



There have been two really critical points in our ten-year struggle to advocate for accessibility rights in Manitoba. One of them is right now.

The first critical point was leading up to 2013 passage of the landmark Accessibility for Manitobans Act (AMA). The AMA makes the government responsible to ensure that significant progress toward full accessibility is achieved by 2023. The great promise of the AMA is for a decade of real progress toward creating a truly inclusive province that fully respects the human rights of persons with disabilities.

Today we have reached that second critical point in our struggle. Almost half way into this decade of progress, there is clear and growing evidence that the government's implementation of the AMA is falling well short of meeting this promise. All is not lost but major changes will be needed if the power, potential and promise of the AMA is to be realized.

It's time to speak truth to power. It's time to hold government to account. It's time to demand change.

The Broken Promise Campaign

That's why we launched the *Broken Promise* campaign this morning. Based on all the information available to us, we have come to believe that the AMA has fallen off the tracks. We need your help to ensure that those responsible for the AMA and those in positions of power and influence understand that the weak efforts by government to realize the promise of the AMA is simply not good enough.

Central to the *Broken Promise* campaign is sending clear messages to Minister Scott Fielding (the Minister responsible for the AMA) and Ms. Theresa Harvey Pruden, the individual recently appointed by government to conduct an independent and comprehensive review of the Act.

The campaign message to Minister Fielding is that we expect him to:

"provide the immediate leadership and resources required to meet the promise of the AMA. This means the timely development and enforcement of strong accessibility standards with more meaningful roles for Manitoba's diverse disability communities."

The campaign message to Ms. Harvey Pruden is that we expect her to: "recommend the key changes required to ensure that the promise of the AMA is realized by 2023."

We strongly encourage you and all Manitobans to join us in sending these essential messages.

We NEED Your Help

The *Broken Promise* campaign will only run for the next three weeks so time is tight. We ask to help by doing the following three things during the campaign's first week.

1. Sign onto the online version of the post card that is posted at: <https://www.surveymonkey.com/r/AMABrokenPromise>
2. Reach out to your friends, family members and colleagues who want a fully accessible Manitoba and ask them to do likewise.
3. If you use FaceBook and/or Twitter, please support the social media component of the Broken Promise campaign. Like and share our postings on these two platforms and create your own postings. We will be using the hashtag **#BrokenPromise**. We invite you to use it too.

Here are the URLs to our social media pages:

FaceBook: <https://www.facebook.com/barrierfreemb>

Twitter: <https://twitter.com/barrierfreemb>

We are asking that you and others complete the online version of the post card by no later than June 19, 2018.

We have attached an e-version of the printed post card (as a accessible PDF) for you to review. These cards are being distributed by and are available from many of the organizations that have endorsed BFM's work over the years to supplement the online version. We would encourage you to complete the online version as it will be more convenient for most people and does not require postage.

What Else?

The *Broken Promise* campaign will run through to June 20 when Ms. Harvey Pruden will be hosting a public consultation session on the effectiveness of the AMA as part of her review.

9:00 am to Noon

Registration at 8:30 am

Viscount Gort Hotel, Main Floor, Royal B and C
1670 Portage Avenue, Winnipeg MB

While we wait for information about the session's format and the agenda (we don't yet know if any other public consultation sessions will be held), we encourage you to attend the event. But you will need to register in advance with the Province's Disability Issues Office. Registration details are posted at: <http://www.accessibilitymb.ca/events.html>

We expect that there will be lots happening between now and June 20. We look forward to keeping you in the loop with a few updates during this time.

The First Video

We are very pleased to have posted the first in a series of brief video messages encouraging persons to support the *Broken Promise* campaign. This first video features Kevin Johnson, President of People First Manitoba - thanks Kevin! The video is posted at: <https://www.youtube.com/watch?v=vUSUocM2kcY&feature=youtu.be>. Please share it with others.

Finally . . .

Given Barrier-Free Manitoba's plans to cease operations at the end of the year, The *Broken Promise* campaign is probably the last of our major public campaigns. We hope that you will help us make this final one even more successful and be even more impactful than the others we have run over the past decade.

Thank you for your ongoing interest, support and assistance.

Upward and onward!

Regards,

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Social media: [twitter](#) / [facebook](#) / [daily digest](#)