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CAMPAIGN REPORT

OVERVIEW

The Corporate Communication Division in conjunction with the Disability Unit conceptualised and implemented the #nolimitSU campaign in September 2018 (see Annexure A). The goals of the campaign were as follow:

- Announce that the Disability Access Policy has been revised
- Feature the stories of SU students and staff with disabilities and how the Disability Access Policy impacts on their lives
- Position SU as a leading institution in South Africa that is inclusive and innovative

The campaign included the following:

- A four-part video series displayed on the SU social media channels
- News article in the external media
- Feature articles on the SU website
- Feature articles in the staff newsletter
- Notice in the staff newsletter
- Radio interviews of MFM

The campaign was monitored and the analytics gathered showed a positive engagement by the target audience (students, staff, alumni and SU stakeholders).



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WEBSITE: Two feature articles appeared on the SU website.

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SU introduces new Disability Access Policy

Author: Dr Marcia Lyner-Cleophas Published: 07/09/2018

f t e g+

Disability is very much part of us and our everyday lives. I am sure there's a family member you know, someone in your neighbourhood, a colleague at work, a person at your place of work or attending your clinic, hospital or educational setting that has a disability. Or maybe someone who has recently had an operation and now struggles with mobility. Or someone whose functioning is affected in one way or the other and who can do with some kind of adaptation in his/her environment to make access easier.

It is very easy to just carry on with our everyday lives, functioning fully, and ignore people who might need some or the other support or means to access activities which would ordinarily be easy to do. In many ways we still need to really stop, focus and reflect on people's functioning and what assistance they might need or how the environment presents barriers to their effective functioning.

Think of a simple trip to a shop, whether using motorised or non-motorised means to get there. How many possible barriers could inhibit safe access along the way? Think about broken pavements or ones with obstructions like trees that could cause someone to fall or make it difficult for a wheelchair to navigate? What about pavements with no curb cuts which would make rolling a wheelchair across it difficult? Or areas unsheltered from the rain where you have no option to move about in a wheelchair to get to your destination?

We live in a society where people with disabilities are too easily excluded from participating in everyday activities, such as going to a shop, social gatherings, church, and gaining access to health and educational institutions. We do not realise the

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US stel nuwe Beleid oor Gestremdheds-toegang bekend

Outeur: Dr Marcia Lyner-Cleophas Gepubliseer: 07/09/2018

f t e g+

Gestremdheid is in 'n meerdere of mindere mate deel van ons en ons daaglikse lewe. Ek is seker jy ken mense met gestremdhede, hetsy 'n familielid, iemand in jou buurt, 'n kollega by die werk of iemand wat na dieselfde kliniek of hospitaal gaan of in dieselfde opvoedkundige omgewing is. Dalk iemand wat onlangs 'n operasie gehad het en nou minder beweeglik is. Of mense wie se funksionaliteit op die een of ander manier ingekort is en kan baat by sekere aanpassings om hul omgewing meer toeganklik te maak.

Dit is baie maklik om met ons daaglikse lewe aan te gaan, ten volle te funksioneer, en mense te ignoreer wat miskien een of ander vorm van steun of hulp nodig het om toegang tot aktiwiteite te hê wat normaalweg maklik sou wees om te doen. Dit is soms nodig om werklik stil te raak en te besin oor mense se funksionering en watter hulp hulle nodig kan hê of hoe hindernisse in die omgewing hulle doeltreffende funksionering beïnvloed.

Dink aan 'n eenvoudige uitstapjie winkels toe, ongeag of gemotoriseerde of nie-gemotoriseerde metodes gebruik word om daar te kom. Hoeveel moontlike hindernisse kan op pad soontoe veilige toeganklikheid beperk? Dink aan ongelike sypaadjies of sypaadjies met versperings soos bome wat iemand kan laat struikel of dit moeilik maak om 'n rolstoel te gebruik. Wat van sypaadjies sonder skuins randstene, waar dit moeilik is om met 'n rolstoel op die sypaadjie te kom? Of gebiede wat nie teen reën beskut is nie, waar jy geen ander keuse het as om met jou rolstoel in die reën te beweeg om jou bestemming te haal nie?

Ons leef in 'n samelewing waar mense met gestremdhede te dikwels van deelname aan alledaagse aktiwiteite uitgesluit

Vertoon Alle Nuus

Kategorie

Sleutelwoorde

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Author: Bongani Mapumulo Published: 07/09/2018



"You can judge a nation by the way it treats its most vulnerable citizens." This quote has been credited to a variety of prominent historic figures such as Aristotle and Mahatma Gandhi. It has also evolved with time and been applied in differing contexts.

Within the South African context, former president Thabo Mbeki also made reference to it. He wrote that one of the yardsticks by which to measure a society's respect for human rights, and to evaluate its level of maturity and generosity of spirit, is the status it accords to the most vulnerable members of society such as disabled people, senior citizens and children. Furthermore, he added that the concept of a caring society is strengthened when we recognise that disabled people enjoy the same rights as everyone else and that their quality of life should be promoted.

This vignette, written only three years into South Africa's democracy, relates to the importance of addressing the inequalities in physical abilities amongst the country's citizens. We are much deeper into democracy today and it has been hailed as a system that should be celebrated by all South Africans. Civil liberties have improved self-expression and stimulated desires amongst minorities to participate in the decisions affecting their lives. These are some of the aspects that define the norms of our political and social order in 2018. Such democratic ideals have also been integrated into the way government institutions and state-funded educational institutions such as universities are modelled.

However, the question is: to what extent has this changed the lives of people with disabilities as they navigate different spheres of society?

I would like to reflect on this issue by looking at what's happening within our education environment. As a student with a disability, I followed with great interest the recent launch of the revised Disability Access Policy at my institution Stellenbosch University. This policy aims to highlight ways that can guide the university on the path to becoming universally accessible for students, staff and visitors with disabilities. It embodies familiar principles that emphasize the importance of human dignity, inclusivity, social justice and equal opportunity which are all aligned with the institution's broader vision. Also, from a legislative framework perspective, the policy acknowledges the need to transform as outlined by the Education White Paper 6 on building an inclusive education and training system.

The White Paper emphasizes an important requirement for a paradigm shift to be made. This is a shift that seeks to move away from the dominant and persistent focus on individualizing, professionalizing and depoliticizing disability that is

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Outeur: Bongani Mapumulo Gepubliseer: 07/09/2018



"Jy kan 'n nasie oordeel aan die manier waarop hy sy mees kwesbare burgers behandel." Hierdie aanhaling word aan 'n verskeidenheid bekende geskiedkundige persone soos Aristoteles en Mahatma Gandhi toegeskryf. Die betekenis daarvan het metertyd uitgebrei en dit word in verskeie kontekste gebruik.

Binne die Suid-Afrikaanse konteks het die voormalige president, Thabo Mbeki, ook hierna verwys. Hy het geskryf dat een van die maatstawe waaraan 'n samelewing se respek vir menseregte gemeet kan word, en 'n manier hoe die vlak van volwassenheid en ruimheid van gees geëvalueer kan word, die status is wat die samelewing aan sy mees kwesbare lede, soos sy gestremde persone, senior burgers en kinders gee. Hy het bygevoeg die konsep van 'n sorgsame samelewing word versterk wanneer ons erken gestremde persone geniet dieselfde regte as die res van die samelewing en dat hulle lewensgehalte bevorder moet word.

Hierdie vinjet, wat slegs drie jaar ná Suid-Afrika se demokrasiewording geskryf is, verwys na die belang daarvan om ongelikhede in fisieke vermoëns onder die land se burgers aan te pak. Ons het vandag heelwat verder gevorder op die pad na demokrasie. 'n stelsel wat verwelkom is omdat alle Suid-Afrikanners dit kan vier. Burgerlike vryhede verbeter selfuitdrukking en moedigheid minderhede aan om deel te neem aan die besluite wat hulle lewe raak. Dit is slegs enkele aspekte wat die norme van ons politieke en maatskaplike orde in 2018 bepaal. Sodanige demokratiese opvattinge is ook geïntegreer in die manier wat staatsinstellings en staatsfinansierde onderwysinstellings soos universiteite gemodelleer word.

Die vraag is egter: in watter mate het dit die lewe van diegene met gestremdhede verander terwyl hulle hul pad deur die verskillende sferes van die samelewing vind?

Ek besin graag oor hierdie kwessie deur te kyk na wat in ons onderwysomgewing gebeur. As 'n student met 'n gestremdhede het ek die onlangse bekendstelling van die hersiene Beleid oor Gestremdheidstoegang by my instelling, die Universiteit Stellenbosch, met groot belangstelling gevolg. Hierdie beleid poog om maniere uit te wys wat die Universiteit kan lei op die pad na universele toegang vir studente, personeel en besoekers met gestremdhede. Dit beliggaam bekende beginsels wat die belang van menswaardigheid, inklusiwiteit, sosiale geregtigheid en gelyke geleenthede benadruk en dit is deurgaans in pas met die groter visie van die instelling. Vanuit 'n wetgewenderaamwerk-perspektief erken die beleid ook die kritiese belang daarvan om te transformeer, soos uiteengesit in die Onderwyswet 6 oor die bou van 'n inklusiewe onderwys- en opleidingsstelsel.

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EXTERNAL MEDIA: An article by Bongani Mapumulo, head of the DISmaties student society appeared in news24 on 6 September 2018.

news24
Breaking News. First
LAST UPDATED: 2018-10-05, 11:45

News ▾ **Voices** ▾ **Business** ▾ **Sport** ▾ **Water Crisis** ▾ **Lifestyle** ▾ **Video** ▾ **Focus** ▾ **Jobs**

COLUMNISTS **GUEST COLUMN**

Don't leave people with disabilities behind

2018-09-06 13:22

news24

Bongani Mapumulo

"You can judge a nation by the way it treats its most vulnerable citizens." This quote has been credited to a variety of prominent historic figures such as Aristotle and Mahatma Ghandi. It has also evolved with time and has been applied in differing contexts.

Within the South African context, former president Thabo Mbeki also made reference to it. He wrote that one of the yardsticks by which to measure a society's respect for human rights, and to evaluate its level of maturity and generosity of spirit, is the status it accords to the most vulnerable members of society such as disabled people, senior citizens and children.

Furthermore, he added that the concept of a caring society is strengthened when we recognise that disabled people enjoy the same rights as everyone else and that their quality of life should be promoted.

This vignette, written only three years into South Africa's democracy, relates to the importance of addressing the inequalities in physical abilities amongst the country's citizens. We are much deeper into democracy today and it has been hailed as a system that should be celebrated by all

New mayor, same old ANC trouble
Mongamele Bobani is mayor of the Nelson Mandela Bay municipality, and could be for the next three years, writes **Mcebisi Ndletyana**.



Wheel chair bound (iStock)

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Related Links

- Zuma may be gone, but how do we avoid a repeat of the disaster?
- From Jacob Zuma to John Block: the 'generally corrupt' are back
- The serious error that could derail Zondo's state capture commission



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DIGITAL STAFF NEWSLETTER:

The announcement of the revised Disability Access policy was placed in the digital staff newsletter (news@StellenboshUni) and distributed to 3 300 staff, according to the language preference.

- The opening rate for the English edition was 29.6 %, while the click rate was 3.2%
- The opening rate for the Afrikaans edition was 31.6 %, while the click rate was 5.5 %

It is important to point out that the opening rates and click rates compare very well with industry standards, which are 23.9% and 2.1% respectively.



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7 September 2018

same stories - many phaseli - forward together

#nolimitSU



SU Introduces new Disability Access Policy

At Stellenbosch University, we have decided to dedicate our attention in September to Disability and Access. We have also reworked our disability policy, now called the Disability Access Policy, in an effort to address the challenges. The new policy, in place since 1 April 2018, has a campus-wide lens that focuses on students, staff and visitors to the university's different campuses and how we can make them more inclusive from a disability perspective. We recognise that disability is not only about students with disability on our campuses, but also about staff and visitors. We are re-looking at how we care at our institution and revamping and planning for better access, with a special focus on people with disabilities.



Dr Lyner-Cleophas unpacks the Disability Access Policy

The Corporate Communication Division in collaboration with the Disability Unit will focus on the stories of students and staff with disabilities in the video series, #nolimitSU during the month of September. The series kicks off with Dr Marcia Lyner-Cleophas, head of the Disability Unit, who provides an overview of the Disability Access Policy. Follow this series every Thursday at 16:00 on our Facebook, Twitter or Instagram.



Don't leave people with disabilities behind

Civil liberties have improved self-expression and stimulated desires amongst minorities to participate in the decisions affecting their lives. Such democratic ideals have also been integrated into the way government institutions and state-funded educational institutions such as universities are modelled. Bongani Mapumulo, a student at SU asks to what extent has this changed the lives of people with disabilities as they navigate different spheres of society?

Click here to download the revised Disability Access Policy



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US stel nuwe Beleid oor Gestremdheidstoegang bekend

By die Universiteit Stellenbosch het ons besluit om in September ons aandag op gestremdheid en toeganklikheid te fokus. Ons het ook ons gestremdheidsbeleid, nou die Beleid oor Gestremdheidstoegang, weer deurgewerk in 'n poging om oplossings vir die uitdagings te vind. Die nuwe beleid, wat op 1 April 2018 geïmplementeer is, het 'n kampuswye loop wat op studente, personeel en besoekers aan die Universiteit se verskillende kampusse fokus en op hoe ons dié kampusse meer inklusief kan maak uit 'n gestremdheidsperspektief. Ons is daarvan bewus dat gestremdheid nie net studente met gestremdheid op ons kampusse raak nie, maar ook personeel en besoekers. Ons kyk weer na hoe ons by ons instelling omgee en opknapping en beplanning kan doen vir beter toeganklikheid met 'n spesiale fokus op mense met gestremdheid.



Dr Lyner-Cleophas verduidelik die nuwe beleid

Die Afdeling Korporatiewe Kommunikasie in samewerking met die Eenheid vir Gestremdheid sal hierdie maand in 'n videoreeks, #nolimitSU, die fokus plaas op die stories van studente en personeellede met gestremdheid. Die reeks skop af met dr Marcia Lyner-Cleophas, hoof van die Eenheid vir Gestremdheid, wat 'n oorsig sal gee oor die Beleid oor Gestremdheidstoegang. Volg die reeks elke Donderdag om 16:00 op ons Facebook, Twitter en Instagram.



Moenie mense met gestremdheid agterlaat nie

Burgerlike vryhede verbeter selfuitdrukking en moedig minderhede aan om deel te neem aan die besluite wat hulle lewe raak. Sodanige demokratiese opvatting is ook geïntegreer in die manier wat staatsinstellings en staatsgefinanseerde onderwysinstellings soos universiteite gemodelleer word. Maar, in watter mate het dit die lewe van diegene met gestremdheid verander terwyl hulle hul pad deur die verskillende sferes van die samelewing vind, vra Bongani Mapumulo, 'n US-student.

Click here to download Beleid oor Gestremdheidstoegang of the link



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29 August 2018



Be a hero and support Casual Day 2018

Be part of a growing call for equity and universal access to human rights by supporting Casual Day 2018.

This year Casual Day will take place on Friday, 7 September and the theme is "Be an everyday hero with people with disabilities."

The theme calls on individuals to be protagonists for change. For example, when you become aware of how an environment is excluding people from safe access to a building and act on it, you show that you care. In the process, you become an everyday hero.

You can also be a hero by purchasing a Casual Day sticker, which is available at the Human Resources helpdesk at the Stellenbosch Campus or at the Cashiers in the Clinical Building at the Tygerberg Campus. Stickers cost R10 and all proceeds are donated to beneficiaries of the National Council of and for Persons with Disabilities. The funds are used to make a real difference in the lives of people with disabilities in South Africa.

Departments can also participate in the Stellenbosch University Casual Day Hero Games, which takes place on 7 September 2018 at the Rooiplein. The event will see departments compete in several fun games, including bowling with the Western Province Blind Bowlers Club. Read more about the event and click here to enter your department.

UPCOMING EVENTS

1 - 2 September - Monteverdi's Vespers

Schola Cantorum in collaboration with the Chamber Choir Lucente (Munich/Germany) and the SU Camerata on period instruments conducted by Martin Berger, bring Claudio Monteverdi's Vespers to the Endler Hall. Tickets for R140 (regular) and R100

3 September - Department of Economics research seminar

Kara Dimitruk, PhD candidate at the University of California, will talk about the topic 'Politicians and Institutional Change: Evidence from 17th-century England' in Room S05 of the CW Schumann Building. The seminar will start at 12:00. For more



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SOCIAL MEDIA:

A total of 21 posts appeared on the SU Facebook, Twitter, YouTube and Instagram platforms. The post included videos.

The social media measurement of the campaign is as follow:

MEASUREMENT	FACEBOOK/ TWITTER/ INSTAGRAM
Number of posts	21
Total video views	8 257
Total campaign impressions	74 529
Total campaign engagements	14 900
Average impressions per post	3 549
Average engagement per post	709

The links to the videos:

- Stellenbosch University introduces new Disability Policy:
<https://www.youtube.com/watch?v=YmcGlqQ9EZo>
- Disability support at Stellenbosch University:
<https://www.youtube.com/watch?v=G9xSivk2B7o&feature=youtu.be>
- Disability Access Policy and dyslexia
<https://www.youtube.com/watch?v=iaTXVKnkqIU>
- The future of inclusivity and universities:
<https://www.youtube.com/watch?v=FUXR1p2SEEU>



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Tweets Tweets & replies Media

Stellenbosch Univ @StellenboschUni · 9m
Look out for our new video series, #nolimitSU, on our social media channels focusing on issues pertaining to students with disabilities.



Stellenbosch Univ @StellenboschUni · 2h
#nolimitSU Part 1 - Disability is very much part of us and our everyday lives. Our Disability Unit engaged in a process of renewing its Disability Access Policy and has introduced its new policy.




I went to the disability unit on campus and discussed with them my need for an interpreter. After deliberation, they agreed to facilitate the appointment of an SASL interpreter.



stellenboschuni

stellenboschuni In part 3 of our video series #nolimitSU, Bongani Mapumulo, SU student and head of @Dismaties explains more about SU's revised Disability Access Policy. Click on the link in the bio to view the video. #maties #stellenboschuniversity

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Video **Post** Shares



Stellenbosch University

Published by Rene Van Der Berg [?] · 27 September at 16:00 · 🌐

"Deaf persons can study at SU and become a teacher, a lawyer or anything they want. Whether you are Deaf, blind, physically challenged, no matter your disability, you are welcome to come and study here," says second-year Education student, Ilze Aaron. Ilze shares her amazing story with us. #nolimitSU



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Boost this post for R300 to reach up to 22,000 people.

24,237 People reached 736 Engagements 2,548 Clicks [Boost Post](#)

👍❤️😮 110 8 Comments 121 shares

👍 Like 💬 Comment ➦ Share 🌐

Performance for your post

24,237 People Reached

6,195 Video Views

736 Reactions, comments & shares 📊

407 Like 79 On post 328 On shares

158 Love 33 On post 125 On shares

5 Wow 1 On post 4 On shares

45 Comments 11 On Post 34 On Shares

123 Shares 121 On Post 2 On Shares

2,548 Post Clicks

704 Clicks to Play 📊 0 Link clicks 1,844 Other Clicks 📊

NEGATIVE FEEDBACK

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Stellenbosch University



Published by Rene Van Der Berg [?] · 13 September at 16:04 · 🌐

Dyslexia is commonly referred to as an invisible disability. However, this does not lessen the challenges that are faced by persons with dyslexia. If anything, it increases the challenges they face, especially when applying for jobs. SU Law Clinic attorney, Monja Posthumus-Meyjes explains in Part 2 of our video series #nolimitSU, how Stellenbosch University addresses issues pertaining to students and staff with disabilities through its Disability Access Policy. #nolimitSU



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Boost this post for R300 to reach up to 22,000 people.

9,104

People reached

80

Engagements

375

Clicks

Boost Post

👍👎 10

4 Comments 12 shares

Performance for your post

9,104 People Reached

1,486 Video Views

80 Reactions, comments & shares ⓘ

45

👍 Like

9

On post

36

On shares

13

❤️ Love

0

On post

13

On shares

1

😲 Wow

1

On post

0

On shares

9

Comments

4

On Post

5

On Shares

12

Shares

12

On Post

0

On Shares

375 Post Clicks

85

Clicks to Play ⓘ

0

Link clicks

290

Other Clicks ⓘ

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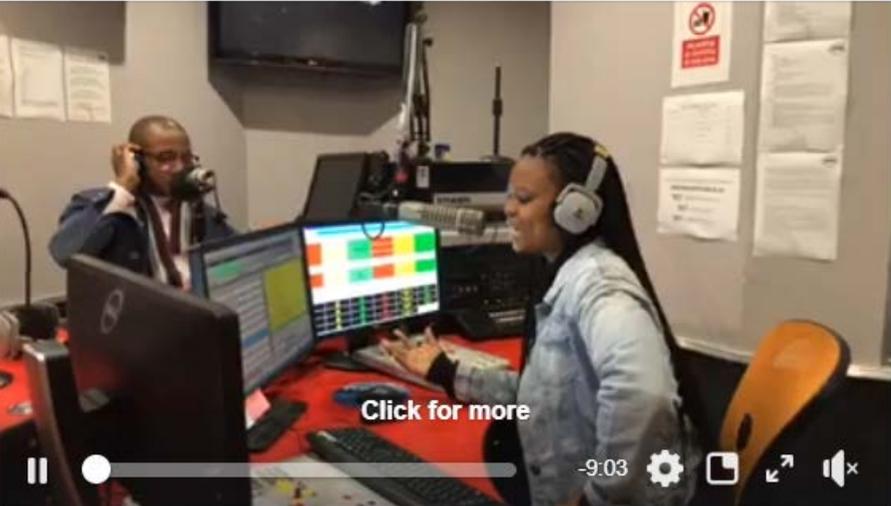
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RADIO INTERVIEWS: Two radio interviews on the Disability Access Policy took place on MFM.

 **Today at Stellenbosch University** was live.
28 September at 14:15 · 🌐

We are live on MFM 92.6 - Move to the Music with Bongani Mapumulo who is the head of the student organisation Dis-Maties. He is giving more information on Dis-Maties and discussing the various ways Stellenbosch University is creating more awareness on those living with disabilities.

#Inclusivity #Maties #Awareness #Disability #Access



Click for more

-9:03

 **Today at Stellenbosch University**
7 September at 15:19 · 🌐

Marcia Lynner-Cleophas from the Disability Unit at Stellenbosch University was on MFM 92.6 - Move to the Music earlier. She was talking about Casual day and shared some insight on how the university is helping those living with disabilities.

Dis-Maties
Student Affairs / Studentesake... See more



4 47 Views



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Annexure A: Communication Plan: Disability Access Policy

Participants:

- Dr Marcia Lyner-Cleophas
- JC Landman
- Sonika Lamprecht
- Rene van der Berg
- Candes Keating
- Stefan Els
- Alec Basson
-

Timeline: September 2018

Hastag:

- #nolimitSU

Date	Content	Responsible Person
Wednesday, 29	Casual Day announcement <ul style="list-style-type: none">• info@StellenboschUni	<ul style="list-style-type: none">• CK• SL
Wednesday, 5	Casual Day reminder <ul style="list-style-type: none">• info@StellenboschUni	<ul style="list-style-type: none">• CK• SL
Friday, 7	Casual Day Announcement of new policy via: <ul style="list-style-type: none">• News article (SU web/social media) Video 1– overview of the new policy – Dr Marcia Lyner Cleophas <ul style="list-style-type: none">• Opinion article by Bongani• Maties FM interview Toptalk – announcement of the revised Disability Access Policy	<ul style="list-style-type: none">• MLC• AB• CK• RvDB



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	<ul style="list-style-type: none">• News article – news@StellenboschUni – includes link to download the revised policy• Opinion article by Lyner-Cleophas	
Thursday, 13	Video 2 <ul style="list-style-type: none">• Attorney at SU law clinic who completed Masters research that focused on how people with dyslexia are unable to access employment in the law sector	<ul style="list-style-type: none">• SE• CK• RvDB
Friday, 14	Staff newsletter <ul style="list-style-type: none">• Video feature – attorney	<ul style="list-style-type: none">• CK• SL
Thursday, 20	Video 3 <ul style="list-style-type: none">• Deaf B.Ed student relating her experience as a SU student and use of the interpreting services	<ul style="list-style-type: none">• SE• CK• RvDB
Friday, 21	Staff newsletter <ul style="list-style-type: none">• Video feature – deaf student	<ul style="list-style-type: none">• JC Landman
Thursday, 27	Video 4 <ul style="list-style-type: none">• Bongani – wheelbound student speaking about accessibility at SU	<ul style="list-style-type: none">• SE• CK• RvDB
Friday, 21	Staff newsletter <ul style="list-style-type: none">• Video feature – deaf student MFM interview - Toptalk <ul style="list-style-type: none">• Overview of DISmaties student society and its role at SU	<ul style="list-style-type: none">• JC Landman