

# Disability Pride Month

## Corporate Support Pack



In support of

**SCOPE**



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# Welcome to Disability Pride Month 2026!

Thank you for supporting Scope and joining us for Disability Pride Month 2026!

This pack is designed to help you engage meaningfully and impactfully. It's packed with resources and guidelines to help showcase your commitment to disability inclusion with your employees, customers and stakeholders.

We are here to support you every step of the way, and we look forward to seeing how your company brings Disability Pride Month to life!

Together, we can change attitudes and create an equal future.

Together we can make this Disability Pride Month unforgettable.

Sincerely,

**The Scope Team**



# Raising awareness of Disability Pride Month



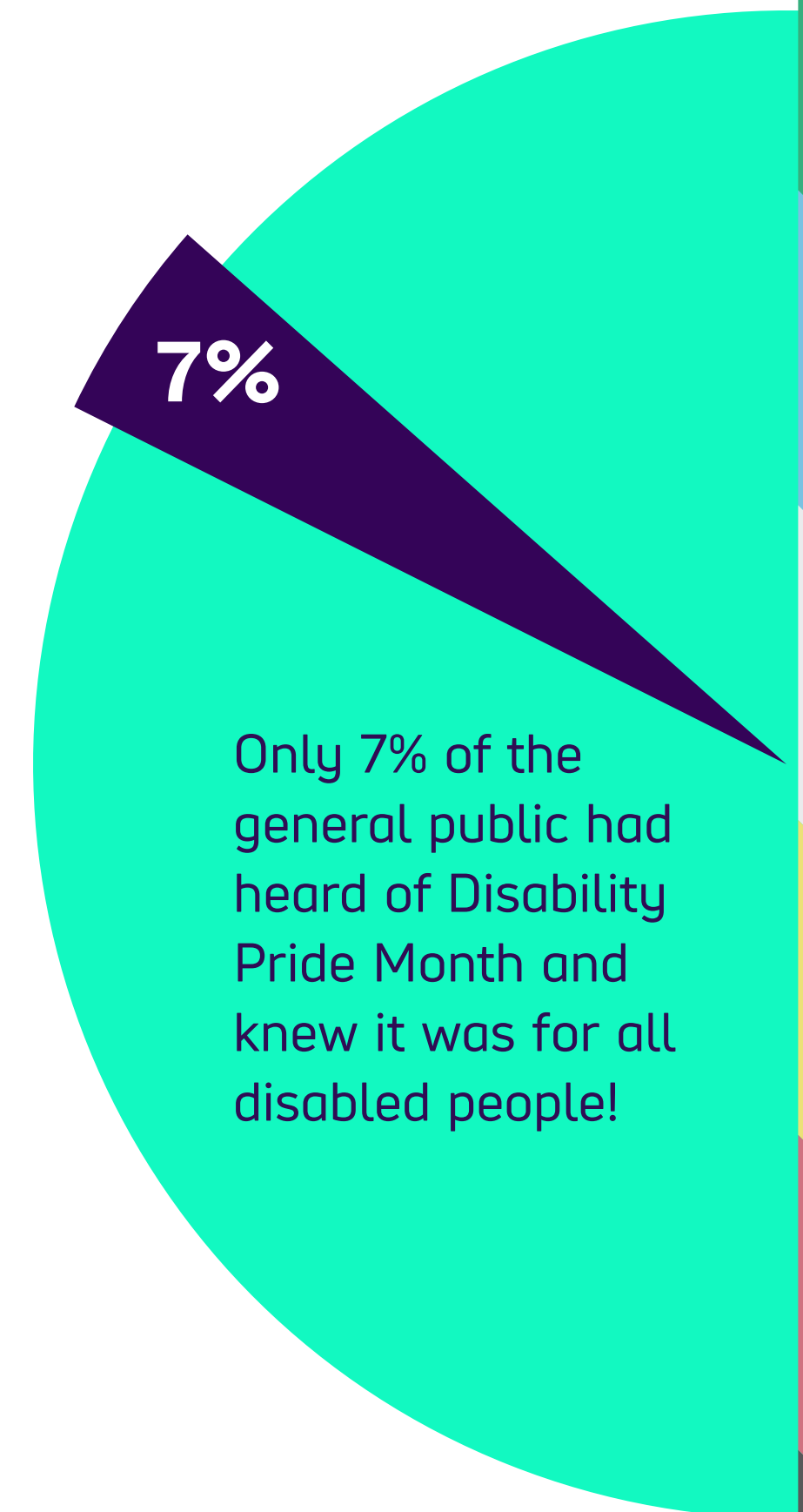
Partnering with Scope for Disability Pride Month is a unique opportunity to champion inclusion and make a lasting impact. By joining us, you're not only contributing to societal change. But also reinforcing your position as an inclusive and forward-thinking organisation.

Disability Pride Month is an important moment in the calendar year. It's about celebrating disabled people, challenging misconceptions, and driving meaningful conversations about inclusion. However, awareness remains low - **only 7% of the general public** have heard of and understand what Disability Pride Month is. Together, we can change that. Together, we can raise awareness.

This pack is designed to help you plan your business's support for Disability Pride Month and maximise your impact. By the end of Disability Pride Month 2026, we hope that:

- 1 You have shared stories of disability pride with internal/external audiences. Amplifying the voices and experiences of disabled people.
- 2 Your staff, customers, and clients are more aware of Disability Pride Month and the importance of disability inclusion.

Let's work together to create a future where attitudes towards disability are transformed.





**The history of**

**Disability**

**Pride Month**



# The history of Disability Pride Month



Scope has been championing Disability Pride Month for many years, raising awareness and sharing its history with our supporters. By understanding the origins of this celebration, we can highlight why it remains an important moment for disabled people today.

## Where did it all began

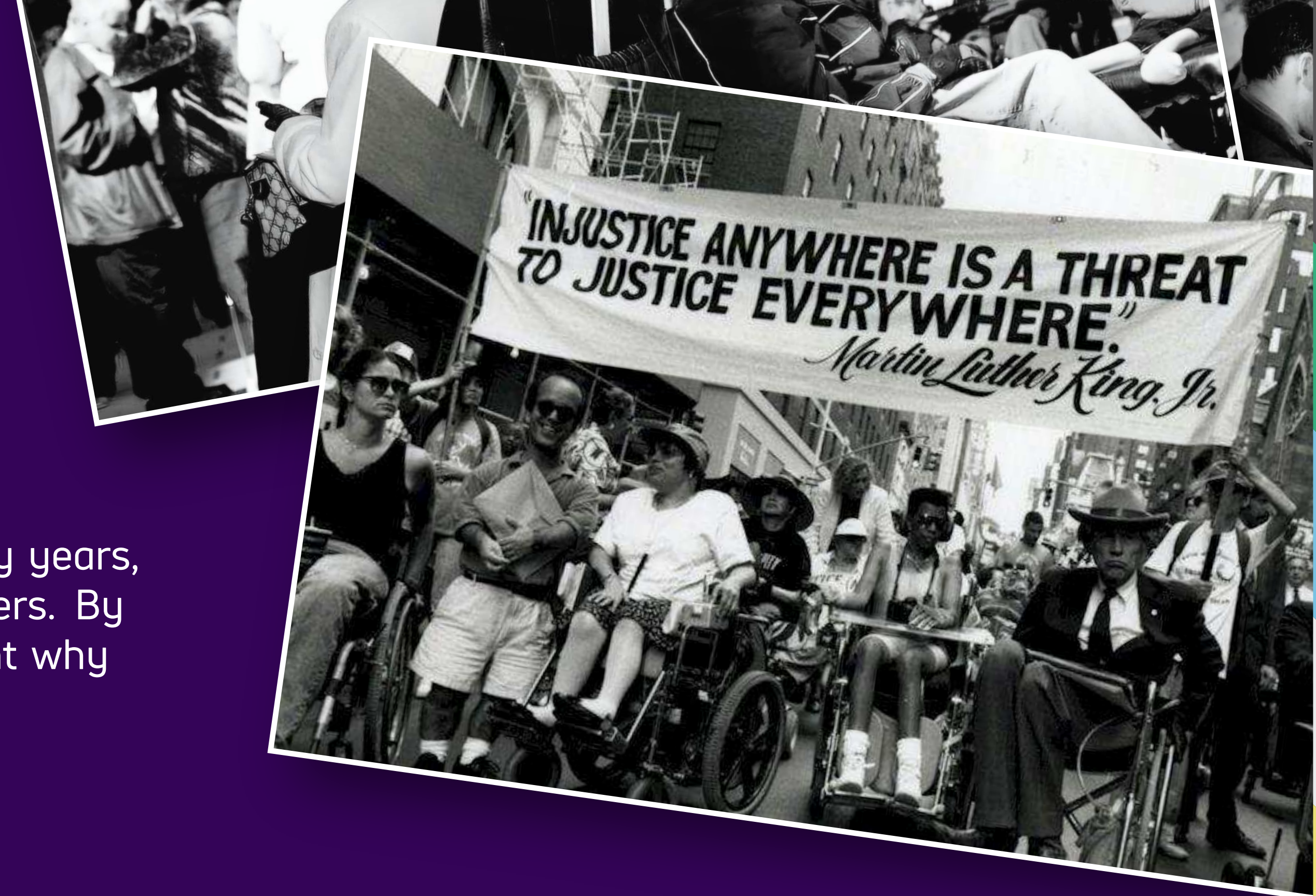
Disability Pride Month started in 1990 in Boston, inspired by the passing of the Americans with Disabilities Act. The first Disability Pride event was a march to celebrate disabled identity.

The UK adopted Disability Pride Month in 2017, creating space for disabled people to celebrate their identities, share their achievements, and raise

awareness of the barriers they continue to face.

While these barriers exist because of how society is structured, Disability Pride Month is a powerful reminder that disability is not something to be overcome - it's something to be proud of!

Image: "The Disability Independence Day March", in New York City Civil Rights History Project, Accessed: [12 Jun, 2025] . [disability-independence-day-march](#).



## The Disability Pride Flag

You might wonder why the flag has colours and not the usual purple that can be associated with disability?

Well, the Disability Pride flag has vibrant colours to symbolise the various experiences and needs within the disabled community, such as non-visible, sensory, physical, developmental and mental impairments and conditions.

The band shape of the colours represents the barriers disabled people face and have to navigate through.





# The Disability Pride Flag

In order of appearance from bottom to top:

## Red

Physical impairments and conditions

## Gold

Neurodiversity

## White

Non-visible and undiagnosed impairments and conditions

## Blue

Emotional and psychiatric conditions including mental health, anxiety and depression

## Green

Sensory impairments and conditions, including hearing impaired, vision impaired, audio processing and all other sensory impairments and conditions.

## Charcoal

The charcoal background is to represent people in the community who have experienced ableism and is to protest against this



**Social Model of**

**Disability**

## The importance of the social model of disability



At Scope, we believe in the power of the social model of disability. Developed by disabled people. This approach challenges us to view disability through the lens of societal barriers. Not impairments or differences. It's the foundation of Scope's strategy, An Equal Future. Removing barriers creates equality and offers disabled people more independence, choice and control.

Barriers can be physical, like buildings not having accessible toilets. They can be mental, such as attitudes like disabled people aren't as efficient. They can also be digital and shown through content accessibility.

**That's why we want you to consider the social model of disability in your communications about Disability Pride Month.**

The social model calls for barriers to be removed so everyone can fully participate. This includes digital, communication and content accessibility.



# The importance of the social model of disability



Content accessibility means creating all content so that everyone can read and use it.  
Things to consider for digital and written content:

**Colour contrast**

**Readability**

**Navigation and heading styles**

**Visual noise**

**Alternative text for images**

**Captions for videos**

**Transcripts for videos**

**To improve accessibility and readability, try the following webpages:**

- Hemingway app. Aim for a readability grade of 6 to 8.
- Writing for web accessibility tips (WCAG)
- How to improve your writing with plain English
- How to write better website content for people with dyslexia
- Heading structure and accessibility
- Dos and don'ts on designing for accessibility (Home Office posters)

**Some final top tips to write accessible content are:**

- Simplify your message as much as possible
- Avoid metaphors and similes
- Always choose a simple word over a complex one
- Avoid idioms and phrases like “it’s raining cats and dogs”



## Using social media to support Disability Pride Month

Social media is a powerful tool for engaging your audience and raising awareness about Disability Pride Month. By sharing thoughtful, inclusive, and engaging content, your business can be a strong ally in promoting Disability Pride.

Here are some tips and ideas for creating content that sparks conversation, supports Disability Pride, and educates your followers.



## Topics to share on social media



### **The history of Disability Pride Month**

Share the origins and significance of Disability Pride Month. Highlight how it began, its purpose in celebrating disabled people's identities, and the importance of visibility. Educating your audience on its history helps foster understanding and respect.



### **Share stories from your staff, customers, or clients**

Encourage employees, customers, or clients to share what Disability Pride means to them. These personal stories can have an impact, demonstrating how disability pride manifests in different people's lives. For example, you can feature staff or customers who identify as disabled or who are passionate about the cause.



### **What does Disability Pride mean for your organisation?**

Reflect on how your organisation embraces Disability Pride and why it is an important part of your values and culture. This could be a post from your leadership team or an internal video showcasing your commitment to inclusivity.

## Topics to share on social media



### **Disability Pride is a journey that looks different for everyone**

Recognise that the journey towards disability pride can vary greatly from person to person. Some disabled individuals may not feel comfortable expressing pride due to personal or societal factors. Acknowledge this diversity in your posts to ensure that you are inclusive of all experiences.



### **How people's disabilities are an integral part of who they are**

Share content that highlights the achievements of disabled people in your company or community.



# Best practices for social media posts



## Write posts in an accessible way

Ensure that your posts are inclusive and accessible for all audiences. This includes adding **alt-text** to images, using simple and **clear language**, and ensuring that **videos have captions**.



## Support changing attitudes toward disabled people

Use your platform to challenge stereotypes and promote positive attitudes towards disabled people. For more information on changing attitudes, see our Changing Public Attitudes Towards Disabled People section.



## Working with someone to share their story

If you are sharing someone's personal story about disability, make sure you have their consent and that they are comfortable with how their story will be shared. **Respect privacy** and **be mindful of the language** used to ensure it is empowering for the individual.

# Best practices for social media posts



## Responding to comments on Disability Pride Month

It's important to be prepared for potential comments on your posts. Some followers may have questions or misconceptions about Disability Pride Month.

We'll provide you with a Q&A to help you respond confidently and sensitively. If you get any comments or questions, please remember to be **respectful**, **acknowledge different perspectives**, and **provide educational resources** when appropriate.

### Summary

By following these guidelines, your organisation can contribute positively to the conversation around Disability Pride Month, increase awareness, and show your commitment to supporting the disabled community.

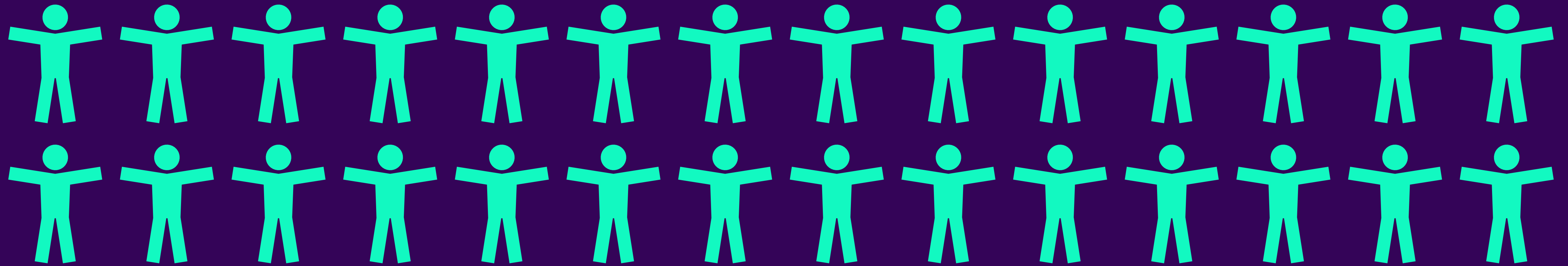




**Changing**

**Attitudes**



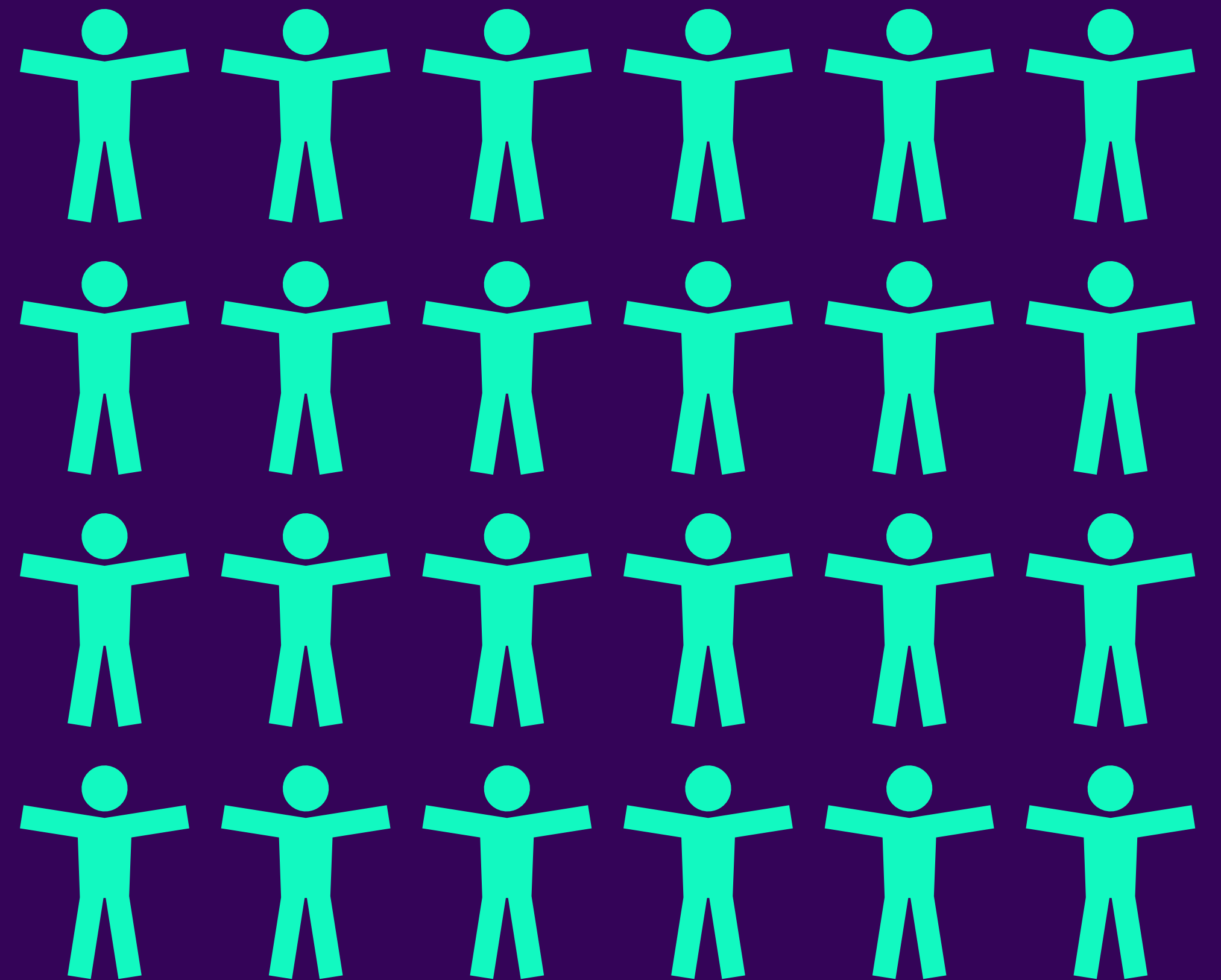


## Changing public attitudes towards disabled people through messaging

Scope and the Behavioural Insights Team worked together to understand more about attitudes and disability. We wanted to know the impact of messaging on attitudes toward disability and disabled people.

**Over 5,000 people tested different types of messaging.**

The goal was to find the most effective way to change attitudes and behaviours towards disability perceptions and behaviours.



# Principles for **changing attitudes**

## **1 Raising the Status of Disabled People**

Positive representations that elevate the status of disabled individuals (for example being good at their job, as parents, or community leaders)

Avoid portraying everyday tasks as “inspiring”; instead, focus on achievements and contributions.

Avoids pity, even with examples of inequality or other negative experiences.

## **2 Sharing Personal Stories**

Encourages empathy and emotional connection

Shows disabled people are not defined by their condition. A person with hopes, dreams, and challenges.

Stories challenge stereotypes and increase awareness about barriers disabled people face.

## **3 Perspective Taking**

Asks your audience to imagine facing inequality or injustice (rather than imagining being disabled)

Encourages people to seek information on supporting equality for disabled people

## **4 Careful Messaging on Injustice and Facts**

Messaging about injustice or factual data on disability should be framed carefully

Risk of portraying pity or reinforcing negative stereotypes about disabled people’s competence

Providing solutions or context can help to avoid negative emotional reactions and increase the effectiveness of striving for equality



**Effective**

# Messaging

# Practical tips for effective messaging



## Focus on empathy and positivity

Messaging that conveys positive, relatable stories of disabled people's accomplishments.



## Avoid overemphasizing injustice

While it's essential to highlight the challenges disabled people face, focusing solely on injustice can reinforce negative emotions, such as pity. Always consider balancing such messages with positive portrayals.



## Use personal stories

Presents disabled individuals who are not defined by their disabilities. This helps to break down stereotypes. Share success stories from disabled people within the business, especially experiences from senior leaders. This could be about adjustments that worked well and enabled them in the workplace.

Use different mediums to communicate and engage, such as:

- Round tables
- Newsletters
- Broadcasts

## Practical tips for effective messaging



### **Introduce initiatives within the workplace**

Encourage network groups through the year - continuing the conversation beyond Disability Pride Month

Awareness training is important e.g. for neurodiversity, but being sure to do this throughout the year

Ensure they are disability confident to attract external candidates to be confident they are inclusive



### **Integrate facts with narrative**

When using statistics or facts, pair them with personal stories to make them more impactful and relatable.



# Coproduction and inclusive design

## Involve disabled people in the process

Ensure that disabled people are a part of content creation through coproduction. Their lived experience adds relevance and authenticity to messaging efforts.

## Ensure accessibility

Beyond making content accessible, adopt an inclusive design approach by considering the needs of a diverse audience during the creation process. Keep language simple, avoid jargon, and prioritise clarity to ensure your messaging is inclusive.

## Summary

Using positive, empathetic messaging is an effective way to improve public perceptions of disabled people. All businesses and organisations can help to change attitudes by:

- Sharing positive stories
- Elevating the status of disabled people
- Fostering empathy and emotional connection
- Collaborating with disabled individuals in the development and production of content.
- Focusing on accessibility and inclusion throughout the design and communication process.



**Sharing**

**Stories**





## Tips for sharing stories of disability pride in your workplace

Disability Pride Month is a chance to celebrate disabled colleagues' achievements, promote inclusion, and break down barriers by sharing stories from colleagues, customers, or clients.

Here are some things to think about when gathering and sharing stories.



# Tips for sharing stories of disability pride in your workplace



## Engaging potential storytellers

### Share the Purpose:

Explain why Disability Pride Month matters through newsletters, meetings, or email. Emphasise that everyone's experiences are valuable.

### Ensure Accessibility:

Offer various ways to share stories, like MS forms for written submissions, or even via audio or video. Make use of existing tools and their built-in recording and transcription features, such as Microsoft Teams.

### Set the Tone:

Encourage voluntary participation. Highlight the positive impact of sharing stories on workplace understanding and changing attitudes.

## Collecting stories

### Prioritise confidentiality and consent:

Assure participants that stories are only shared on platforms where they give their consent. Use clear forms to gain consent.

### Provide prompts:

Offer questions like:

- What does disability pride mean to you?
- How has your identity shaped your work experience?
- What challenges have you overcome?

### Accept multiple formats:

Encourage text, audio, or video submissions to include everyone.

# Tips for sharing stories of disability pride in your workplace



## Sharing stories

### **Curate thoughtfully:**

Share diverse stories to reflect varied experiences. Avoid tokenism.

### **Celebrate authentically:**

Use accessible channels like newsletters or team meetings. Ensure all videos include subtitles and optional transcripts to make them fully accessible to all colleagues.

### **Facilitate engagement:**

Host discussions to reflect on stories. Ask:

- What resonated most?
- How can we improve inclusivity?
- What actions can we take?

## Building a supportive culture

### **Encourage dialogue:**

Organise discussions to explore stories' broader implications. This fosters understanding.

### **Share resources:**

Provide materials about the social model of disability and practical inclusion tips.

### **Tie to your EDI Goals:**

Align efforts with broader inclusion strategies to sustain impact.

# Tips for sharing stories of disability pride in your workplace



## Reflecting and sustaining momentum

### **Measure success:**

Collect feedback to assess impact and improve future initiatives.

### **Keep the conversation going:**

Create a repository for stories to share year-round, building a culture of inclusion.

### **Highlight impact:**

Showcase outcomes like increased engagement or positive changes inspired by the stories.

To engage storytellers, it's important to explain the purpose of Disability Pride Month, ensure accessibility through multiple formats (written, audio, video), and encourage voluntary participation. When collecting stories, prioritising confidentiality, obtaining clear consent, and offering prompts can help guide meaningful contributions.

# Disability Pride Month beyond sharing content



While sharing content about Disability Pride Month is a great starting point, we encourage you to think of other creative ways to raise awareness across your organisation. To help, Scope has developed a range of downloadable resources that you can use to get involved:

## Meeting Backgrounds

Many of us spend a lot of time in virtual meetings. Encourage your team to show their support by updating their background to one of our Disability Pride Month designs.

## Outro Slide

Perfect for creating videos to share on social media, this slide will help spread the message of Disability Pride Month.

## E-signatures

Personalise your email signatures to highlight your commitment to supporting Disability Pride Month.

## Comms Support

Guidance on what your social media and internal comms messaging could be for the month.

If you need any additional resources or have any other ideas, don't hesitate to reach out to your account manager. We'd love to help create more tools to support your efforts.



# Thank You.

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Thank you for partnering with Scope to raise awareness of Disability Pride Month!

Together, we are helping to create a more inclusive and equal future for disabled people. Your support plays a vital role in transforming attitudes and fostering meaningful change.

If you have any questions or need further information, please get in touch with your account manager or email [partnerships@scope.org.uk](mailto:partnerships@scope.org.uk)



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