



DISABILITY FEDERATION
OF IRELAND

Make Way Day

Laura O'Callaghan

April 2025

Where it all began...

An invitation from the Lord Mayor of Dublin

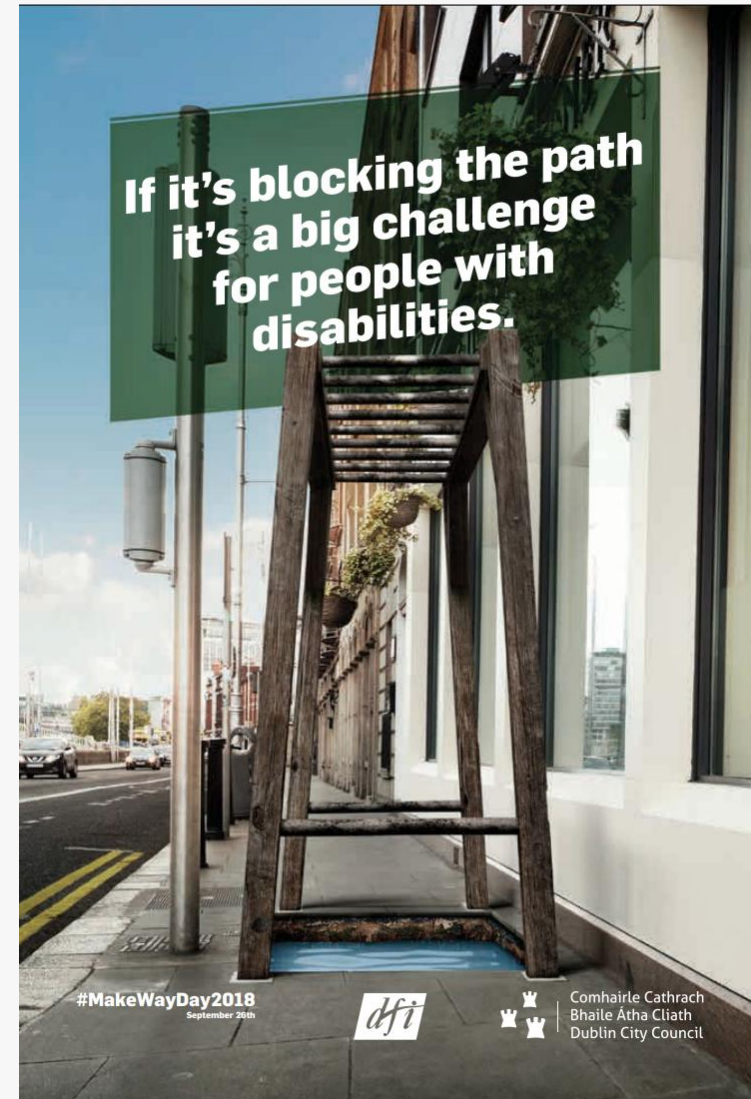
Consultations with People with Disabilities in the Mansion House Dublin



Make Way Dublin 2018



Disability Federation Ireland



#Makewaydublin

- Almost 1,500 people participated in an online survey
- Reports were duplicated across publications
- Extended discussion on radio broadcasts

thejournal.ie
READ, SHARE AND SHAPE THE NEWS

FORA THE 42 THE DAILY EDGE

Irish Politics International Voices Family Culture Tech Business My Feed

Tags # ACCESSIBILITY # BRENDAN CARR # DUBLIN CITY COUNCIL # MAKE WAY DUBLIN

'Some kind of penalty may be necessary' - new campaign may mean fines for blocking footpaths

A new disabilities campaign launched yesterday will see increased efforts made to keep Dublin's footpaths clear for those with disabilities.

Jun 20th 2017, 12:05 AM 19,461 Views 95 Comments

Share 312 Tweet Email 2





**Make Way Day 2018 begins with a call
from DDFH&B Advertising Agency..**



Make Way Day 2018

- Five participating member organisations began as partners (Rehab Group, Enable Ireland, Fighting Blindness, Irish Wheelchair Association & National Council for Blind Ireland (now Vision Ireland), this number grew and changed as the campaign progressed.

Limerick led the way, followed by

- 10 local authorities (from 30) in 2018 and all local authorities by 2020
- Access Groups from across the country



What the campaign is about and not about

Making the public aware of an issue which is fully within their power to change ✓

One impactful, coordinated and decisive day of action ✓

- Pointing the finger at local authorities or other agencies ✗
- Misuse of disabled parking bays ✗
- Uncoordinated activism/ Random localised stickering ✗



Preparing for Action

- Prepare spreadsheet of participating cities and counties, including
 - Point of contact and contact details
 - Media Spokesperson
 - Groups and organisations involved
 - Stickers requested and received
- Prepare resources including, media materials, professional photographs and sticker order
- Prepare spreadsheet on communications plan to include resources
- Hold briefing sessions



Resources

1. Stickers
2. Template print ad for your local newspaper, newsletter etc.
3. A sample press release for local media
4. Template posts for social media, with advice on times to post
5. For example, "<Insert name> City Council are delighted to support #MakeWayDay, which asks you to make way for disabled people"
6. Links to Make Way Day website, hashtag
7. Banner Images for social media platforms, campaign photographs



Local Action

1. Arrange a planning meeting for stakeholders
2. Assign tasks
 - Who is sending the press release?
 - Can we arrange a photographer from local press or internally?
 - Where will stickers be stored? Who will bring them on the day?
 - Who will act as a spokesperson?
 - Can we get other local authority staff / agencies involved?
 - Are there local celebrities who will support the campaign?
3. Agree locations for stickering, are there areas where the problem is particularly bad?
4. Send this information to DFI HQ to help us coordinate with national media



Make Way Day 2018



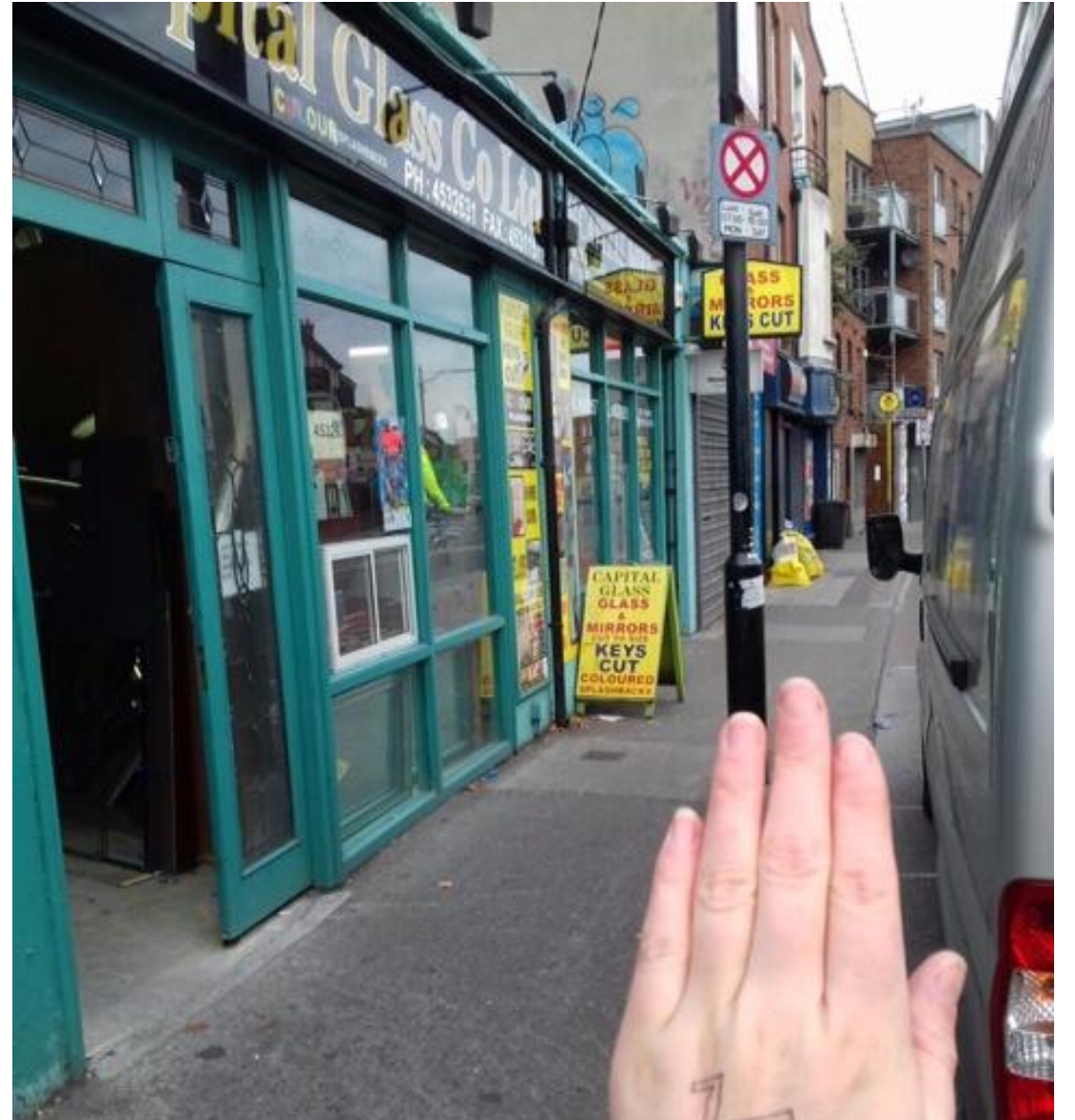


CAFE BLISS
DINNER MENU
CHEF SPECIAL
CHICKEN BIRYANI
RICE AND SAUCE









Successes and Challenges



Challenges

- Working with (the wonderful!) advertising agency to broaden their understanding of disability
 - Being clear about our objectives and audience
 - Taking risks
 - Covid 19 Pandemic
 - Keeping the campaign fresh
 - Resources
-

Evolution of the Campaign

- Operation Enable
- Celebrity Endorsement
- Message from the President of Ireland, An Úachtarán Michael D. Higgins
- Local Campaigns





Summary



What did we learn

Listening is most important!

Coordination is important!

Offering resources can

- encourage increased engagement
- avoid those participating becoming over-reliant on your help
- Make this a real grass-roots, activist-led, campaign

A little risk is worthwhile if it empowers people to create change!





[Link to watch on Youtube](#)



Special thanks to you for listening!

Questions?



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