



Digital self- advocacy for People with Disabilities

Jackline Lidubwi

Media Disability Activist

Introduction

- Mainstream media hardly features stories of People with Disabilities
- Where they are featured, the stories are not framed in inclusive ways
- Social media has the potential to be a game changer for the portrayal of People with Disabilities
- However, access to social media remains a challenge to many Africans with disabilities
- Also, People with Disabilities have not taken full advantage of social media for self advocacy.

Power of the alternative media

- Social media can play an important role in influencing societal attitudes towards disability (Happer & Philo, 2013).
- This in turn can influence societal attitudes towards People with Disabilities.
- Social media can change the negative public image about PWDs through:
 - i. Documenting positive and success stories of PWDs
 - ii. Utilizing progressive language to report on PWDs
 - iii. Self-advocacy through social media

Why it matters

Paul Hunt (1991) identified stereotypes that the media use to portray PWDs

- Pitiable or pathetic
- Object of curiosity or violence
- Sinister or evil
- The super cripple
- Laughable
- As a burden
- As non-sexual

Ableism and social media

- Ableism refers to attitudes in society that devalue and limit the potential of persons with disabilities.
- There is danger that social media can amplify ableism
- E.g., "You are crazy" "That's so lame." "She's such a psycho"
- When we share stickers, memes on social media
- It is not acceptable to stigmatize Persons with Disabilities

Get you a man who will never lay a finger on you or walk out of your life



Short people are the reason children's shoes are expensive 🥹🥹🥹🙄



Dsm Tim Wanyonyi Fredrick Ouko Mwaura Isaac Maigua Samuel Odawo David Ole Sankok Mercy Mugure Tabitha Mihari



Wah Muca and 119 others 43 comments

Like Comment Share



Harmful Content online

Lukiza Autism Foundation- Tanzania

We trained Lukiza on social media use for advocacy.

Lukiza used social media to reach 1,200,000 Tanzanians during their disability awareness campaign.

They gained 1,000+ followers on Instagram

They increased their social media engagement by 980,000+



Self advocacy – Yowido Tanzania

by @whiternews_in_tanzania through
#inclusivemediaproject

- @enlighten_smile_foundation
- @abilisfoundation
- @globalgreengrants
- @senseinternational
- @usaforafrica
- @hoycetemu
- @ummynderiananga
- @unitednationshumanrights
- @unfpatazania



WhatsApp



CHANYA CHANGE PRESENTS

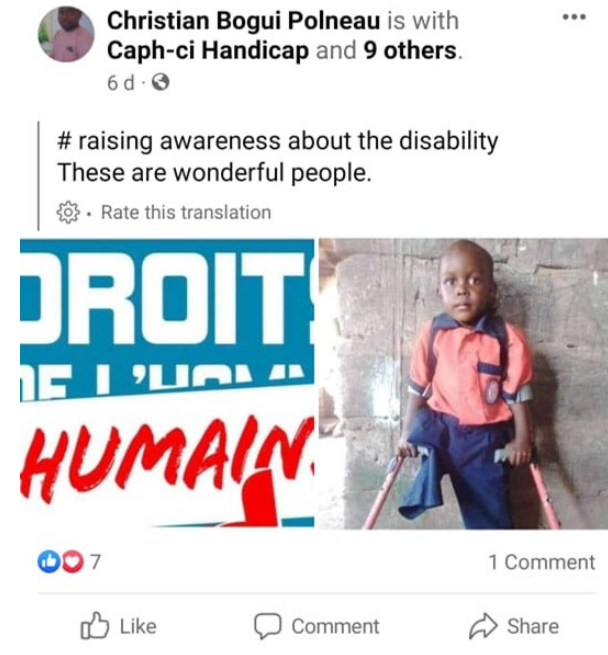
CFEYA AWARDS 2022

Congratulations you have been awarded as
Best female social media influencer of 2022

AJRRATH MOHAMMED

CAPH-CI campaign- Côte d'Ivoire

- They used social media to reach an online audience of 100,000+
- They have formed networks with Médecin Sans Frontière, Onu Femme and NGO Human For Word.
- A Congolese artist has reached out to them and proposed a song to promote disability awareness.
- Politicians have reached out to them promising implement disability policies.



SATEC TV FB Live- LIBERIA

HOST
JOHN MCCAULEY, JR.
Founder & CEO
SATEC LIBERIA

GUEST
LUTHER MENDIN
Communication & Program
Officer - AIFO LIBERIA

THE INCLUSION HOUR

MAIDEN EDITION

A 60-minute Bi-Monthly Thought-provoking Online TV Chat Show stimulating the general public about issues within the disabled communities in Liberia as well as informing the public of the vital roles played by Internews Liberia in supporting and providing meaningful empowerment to persons with disabilities while making their voices count.

f LIVE
SATEC TV

FUNDED BY: **Internews**

FOLLOW US:

22-SEP-2021 @ 11:00 AM

CALL US : +231 770 139071

21:37

Photo

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SATEC TV · Following
21 Sep 2021

#The_Inclusion_Hour #Maiden_Edition

Join Us tomorrow at 11:00 AM on the Maiden Edition of “The Inclusion Hour” with our CEO [John McCauley Jr.](#) as we host [Luther Mendin](#) – Communication & Program Officer – AIFO LIBERIA. The two shall discuss the rights of Persons With Disability in Liberia while highlighting the vibrant role played by INGOs in empowering PWDs.

With Funding from [@Internews](#), The Inclusion Hour is a 60-minute Bi-Monthly Thought-provoking Online TV Chat Show stimulating the general public about issues within the disabled communities in Liberia, the rights of persons with disability, as well as informing the public of the vital roles played by Internews Liberia in supporting and providing meaningful empowerment to persons with disabilities while making amplifying their voices.

#InclusiveMediaProject #IMP
#CommunityMediaForum #CMF

UNDP Liberia
AIFO-Liberia Internews Internews in Liberia
U.S. Embassy Monrovia, Liberia
European Union in Liberia @swedeninliberia
National Commission on Disabilities

UNAFEHCI – Cote d'Ivoire

- UNAFEHCI has reached 13,973 people through social media.
- More women with disabilities, specifically those from the union, have become interested in using social media.
- Before the campaign, most of the women with disability didn't know how to create and share content on social media.
- After the campaign, all the women are interested in learning and appropriating social networks.



Union Nationale des Femmes Handicapées de Côte d'Ivoire updated their cover photo.
11 Jan · 🌐



👍❤️👉 12 3 shares

👍 Like 💬 Comment ➦ Share

Union Nationale des Femmes Handicapées de Côte d'Ivoire
10 Jan · 🌐

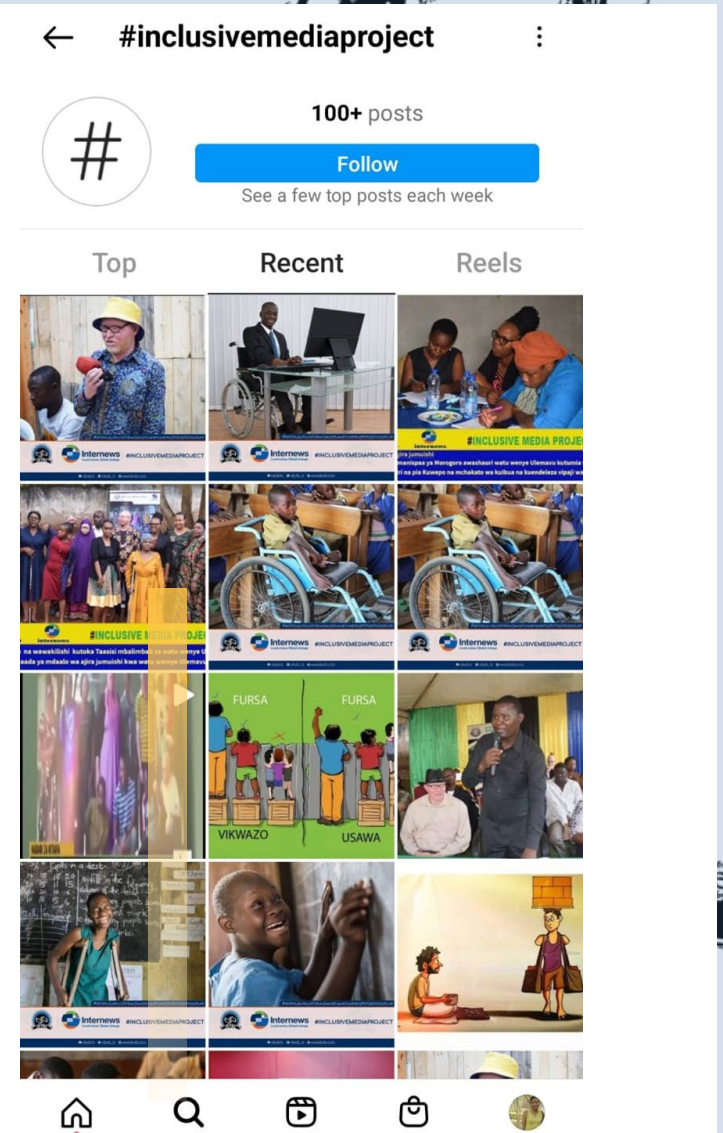
L'Union Nationale des Femmes Handicapées de Côte d'Ivoire en collaboration avec [#InterNews](#)

📧 Send Message

Use of Hashtags

- The project activities by partners and journalists can be tracked on Facebook and Instagram through the following hashtag

#InclusiveMediaProject



Opportunities

- To have People with Disabilities who are fully aware of their power to guide and influence discourse around People with Disabilities issues using social media
- To encourage public discourse and to change perceptions about People With Disabilities.
- To raise awareness on issues surrounding education for People With Disabilities.
- To ensuring content targeted towards People With Disabilities is produced in an accessible formats.
- To create online disability champions

SRH of PWDs & WhatsApp



WhatsApp and participation in sexual and reproductive health for women with disabilities in Kenya

Jackline Lidubwi

Internews Kenya

Dr. John Ndavula

Murang'a University of Technology



Leo mkuu wa kitengo cha fedha na utawala ndugu @kabaka28 anatueleza. Unapotaka kuwasiliana na mtu mwenye ulemavu zingatia... See more

See translation



George Selestine
Mkuu wa Fedha na Utawala

LUGHA YENYE STAHA

3

“ Kuwasiliana na watu wenye ulemavu kwa usahihi, zingatia;

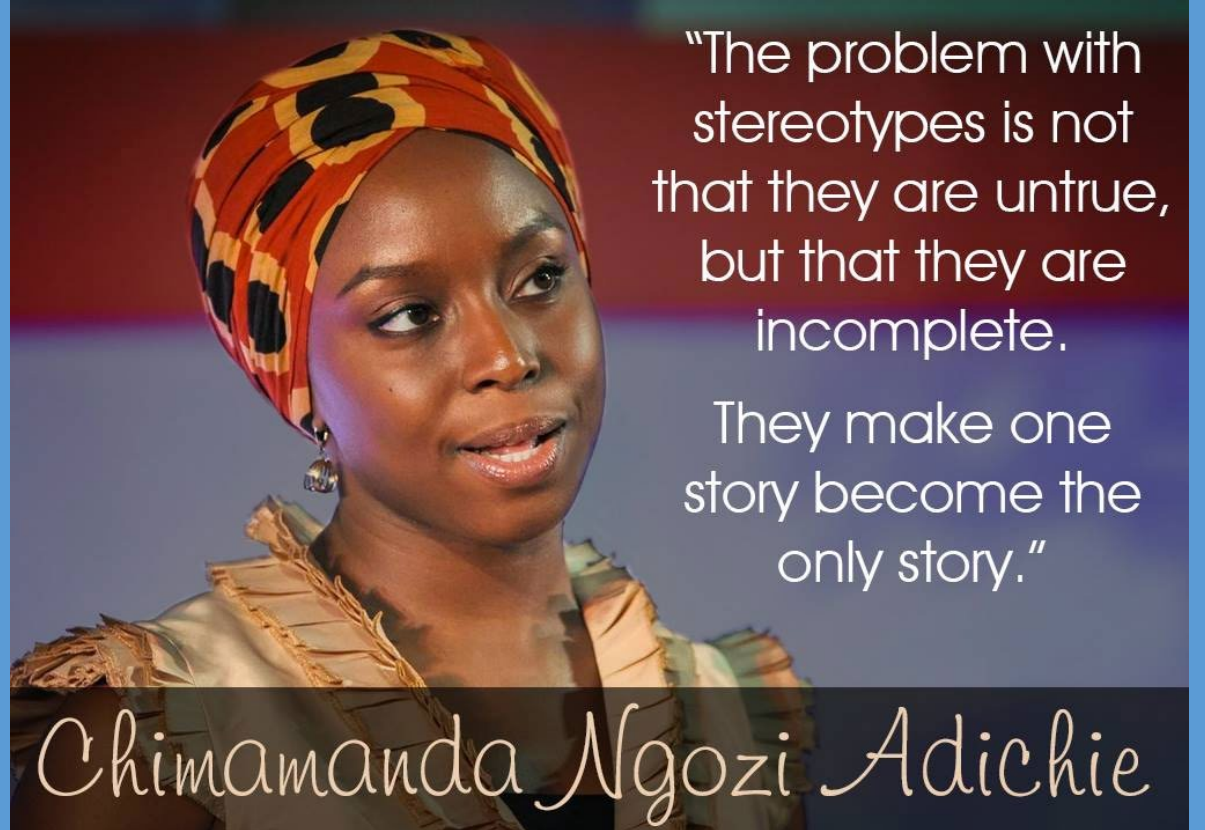
- Mwitte kwa jina lake
- Tanguliza utu kable ya ulemavu
- Zungumza na mhusika na sie alie ambatana nae
- Muulize anavyo penda kuitwa ”

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INCLUSIVE EDUCATION AND REASONABLE ACCOMMODATION BY ST JOSEPH'S CHEPETERIT GIRLS NANDI COUNTY KENYA 🇰🇪... See more



Inclusive Education



“The problem with stereotypes is not that they are untrue, but that they are incomplete.

They make one story become the only story.”


Chimamanda Ngozi Adichie


If you would like to get in touch



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