



TOP TEN REASONS TO IMPROVE SENSITIVITY TOWARD PEOPLE WITH DISABILITIES

1. Improved sensitivity means **less conflict and less chance of litigation**. Sweeping new Federal legislation greatly expands the number of people in the “protected class”.
2. **18% of adults have a disability** according to the US Census. Most of these disabilities would not be obvious to the casual observer.
3. The community of people with disabilities accounts for **\$220 Billion in discretionary income** annually, money used for vacations, cruises, cars, technology and more. Take into account friends and family and this figure soars.
4. This community is **growing at the rate of 25% per year** due to aging Boomers, increased longevity, returning veterans with disabilities and other reasons.
5. **Children’s disabilities are escalating** as medical advances save children’s lives and as syndromes like Autism escalate: 1 in 90 boys are on the Autism spectrum, and in addition nearly 5 million children have learning disabilities.
6. It’s a **passionate cohort**: one bad act on the part of an organization toward a loved one with a disability will resound, whereas one good act will anchor respect and loyalty.
7. Many **well meaning people lack the know-how** to effectively serve people with disabilities.
8. Many organizations have **documented growth in customer satisfaction** and profitability following improved service to people with disabilities.
9. Improved sensitivity means **better employee morale** as employees understand themselves and their reactions better.
10. **Improved sensitivity toward people with disabilities translates to more sensitive and skillful service for all people.**