

March – October 2011

California Disability History Week Campaign Plan

Goal: Get at least twenty commitments from schools in California to Implement Disability History Week during the second week of October 2011

DHWC Activities	Purpose	Who's Responsible?	Timeline	Outcome
Hold Statewide DHWC teleconferences	-Keep all members updated and working towards the same goal. -Move DHWC forward -Determine what's needed to accomplish the DHWC 2011 goals	YO! Staff, DHWC Lead Coordinators, DHWC Chair	1 st Mtg. – 3/30/11 2 nd Mtg. – 4/30/11 3 rd Mtg. – 5/30/11 4 th Mtg. – 6/30/11 5 th Mtg. – 7/30/11 6 th Mtg. – 8/30/11 7 th Mtg. – 9/30/11 8 th Mtg. – 10/30/11	
Identify School Boards in YO! Member local areas that can be outreached to	-Understand what school is controlled by what school board	DHWC Members	Due by 5/18/11	
Attend a local school board meeting	-Get to know who is on the school board and what they're working on	DHWC Members	Due 5/30/2011	

Develop DHWC School Outreach Tool Kit	-To have supporting documents to share with schools in order to get them interested in implementing DHW at their school	DHWC Workgroup	Due 5/30/11	
Hold Regional DHWC meetings (in-person, by phone or Facebook Chat)	-Build regional DHWC teams to work toward DHWC goal	DHWC Regional Leaders	1 st Mtg. - 4/30/11 2 nd Mtg. - 5/30/11 3 rd Mtg. - 6/30/11 4 th Mtg. - 7/30/11 5 th Mtg. - 8/30/11 6 th Mtg. - 9/30/11 7 th Mtg. - 10/30/11	
Mail Disability History Week flyers to schools	-Get the word out by mail	-YO! staff can mail flyers, but DHWC members needs to tell YO! Staff where to mail them	Before summer break	
Present the DHWC during the public comment section of the local school board meeting	-Get the word out about Disability History Week being passed by the California Legislature. -Give school board	DHWC Members	Due 5/30/11	

	<p>members a copy of the resolution and fact sheet.</p> <ul style="list-style-type: none"> -Ask school board to implement DHW in their schools. -Offer to support and assist schools in implementing DHW. 			
Develop a list of schools to target within your school boards district	<ul style="list-style-type: none"> -Determine which schools are most likely to implement DHW. -Reach out to principals and/or teachers on your school target list 	DHWC Members	5/30/11	
Present DHWC to 3 – 4 schools on your school target list	<ul style="list-style-type: none"> -Get the school to understand why DHW is important and why they should teach or do something in honor of DHW during the second week of Oct. 2011. 	DHWC Members	6/30/11	

	-Get the school to commit to implementing DHW			
Follow-up with schools targeted and get commitments	-Get 1 – 2 schools in your local area to commit to DHW	DHWC Members	6/30/11	
Meet and work with schools who have committed to implementing DHW in 2011	-Help schools develop their DHW agenda and makes sure that it's about Disability History not Disability just Disability Awareness	DHWC Members	Ongoing till second week of October '11	
Participate in Disability History Week at 1 – 2 schools	-Support the implementation of Disability History Week -Celebrate your accomplishments!	DHWC Members	10/30/11	
Share your DHW Implementation stories at statewide and regional DHWC follow-up meetings	-Hear how others supported the implementation of DHW in their local community -Determine areas of improvement for	Everyone	11/30/11	

	next year -Support your fellow DHWC Organizers			
Organize a DHWC Organizing Party	-Celebrate our statewide and regional accomplishments	Everyone	12/30/11	
Begin developing 2012 DHWC goals and determine volunteers for leadership positions	-Prepare for 2012	DHWC Members	12/30/11	