

FOR OFFICE USE ONLY

MEETING DATE YYYY/MM/DD 2021/09/16	MEETING NAME Region of Peel Accessibility Advisory Committee
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Attention: Regional Clerk
Regional Municipality of Peel
10 Peel Centre Drive, Suite A
Brampton, ON L6T 4B9
Phone: 905-791-7800 ext. 4582
E-mail: council@peelregion.ca

DATE SUBMITTED YYYY/MM/DD 2021/07/20

NAME OF INDIVIDUAL(S)
Rich Padulo

POSITION(S)/TITLE(S)
Founder

NAME OF ORGANIZATION(S)
Treat Accessibly

E-MAIL
founder@treataccessibly.com

TELEPHONE NUMBER
416-418-20

EXTENSION
N/A

REASON(S) FOR DELEGATION REQUEST (SUBJECT MATTER TO BE DISCUSSED)

Share the Treat Accessibly movement to help make Halloween accessible for 400,000 Canadian children with disabilities and their families.

Share how the movement started with one home and is already being celebrated nationally at 40,000 homes.
Share the key ways the Treat Accessibly will grow with the support of private, government and non-profit sectors.
Share how the Peel Region and members for the Peel Accessibility Advisory Committee (AAC) can support the movement like

A formal presentation will accompany my delegation Yes No

Presentation format: PowerPoint File (.ppt) Adobe File or Equivalent (.pdf)
 Picture File (.jpg) Video File (.avi,.mpg) Other

Additional printed information/materials will be distributed with my delegation : Yes No Attached

Note:

Delegates are requested to provide an electronic copy of all background material / presentations to the Clerk's Division at **least ten (10) business days prior** to the meeting date so that it can be included with the agenda package. **In accordance with Procedure By-law 56-2019, as amended, delegates appearing before Regional Council or Committee are requested to limit their remarks to 5 minutes and 10 minutes respectively (approximately 5/10 slides).**

Delegates should make every effort to ensure their presentation material is prepared in an [accessible format](#).

Once the above information is received in the Clerk's Division, you will be contacted by Legislative Services staff to confirm your placement on the appropriate agenda.

Notice with Respect to the Collection of Personal Information
(Municipal Freedom of Information and Protection of Privacy Act)

Personal information contained on this form is authorized under Section 5.4 of the Region of Peel Procedure By-law 56-2019, as amended, for the purpose of contacting individuals and/or organizations requesting an opportunity to appear as a delegation before Regional Council or a Committee of Council. The Delegation Request Form will be published in its entirety with the public agenda. The Procedure By-law is a requirement of Section 238(2) of the *Municipal Act, 2001*, as amended. Please note that all meetings are open to the public except where permitted to be closed to the public under legislated authority. All Regional Council meetings are audio broadcast via the internet and will be posted and available for viewing subsequent to those meetings. Questions about collection may be directed to the Manager of Legislative Services, 10 Peel Centre Drive, Suite A, 5th floor, Brampton, ON L6T 4B9, (905) 791-7800 ext. 4462.

Please save the form to your personal device, then complete and submit via email attachment to council@peelregion.ca

Treat Accessibly

Making homes accessible to all on Halloween. Our rallying grassroots movement works with communities and homeowners to spark the imagination, inspire inclusive environments and accelerate an accessible world for everyBODY.



[Impact Video | Community Response](#)

**ACCESSIBLE
TRICK OR TREATING™**



How to: treataccessibly.com

Share your curb-side, accessible treat-or-treating Halloween decor @TreatAccessibly.

Rich Padulo

- Proud Dad of Siena, the 10-year old winner of the The Rick Hansen Foundation Difference Maker Award for Ontario.
- Founder, Treat Accessibly® North America
- Appointee, Ontario Accessibility Advisory Standards Committee (1 of 12 private citizens)

Looking Forward.

I was putting Halloween pumpkins on our home's stairs when I locked eyes with a little boy using a wheel chair across the street. I realized in that moment that my stairs made it impossible for that little boy to Trick-or-Treat at my home with his siblings and friends.

Our family created the first Accessible Trick-or-Treating plan and lawn sign that night in 2017.

By 2020, 40,000 Canadian homes had our sign.

In 2021, with Halloween back. It's time for positive reset. And any home, at Halloween, can be part of it by practicing Treat Accessibly.

With the movement's scheduled leap in growth in 2021, we believe 400,000 homes will be accessible on Halloween, across Canada, by 2025.

One home for everyone of the 400,000 children that identify with having a disability in Canada.

Happy Halloween... EveryBODY!



**The Padulo Family
Treat Accessibly Founders**

Why It's Happening

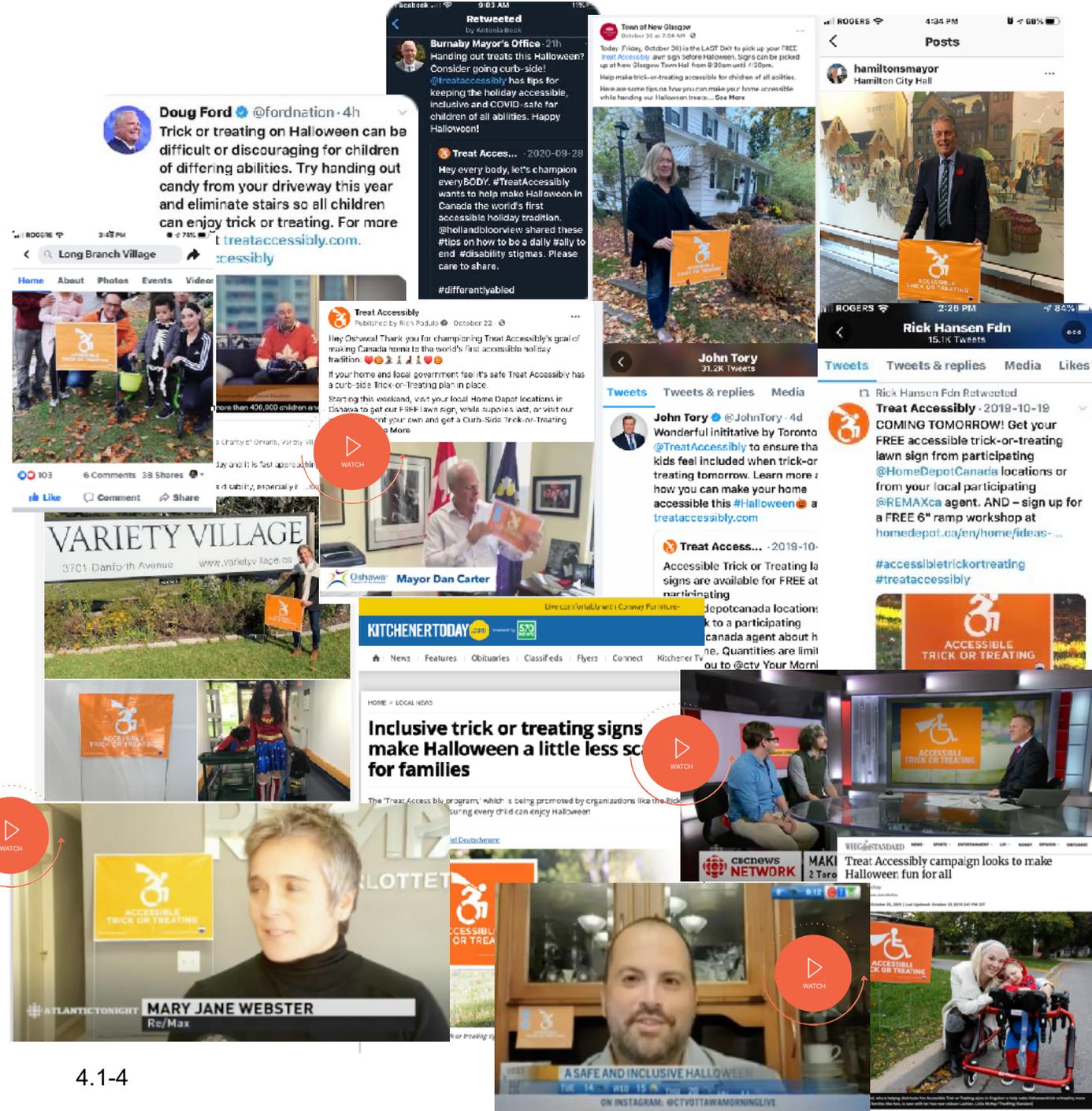
Creating inclusion is a top priority today.

Treat Accessibly helps any home promote that they support inclusion for kids with mobility, sensory or intellectual disabilities with lawn signage and practicing our tips to create an inclusive, accessible, Halloween.

We believe 4.4 million homes in North America is very doable with help from everyone in the next 5 years.

One home for every child with a disability in North America.

Our next and new idea is another way we feel will accelerate awareness and participation.



Somethings Happening Here

Treat Accessibly 2021 SEPTEMBER-OCTOBER

Treat Accessibly 2019 OCTOBER

1. 25,000 Free Treat Accessibly Lawn Signs produced by RE/MAX were picked up by homeowners at 168 Home Depots

WHAT HAPPENED

1. 40 million press impressions nationally.
2. 8 Million organic social impressions.
3. Ontario Premier, 6 Ministers, the Toronto Mayor and 23 other politicians provided social support.
4. Most national and regional non-profits in the accessibility space championed it.
5. 25,000+ Homes participated across English Canada.

1. 14,000 Free Treat Accessibly Lawn Signs available at 900 RE/MAX Offices in Ontario, Atlantic and Quebec.
 - 12,500 RE/MAX Agents briefed with social assets to engage communities
2. 10,000 Free Treat Accessibly Lawn Flags available at Sobeys across Ontario, Atlantic and Quebec.
 - Driving to www.TreatAccessibly.com to promote the DIY Treat Accessibly Lawn Sign.
3. Hasbro and Amazon Canada will be promoting a DIY Treat Accessibly Lawn Sign on their Hasbro's Amazon Store.
4. In planning, Ontario Minister of Seniors and Accessibility will be sending a letter to all sitting Ontario MPs inviting them to bring awareness to the movement in their ridings.
5. CTV Toronto will break the story of movement's growth in September.
6. Treat Accessibly School Pilot at Toronto French School and (hopefully) Peel Region Catholic Schools to make Treat Accessibly part of the curriculum Oct. 7.
 - Pilot's curriculum is created by the Rick Hansen Fdn.
7. Canadian Tire has come on to produce 30,000 Lawn Flags and sponsor a top secret Halloween Project which I will share with you (SHHHH!)

WHAT WILL HAPPEN

1. Great awareness and *change*

Peel Region Championing

In 2021, in cooperation with Brampton and Mississauga Officials and their Accessibility Advisory Committees we are in the home stretch of creating a School Pilot for the rest of Ontario and Canada to adopt in the future.

In cooperation with the Peel Region Accessibility Advisory Committee, *we think there's an opportunity to do some or all of this too in 2021:*

1. Treat Accessibly Day amplification on October 7, 2021

- The first annual Treat Accessibly Day is intended to create National awareness in homeowners across Canada about accessible trick-or-treating and how to participate this Halloween.

2. Peel Region Schools adoption of Treat Accessibly Day

- In partnership with the Rick Hansen Foundation School Program, Teachers in grades 1 through 3 are provided a closed-loop 1-hour lesson plan about accessible inclusion that invites kids to learn in class and then bring the lesson home and practice it at Halloween through Treat Accessibly.



While Halloween may look a little different for many this year, should your family and local government support trick-or-treating in your area, I encourage you to participate in the Treat Accessibility campaign, which has a curb-side trick-or-treating plan to ensure all kids have an accessible and inclusive Halloween experience.

I applaud, #treataccessibility Founder, Rich Padulo for championing an innovative way for kids of all abilities to be included! Our Foundation's School Program is also proud to complement this year's event with inclusive Halloween specific lessons and activities! #halloween #accessibility #inclusion



To help close the adoption loop with homeowners and parents, 500+ RE/MAX offices across Ontario will have FREE Treat Accessibly lawn signs for pick-up and drop-off.

A new Global Brand will greatly boost Treat Accessibly awareness - exciting parents and homeowners through September to October in stores in Ontario, Quebec and Atlantic and B.C. socially.

Hasbro Canada and Disney is also planning on bringing mass awareness across the country socially and through Amazon.



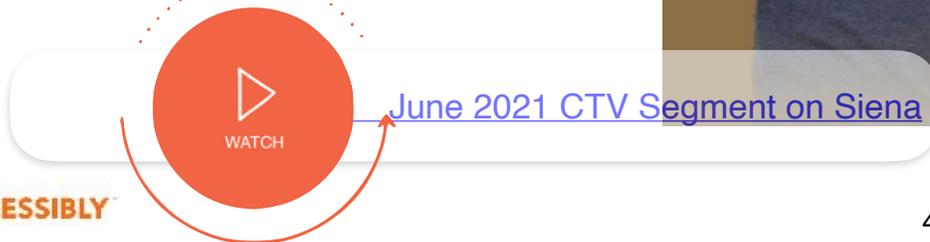
The Treat Accessibly School Pilot Dreamer

Our 10-year old daughter, Siena Padulo, has preparing education and rallying her classes and school since she was 6 to participate in Treat Accessibly.

In October 2021, her school, Toronto French School, was the first Private School in Canada to want to participate in the Treat Accessibly Day Pilot.

We believe in Siena and Siena believes:

THERE'S NO CAN'T IN CANADA.



Peel Region School Boards Update

When writing this document on Sept. 8, 2021:

Peel Region Public Schools reply:

“However, the Peel Board is committed to ensuring a learning environment, through inclusive programs and curriculum, and when we consider PDSB’s demographics, many of our students do not celebrate Halloween nor live in homes (structures) that would allow them to participate in Treat Accessibly. That said, the decision was made to not participate in this initiative centrally across the system.”

At time of writing this, the city of Brampton was seeking more information to address the decision.

Peel Region Catholic Schools:

We have a next steps meeting on Sept. 9 and I will be able to report outcome in our meeting

Toronto French School (2 campuses):

Will be participating in the pilot.

Looking Back To Go Forward

In 2019, Rich was invited to a beautiful experience that changed his life and cemented his family's resolve to grow Treat Accessibly.

A Halloween event at Holland Bloorview Children's Rehabilitation Hospital, where the kids celebrated Halloween in the lobby with volunteers, family and their incredible staff. The joy Rich witnessed was contagious and forever moving.

As you can imagine, many of the kids celebrate this way because they can't Trick-or-Treat with their siblings and other kids due to stairs and other reasons.

In 2021, we can help us change that.

We want to rally a Toronto street that loves Halloween (20-30 houses) to pilot the 1st Treat Accessibly Halloween Village on Saturday Oct. 2, 2021.

With this pilot, Treat Accessibly and our partners would socially share video from the event and excite neighbourhoods across Canada, **starting as early as Oct. 7, 2021**, to Treat Accessibly at Halloween and help starting to think about championing accessible inclusion for ***everybody everyday***.



It Builds With Our 2021 Pilot.

The Treat Accessibly Halloween Village experience and social content that is so cool, it makes Accessible Trick-or-Treating the way everybody wants celebrate Halloween in the future.



Looking Forward.

The Padulo Family have kept Treat Accessibly a grassroots movement and story to show people an average family can work together with the community, private sector, non-profits and government to make a difference.

None of this would be possible without the help of people like you and the Peel Region Accessibility Advisory Committee considering *how you can help*.

Happy Halloween... EveryBODY!





HAPPY HALLOWEEN... EVERYBODY!