

ISWP Awareness Subcommittee

February 8, 2016 Meeting Recap

The ISWP Awareness Subcommittee met via Adobe Connect on Monday, February 8, 2016 from 11:00 a.m. to 12:00 p.m. EST. This provides a recap.

Link to Meeting Recording: <https://iswp.adobeconnect.com/p53o1eo8u50/>

Next Meeting: March 14, 2016 11:00 a.m. EST

Discussion

1. Logo Redesign

Mary provided an update. Maria, who works closely with Ken Johns, has been contracted to redesign the ISWP logo. Maria presented the redesigned logo, which will compliment awareness campaigns. Maria works at Brunner with Ken Johns.

The new design is intended to be simple, translatable, recognizable, and something everyone can see, relate to, and have positive feeling about. Maria started with the ISA image, because it is recognized throughout the world. She also considered the modified ISA symbol, which has some controversy around it but is still a recognized symbol in this industry. The symbol also incorporates an arrow, which can go backwards or forwards and is aimed at a target. The arrow symbolizes working towards a goal. Maria quoted, “an arrow can only be propelled forwards by pulling it backwards.” The color is green, which represents growth and balance and has a positive connotation. Jade green, specifically, represents generosity of spirit, has an eastern feel, is giving without expecting anything in return, and has no negative connotations in any cultures. The symbol also connects attainability and sustainability to show that the wheelchair is a vehicle to meaningful employment, social freedom, and less reliance on family and friends. The mark is a wheelchair user and the arrow shows that he is moving forwards. *To view the image, see the recording above.* It is simple, cleanly stated, and transcends any cultural or language barriers. Maria also showed the logo used in posters. She confirmed that ISWP can use #abilitymobility; no one else is using that tagline right now.



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The idea is that a wheelchair “gets people going” and they are not burdens but active members of the society.

Mary pointed out that there is white space on the posters for other brands. ISWP intends for this advocacy campaign to be a resource for everyone.

Maria also stated that ISWP would use black and white images to give ISWP it’s own identity. Since we do not have photographers taking professional photos everywhere, the black and white can create a uniformity to the images. It also highlights the green of the logo and makes it a brand.

Another campaign discussed is the “I See” campaign. This campaign breaks down the letters of ISWP into “I See Wheels of progress, power, etc.” with the P being many different words with positive connotations. The tagline will be #seewheels. This can help people see where the money is going and how ISWP helps people directly.

Don expressed that the logo can be confusing at first glance due to the extra line on the arrowhead. CJ disagreed. Jon and Mary reconciled that ISWP went through multiple versions of this logo and this idea was the best. Jon also pointed out that the logo would be something to get used to.

Don also stated that his organization always used colored images unless it was displaying something tragic.

Mary stated that the group will want to use this logo as early as the International Seating Symposium (ISS) in Vancouver in early March 2016.

2. First Awareness Campaign

Mary stated that the first campaign should launch soon. The goal of this campaign will be to expand understanding of this subject and grow the base for future campaigns. She suggested not talking about funding at this point.

Don stated that before and after images seem to be very powerful. The first image could display a desperate feeling of neglect and then the chair will bring inclusion and



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participation. He felt the problem will be persuading people that 100 million people are in need of wheelchair.

Jon asked about before and after images including text and stories. Don stated that it will depend on how much time the audience will spend with the campaign materials. Don suggested a video would be best to show the 100 million.

Jon suggested comparing the wheelchair cause to other, more prominent causes. All agreed that negative campaigning would be harmful to the campaign. Jon suggested framing wheelchair need inside education accessibility, which already has significant support.

Nancy will attend a USAID meeting on Thursday to determine how ISWP can collaborate with other USAID efforts.

3. Video Examples

The group watched several campaign videos found at the following links [video 1](#), [video 2](#), and a third video was provided by CJ [video 3](#). *Click to watch the videos.*

CJ felt that infographics in video form are a great resource. He also stated that percents tend to lose people, but larger sums seem to resonate more often.

Eric stated that people seem to react positively to the infographic style. He also stated these are platform-dependent and ISWP may need to have various lengths (e.g. different attention span of YouTube and Facebook users).

Ken added that the group needs to think about where and how these videos will be used. He suggested figuring a way to build something that's a whole but that can be broken up into pieces to tell part of the story on various platforms.

Another infographic was shared, found [here](#). It was also stated that video 1 was very creative, which may appeal to people who are interested in creative things not just the wheelchair topic. Media that is outside the norm would spread on social media.



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4. Image Request

Mary also asked if members' organizations would be able to provide additional media (images, videos, etc.) from organizations. Jon asked if there are internal policies for sharing images.

Don stated that yes, policies exist if the images were taken by someone else. Otherwise, he has no problems sharing images with other organizations. Free Wheelchair Mission probably has tens of thousands of images and videos and could provide some to ISWP.

Eric stated he will have to check the agreements from photo release forms to see if LDS can share with ISWP.

5. Approval of the Minutes

The subcommittee formally approved the minutes from the previous meeting.

Action Items

Don will provide the group with another video example.

ISWP will send a survey to the group soliciting images.



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Participants (name, company)

- ✓ Ken Johns, Brunner, U.S.
- ✓ Chris Lewis, American Wheelchair Mission, U.S.
- ✓ Don Schoendorfer, Free Wheelchair Mission, U.S.
- ✓ Eric Wunderlich, LDS, U.S.
- ✓ Nancy Augustine, University of Pittsburgh
- ✓ Rachel Gartz, University of Pittsburgh
- ✓ Mary Goldberg, University of Pittsburgh

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