



Disability Employment Awareness Month

2025 Proclamation Toolkit



Disability Employment
Awareness Month

Funded by the
Government
of Canada





Welcome to the Canadian Association for Supported Employment's 2025 Disability Employment Awareness Month (DEAM) Proclamation Toolkit!

We have designed this kit to help you raise awareness about Disability Employment Awareness Month (DEAM).

This kit provides tools to encourage your provincial or territorial government to proclaim Disability Employment Awareness Month, which typically occurs in October, and to work towards a national proclamation of DEAM. Disability Employment Awareness Month (DEAM) promotes the employment of persons experiencing disability and the benefits of inclusive workplaces, like innovation, productivity, and better performance.

In this toolkit you will find:

- ✓ Brief history of DEAM
- ✓ Proclamation planning tool
- ✓ Sample DEAM banner and infographic for use on your website or socials
- ✓ DEAM proclamation map
- ✓ Proclamation examples
- ✓ List of provincial and territorial ministry contacts
- ✓ Sample letter to government
- ✓ Sample news release
- ✓ Social media post ideas

All resources in this kit can be amended to suit your organization's mission and audience. If you need additional inspiration, visit the CASE DEAM webpage: [DEAM - CASE \(Canadian Association for Supported Employment\)](#)

A few important notes:

1. Any work you intend to do to get DEAM proclaimed in your province or territory should start as soon as possible because proclamations take some time.
2. Traditionally, ministries that handle disability/accessibility do not also handle employment. We suggest that you approach both the ministries for disability/accessibility and employment as well as your Premier's Office.
3. Stay tuned for CASE social media posts you can share in October.

We look forward to collaborating with you so that we can make DEAM 2025 the most impactful celebration yet.

Sincerely,

Canadian Association for Supported Employment (CASE)

Brief History of Disability Employment Awareness Month (DEAM)

DEAM or Disability Employment Awareness Month was first designated by the United States Congress in October of 1988. It was an extension of the previously acknowledged “National Employ the Physically Handicapped Week” which had been observed the first week of October since 1945. (The word “physically” was removed in 1962 to acknowledge the employment needs and contributions of persons experiencing all types of disability.) It was hoped that extending the time period would increase awareness and employment outcomes for Americans experiencing disability.



In 2010, DEAM was first proclaimed in Canada. Manitoba was the first province to issue a proclamation that year, followed by Saskatchewan, Alberta, British Columbia, Ontario, Québec, Prince Edward Island, Nova Scotia, New Brunswick, Nunavut, and Newfoundland and Labrador in ensuing years.

Typically, DEAM is celebrated in October, but variations occur in some regions.

DEAM 2025 Proclamation Planning



AUGUST 2025

Receive **DEAM 2025 Proclamation Toolkit** from CASE.



AUGUST 2025

Tailor materials to suit your province/organization.



SEPTEMBER 2025

Secure 2025 proclamations from relevant ministry(ies).
Request they work towards National DEAM.



OCTOBER 1, 2025

Provincial government issues **press release**.



OCTOBER 2025

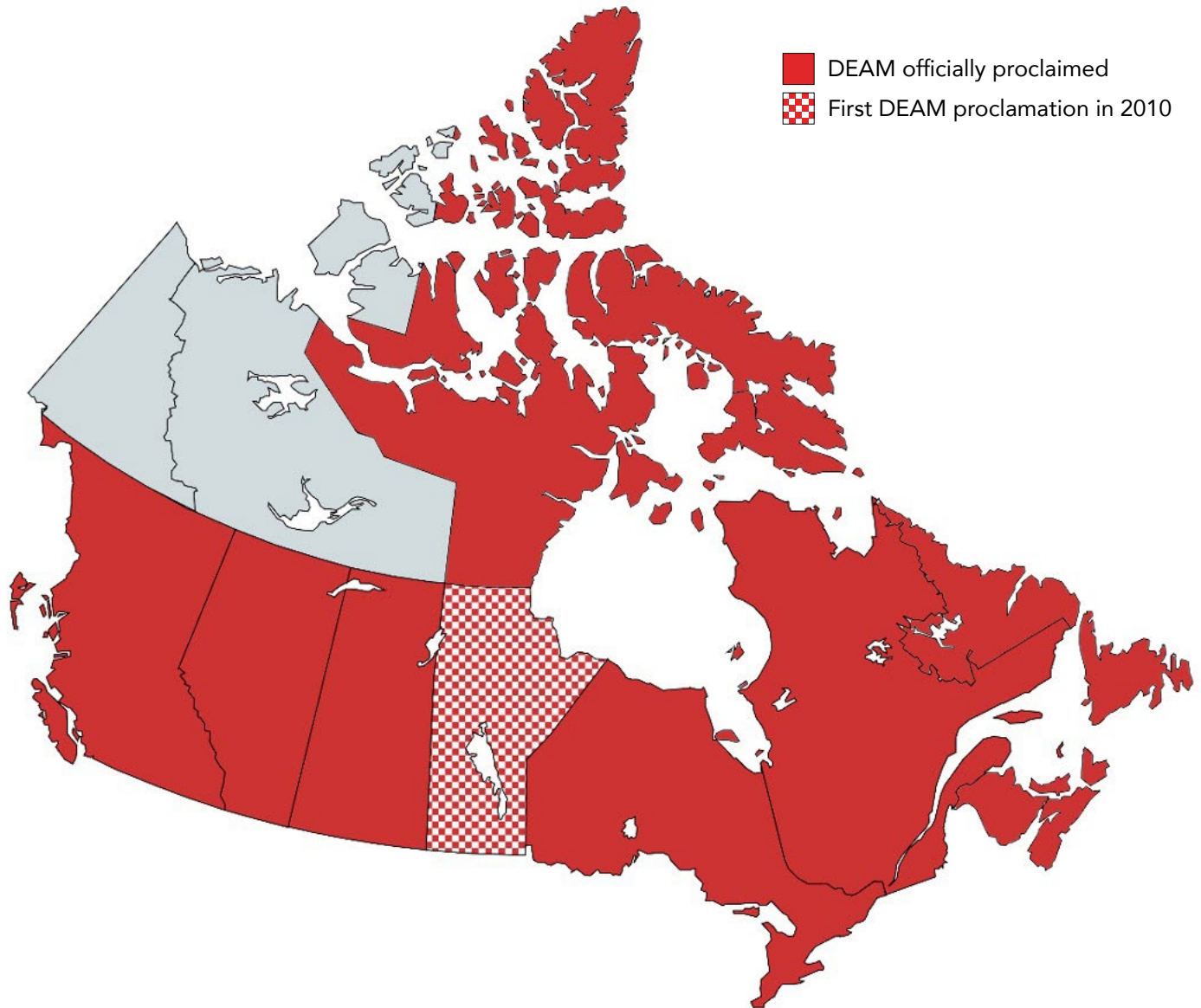
Your organization issues press release and
posts **social media** (after provincial release).

Sample DEAM Banner and Infographic

Click [here to download](#) all banners and infographics.

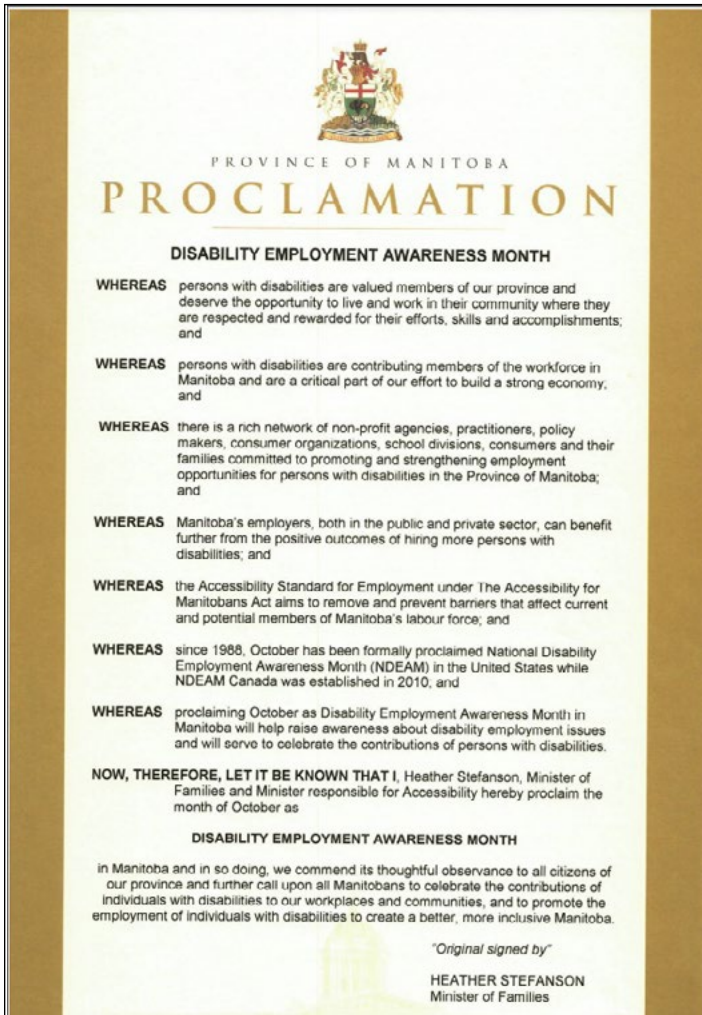


Provincial DEAM Proclamations



Proclamation Examples

Manitoba



Saskatchewan



List of Contacts

Historically, supported employment service providers and advocates have asked ministries responsible for accessibility to proclaim DEAM. However, given that many of those ministries have no involvement with job creation and economic development, we hope to also engage ministries that focus on employment in 2024.

Province/Territory	Past Ministries	Additional Possibilities
British Columbia Press release (2023): https://news.gov.bc.ca/releases/2023SDPR0053-001412	Minister Sheila Malcolmson Ministry of Social Development and Poverty Reduction SDPR.Minister@gov.bc.ca	Minister Ravi Kahlon Ministry of Jobs and Economic Growth JEDI.Minister@gov.bc.ca David Eby – Chair Premier of British Columbia PO Box 9041 Station Provincial Government Victoria BC V8W 9E1 premier@gov.bc.ca https://news.gov.bc.ca/office-of-the-premier
Alberta DEAM page (including 2023): https://www.alberta.ca/disability-employment-awareness-month	Minister Jason Nixon Minister of Assisted Living and Social Services ALSS.Minister@gov.ab.ca	Minister Joseph Schow Minister of Jobs, Economy, Trade and Immigration https://www.alberta.ca/contact-a-cabinet-minister Danielle Smith Premier of Alberta 307 Legislature Building 10800 - 97 Avenue Edmonton AB T5K 2B6 premier@gov.ab.ca www.alberta.ca/premier.cfm
Saskatchewan Press Release (2023): https://www.saskatchewan.ca/government/news-and-media/2023/october/04/saskatchewan-pro-claims-october-as-disability-employment-awareness-month	Minister Jim Reiter Ministry of Immigration and Career Training fin.minister@gov.sk.ca	Scott Moe Premier of Saskatchewan 226 Legislative Building Regina SK S4S 0B3 premier@gov.sk.ca www.saskatchewan.ca/premier

Province/Territory	Past Ministries	Additional Possibilities
Manitoba DEAM page (including proclamation): https://accessibilitymb.ca/resources-events-and-training/awareness-dates.html#DEAM	Minister Nahanni Fontaine Minister of Families, Minister responsible for Accessibility, Minister responsible for Gender Equity minfs@manitoba.ca	Minister Jamie Moses Ministry of Business, Mining, Trade and Job Creation minbmtjc@manitoba.ca Wab Kinew Premier of Manitoba 204 Legislative Building 450 Broadway, Winnipeg MB R3C 0V8 premier@manitoba.ca www.gov.mb.ca/minister/premier/index.html
Ontario Press Release (2023): https://news.ontario.ca/en/release/1003583/ontario-celebrates-national-disability-employment-awareness-month	Minister Raymond Cho Ministry for Seniors and Accessibility MinisterSeniorsAccessibility@ontario.ca	Minister Victor Fedeli Ministry of Economic Development, Job Creation and Trade MEDJCT.Minister@ontario.ca Doug Ford Premier of Ontario Legislative Building, Queen's Park Toronto ON M7A 1A1 premier@ontario.ca www.ontario.ca/page/premier
Quebec Press Release (2023): https://www.quebec.ca/nouvelles/actualites/details/des-milliers-de-personnes-handicapees-sont-des-travailleuses-et-des-travailleurs-potentiels-competents-pour-suite-de-la-campagne-entreprise-inclusive-entreprise-davenir-50941	Daniel Jean, Directeur général Office des personnes handicapées du Québec info@ophq.gouv.qc.ca	Ministre Christine Fréchette Ministère de l'Économie, de l'Innovation et de l'Énergie ministre@economie.gouv.qc.ca François Legault Premier of Québec Édifice Honoré-Mercier, 3 ^e étage 835, boul. René-Lévesque Est Québec QC G1A 1B4 premierministre@quebec.ca https://www.quebec.ca/en/premier/
New Brunswick Video (2021): https://www.facebook.com/watch/?v=2642709996022797 Press Release (2021): https://www2.gnb.ca/content/gnb/en/departments/pcsd/p/news/news_release.2021.10.0756.html	Nick Taggart, Chairperson (volunteer) Christyne Allain, Executive Director Premier's Council on Disabilities pcd-cpmph@gnb.ca	Minister Luke Randall Ministry of Economic Development and Small Business Greg.Turner@gnb.ca Susan Holt Premier of New Brunswick Chancery Place PO Box 6000, Floor 6 Fredericton NB E3B 5H1 premier@gnb.ca https://www.gnb.ca/en/org/office-of-the-premier.html

Province/Territory	Past Ministries	Additional Possibilities
Nova Scotia Proclaimed in October 2022	Minister Nola Young Department of Labour, Skills and Immigration MIN-LSI@novascotia.ca	Minister Colton LeBlanc Department of Growth and Development edminister@novascotia.ca Tim Houston Premier of Nova Scotia PO Box 726 Halifax NS B3J 2T3 premier@novascotia.ca https://premier.novascotia.ca/
PEI Proclaimed in 2019	Minister Barb Ramsay Department of Social Development and Seniors MinisterSDS@gov.pe.ca	Minister Jenn Redmond Department of Workforce, Advanced Learning and Population MinisterWALP@gov.pe.ca Rob Lantz Premier of Prince Edward Island Shaw Building PO Box 2000 Charlottetown PE C1A 7N8 premier@gov.pe.ca https://www.princeedwardisland.ca/en/premier
Newfoundland-Labrador Proclaimed in 2023 - media advisory: https://www.gov.nl.ca/releases/2023/ipgs/1010n07/	Minister Gerry Byrne Department of Immigration, Population Growth and Skills GerryByrne@gov.nl.ca	John Hogan, KC Premier of Newfoundland and Labrador Confederation Building, East Block PO Box 8700 St. John's NL A1B 4J6 premier@gov.nl.ca www.gov.nl.ca/premier

Province/Territory	Past Ministries	Additional Possibilities
Nunavut Press release (originally 2018 - last updated Nov 2023): https://www.gov.nu.ca/en/newsroom/october-brings-national-disability-employment-awareness-2018-10-15	Minister Margaret Nakashuk Department of Family Services mnakashuk6@gov.nu.ca	Minister David Akeeagok Department of Economic Development and Transportation edt@gov.nu.ca P.J. Akeeagok Premier of Nunavut PO Box 2410 Iqaluit NU X0A 0H0 pakeeagok6@gov.nu.ca http://www.premier.gov.nu.ca/en
Northwest Territories	Have not yet proclaimed DEAM	Minister Caitlin Cleveland Department of Education, Culture and Employment Caitlin_Cleveland@gov.nt.ca R.J. Simpson Premier of the Northwest Territories PO Box 1320 Yellowknife NT X1A 2L9 premier@gov.nt.ca www.premier.gov.nt.ca/
Yukon	Have not yet proclaimed DEAM	Minister Ranj Pillai Department of Economic Development Ranj.Pillai@yukon.ca Ranj Pillai Premier of Yukon PO Box 2703 Whitehorse YK Y1A 1B2 premier@yukon.ca www.yukonpremier.ca

Sample Letter to Government

Click [here to download](#) a Word document.

CASE is providing you with a form letter to appeal to your provincial or territorial government to proclaim October as DEAM. In addition, it contains information about obtaining federal support for a national proclamation. You can also refer to the section in this DEAM Proclamation Toolkit with ministerial contacts for each province and territory.

Place on your organization's letterhead.

Insert politician's name
Insert ward/riding or title (Example: Premier)
Insert ministry or department (if applicable)

Date

Dear Honourable (insert name),

One in five working-age persons living in Canada who is in the labour force has some form of disability ([StatCan](#)). Disability can be non-apparent, like arthritis and chronic pain. It can be temporary or episodic, like a migraine, anxiety, or grief.

In 2024, the unemployment rate for persons with disabilities rose to 8.1%, compared to 5.6% for persons without disabilities. The wage gap also widened due to more part-time work and slower wage growth ([StatCan](#)).

Yet, in May, more than half a million jobs were vacant across the country ([StatCan](#)). Particularly as our population ages and more people retire, employers across the country urgently require the skills of the more than 740,000 persons experiencing disability who have the potential to work ([StatCan](#)).

Diverse and inclusive workplace cultures benefit all workers by cultivating a more positive and supportive work environment. Companies that improve disability recruitment, hiring, and retention accrue benefits within their workplace culture with increased problem-solving and creativity and with higher overall retention and engagement ([Accenture, Disability:IN and AAPD, 2023](#)).

October is Disability Employment Awareness Month (DEAM). In 2010, DEAM was first proclaimed in Manitoba. Saskatchewan, Alberta, British Columbia, Ontario, Québec, New Brunswick, Nova Scotia, Newfoundland and Labrador, Nunavut, and PEI followed in the ensuing years. Today, DEAM is an important recognition that engages, educates, and raises awareness about inclusive employment across Canada.

We are writing to ask that your government:

Formally proclaim October Disability Employment Awareness Month (DEAM) to make clear your government's commitment to employment equity.

Demonstrate your support for diverse and inclusive workplaces that support the Canadian economy by asking the federal government to proclaim every October Disability Employment Awareness Month (DEAM).

Together, we can make Canadian workplaces as diverse as our communities by ensuring that all persons experiencing disability in Canada have equal opportunity to full citizenship, social inclusion, and sustained, competitive employment.

On behalf of (insert your organization's name here), we appreciate your time and consideration of our request, and we look forward to continued dialogue with you on this very important issue.

Sample News Release

Click [here to download](#) a Word document.

Celebrate Disability Employment Awareness Month

For Immediate Release – October 1, 2025

[Replace “Halifax, NS” with your organization’s town/city and provincial abbreviation]
Halifax, NS - [Insert your organization’s name here] and other community organizations across Canada are celebrating Disability Employment Awareness Month (DEAM) to recognize the workplace inclusion of persons who experience disability.

One in five working-age persons in Canada who is in the labour force has a disability. Chances are we will all experience disability at some point in our life. Disability can be non-apparent, like arthritis, chronic pain, and being hard of hearing. It can be temporary or episodic, like a migraine, a broken ankle, anxiety, or grief.

Inclusive workplaces reduce barriers for persons experiencing disability—and they benefit all workers. A global study by Accenture identified important factors for an inclusive workplace, which included parental leave, fair and transparent pay, training, flexible work options, freedom to innovate, and mental well-being policies. Companies also benefit through higher staff retention and engagement.

In 2010, Manitoba was the first province to proclaim DEAM, followed by Saskatchewan, Alberta, British Columbia, and Ontario in ensuing years. More recently, Québec, New Brunswick, Nova Scotia, Newfoundland and Labrador, Nunavut, and Prince Edward Island have proclaimed October DEAM.

Despite the efforts that have been made to diversify the Canadian labour force, according to Statistics Canada the unemployment rate in 2024 for persons with disabilities was 8.1%, compared to 5.6% for persons without disabilities.

“In May of this year, Canada had more than half a million job vacancies. As more Canadians retire, employers need more skilled workers,” says [insert your organization’s Executive Director/spokesperson’s name] of [insert your organization’s name here]. “Meanwhile, more than 740,000 persons with disabilities have potential for paid employment in an inclusive labour market.”

The Canadian Association for Supported Employment (CASE) is a national non-profit organization that works with employment service providers, employers, industry associations, and community allies toward employment inclusion of persons living in Canada experiencing disability. Show your support for DEAM by downloading email signatures, digital banners, and other materials from the CASE website: supportedemployment.ca/initiatives/disability-employment-awareness-month/

* * *

Media Contact:
Name, Job Title
Name of your organization
Telephone | Email

DEAM Social Media Post Ideas

Here are some engaging and informative social media posts that you can adapt to suit your organization. Follow CASE on social media on LinkedIn, Facebook, Instagram and Threads for DEAM updates to share.

Tagging your town or municipality, or your provincial and territorial representatives, in your social media posts is a great way to support reaching out to them with the DEAM Proclamation Toolkit.

Don't forget to use #DEAM2025 in your posts to share your DEAM journey!

Click [here to download](#) these posts as a Word document.

AUGUST

This October, join organizations across Canada to celebrate Disability Employment Awareness Month. DEAM is a key opportunity to focus on disability inclusion in Canadian workplaces. #DEAM2025

Did you know that one in five working-age Canadians experiences some form of disability. Making the world of work fully disability-inclusive is essential to the success of our workforce. #DEAM2025

We encourage our towns, municipalities, and province or territory to recognize Disability Employment Awareness Month (DEAM) and celebrate the importance of disability inclusion with us.

Follow us for events, resources, and other ways to support DEAM and disability inclusion and to continue the journey toward making our workplaces more welcoming and diverse! #DEAM2025

We call on our government representatives to proclaim that fully including persons who experience disability in the workforce is essential to economic and social success. Let's recognize October as DEAM, both locally and nationally. Do you agree? #DEAM2025

SEPTEMBER

Disability Employment Awareness Month (DEAM) is coming up! October is one of the most important months of the year for disability inclusion. Let's get ready!

Join us for a month of events, conversations and invitations to support the journey toward workplaces that are inclusive of all persons who experience disability! Join us in October to recognize #DEAM2025!

Did you know that Disability Employment Awareness Month (DEAM) arrived in Canada in 2010, after launching in the US in 1988? Manitoba was the first province to proclaim DEAM, with Saskatchewan's proclamation coming shortly after. Thank you, Manitoba and Saskatchewan, for leading the way!

We call on our representatives to proclaim and celebrate October as Disability Employment Awareness Month in each province and territory as well as nationally. #DEAM2025

Persons experiencing disability represent one fifth of Canada's workforce. Let's recognize the importance of workplace disability inclusion and, in October, proclaim DEAM in each province and territory as well as nationally! #DEAM2025

We celebrate Disability Employment Awareness Month (DEAM) every October to spotlight disability inclusive employment across Canada. Follow our socials to join in the conversation and take the next steps on your workplace disability inclusion journey. #DEAM2025

OCTOBER

October is Disability Employment Awareness Month (DEAM)! We're excited to join hands with inclusion champions across Canada to spread the word that workplace inclusion for persons experiencing disability is essential to economic and social success. #DEAM2025

We're proud to celebrate October as Disability Employment Awareness Month (DEAM). Every year, DEAM spreads awareness of the importance of fully including the 1 in 5 persons in the workforce in Canada who experience disability. #DEAM2025

October is Disability Employment Awareness Month (DEAM)! Throughout the month, we share events and resources that raise awareness about #DisabilityInclusion and the essential role it plays in innovative and successful workplaces. #DEAM2025

Workplace inclusion makes us stronger. What does this mean to you? Help us celebrate DEAM and move toward #DisabilityInclusion for all by sharing some of the reasons you think workplace inclusion is essential. #DEAM2025

Do you believe that meaningful, stable employment with equal pay for equal work is a fundamental right for all persons? Help us celebrate DEAM by telling us "why" you support disability employment inclusion in the comments. #DEAM2025

Let's transform the landscape and create equitable and inclusive employment together. How do you influence your work culture toward #DisabilityInclusion for all? What changes need to happen? Tell us in the comments. #DEAM2025

For more information

about this toolkit, please contact:

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