raise awareness about the importance of accessibility for people with all kinds of disabilities
- To advocate for accessibility in buildings, transportation, and public spaces
- To promote the rights and inclusion of people with disabilities in all aspects of society
- To encourage the participation of people with disabilities in decision-making processes that affect their lives
- To create accessible events that are inclusive for people with disabilities.

Target Audience:

- People with disabilities
- Families and caregivers of people with disabilities
- Advocacy groups and organisations for people with disabilities
- Policymakers and government officials
- Businesses and employers
- Public Sectors and Institutions
- The Public
- Educators and schools
- Architects, designers, and builders

Campaign Activities:

Accessible TRT: The primary objective of this campaign is to make all of TRT's digital and conventional communication and media tools accessible through accessible website features, sign language, audio-visual support.

Social media campaigns: Use social media platforms to raise awareness about the campaign and encourage further participation. Share personal stories and experiences of individuals with disabilities, as well as information about accessibility laws and regulations through Promos, Call-For-Action videos, Short films, public service ads and V-Op Eds etc.

Events: TRT World Citizen will host events themed around this campaign to raise awareness about accessibility issues and encourage public participation.



These events include informational sessions, panel discussions, workshops, Award ceremonies etc. TRT World Citizen will also work closely with other departments within TRT to further promote their campaign, such as including sessions and VR exhibits regarding inclusion and accessibility in TRT World Forum's annual events, organising personnel training with TRT Training and Education, and holding Tea Talks for TRT employees with TRT World Research Centre. An accessible exhibition will also be organised to highlight invisible disabilities.

Publications: TRT World Citizen will work together with TRT World Research Centre and other institutions to publish several works on disability and accessibility. These will range from academic works such as books,

discussion papers, policy outlooks etc., to handbooks about how to approach and treat people with disabilities while also highlighting invisible disabilities. TRT World Citizen will also work with TRT Çocuk to write a book for children about disabilities with a guidance note for teachers and parents. All these publications will be made accessible through the use of technology.

Podcasts: Citizen Talks, a podcast program initiated by TRT World Citizen, will be a platform to discuss the achievements of people that have worked hard to advocate the accessibility cause. The podcasts will also delve into these people's personal experiences who have either experienced disability, are caregivers of a person with a disability or advocate for this cause.

Grassroot actions: Reach out to local and national policymakers to advocate for accessibility laws and regulations that promote the rights and inclusion of individuals with disabilities.

Outcomes:

- Increased awareness about the importance of accessibility for people with disabilities
- Increased advocacy for accessibility in buildings, transportation, and public spaces
- Increased public support for the rights and inclusion of people with disabilities
- Increased participation of individuals with disabilities in decision-making processes that affect their lives

- Increased access options in digital and conventional media and communication tools

Conclusion:

Accessibility is a fundamental right for all individuals, including those with disabilities. By raising awareness about the barriers that individuals with disabilities face and advocating for accessibility in buildings, transportation, and public spaces, we can work towards a more inclusive and accessible society for all. This campaign is an essential step in promoting the rights and inclusion of people with disabilities and in creating a society where everyone can fully participate and thrive.

