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A. Löwe:  
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2., verbesserte und erweiterte Auflage 1985. 230 Seiten mit zahlreichen Abb., DM 27,-  
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Als langjährige erfahrene Praktikerin sehe ich diese Neuerscheinung von Prof. Löwe fast als Non Plus Ultra – mögen doch nur alle an der Gesamtversorgung von hörbehinderten Kindern Beteiligten häufig zu diesem medizinisch, pädagogisch und hörakustisch untermauerten Werk greifen und es beherzigen.  
Inge Bade (in: *Der Hörgeräte-Akustiker*, Dez. '83)

Das neueste Buch des bekannten Heidelberger Professors Armin Löwe fülle eine große Lücke . . . . . Wir sind überzeugt, daß das Buch allen interessierten Fachleuten, aber auch vielen aufgeschlossenen Eltern große Dienste leisten wird, ist es doch mehr als nur eine „Einführung“. (in: *Monatsblatt der Hörbehinderten*, Dez. '83)

. . . . . Dem Autor ist es gelungen, die schwierige Problematik in auch für den Nicht-HNO-Arzt verständlicher Form darzustellen. Trotzdem kann das Buch auch dem HNO-Arzt empfohlen werden. Es trägt sicher dazu bei, sich von medizinischer Seite her intensiver mit der Diagnostik kindlicher Hörstörungen zu beschäftigen.  
G. Wirth (in: *Laryngologie, Rhinologie, Otologie*, Dez. '83)

B. Fischer:  
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Der Autor weist sich in seinem Werk als Meister des Lautsprachunterrichts bei gehörlosen Kindern aus . . . . . Sein „Gehörlosen-Unterricht“ ist eine wertvolle Hilfe für alle, die sich von Berufs wegen mit dem Gehörlosen-Unterricht zu befassen haben.  
Aus: *Hörgeschädigte Kinder*

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## Public awareness of physically disabled persons

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Fichten, C. S., Hines, J., & Amsel, R. **Public awareness of physically disabled people.** *Int. J. Rehab. Research*, 1985, 8 (4), 407–413.

Promoting public awareness that disabled people can function independently within society is seen by many as a necessary precursor to widespread changes in accessibility, housing, and social and economic opportunities for physically disabled people.

The goal of the present investigation was to empirically assess the effectiveness of a major Canadian publicity campaign which was designed to sensitize people to the needs and concerns of physically disabled people and to promote favorable attitude change.

Results indicate that while the visibility of the publicity campaign can be considered a modest success, the campaign was ineffective in promoting positive attitude change. The implications of the findings for the integration of disabled people into the larger community are discussed.

Fichten, C. S., Hines, J., & Amsel, R. **Öffentliche Bewußtheit über physisch behinderte Personen.** *Int. J. Rehab. Research*, 1985, 8 (4), 407–413.

Die Förderung der öffentlichen Bewußtheit darüber, daß behinderte Personen innerhalb der Gesellschaft unabhängig funktionieren können, wird von vielen als eine notwendige Vorbedingung angesehen für weitverbreitete Veränderungen in bezug auf Zugänglichkeit von öffentlichen Einrichtungen, Wohnungsbau und soziale und ökonomische Möglichkeiten für physisch Behinderte.

Ziel dieser Untersuchung war es, empirisch die Effektivität einer größeren kanadischen Kampagne zur Öffentlichkeitsarbeit festzustellen, die entwickelt wurde, um die Bevölkerung für die Bedürfnisse und Belange physisch behinderter Personen zu sensibilisieren und einen günstigen Einstellungswandel zu fördern.

Die Ergebnisse weisen darauf hin, daß die Sichtbarkeit der Kampagne zur Öffentlichkeitsarbeit als geringer Erfolg zu betrachten ist und diese Kampagne ineffektiv war in bezug auf die Förderung positiver Einstellungsänderungen. Die Implikationen der Ergebnisse für die Integration behinderter Menschen in die größere Gemeinschaft werden diskutiert.

Fichten, C. S., Hines, J., & Amsel, R. **La prise de connaissance du public à propos des personnes handicapées physiques.** *Int. J. Rehab. Research*, 1985, 8 (4), 407–413.

Développer la prise de conscience chez le public que les personnes handicapées peuvent vivre de façon indépendante au sein de la société est considéré par beaucoup comme une condition nécessaire et préalable à des changements importants dans les domaines comme l'accessibilité des bâtiments publics, la construction de l'habitat, les conditions sociales et économiques des personnes handicapées physiques.

L'objectif de cette étude consistait à constater de façon empirique l'effectivité d'une très importante campagne publicitaire canadienne destinée à sensibiliser le public aux besoins et intérêts des personnes handicapées physiques et à provoquer une évolution favorable des attitudes à leur égard.

Les résultats montrent que les effets de la campagne publicitaire doivent être considérés comme peu évidents: cette campagne fut inefficace en ce qui concerne la production de changements positifs d'attitude. Les retombées des résultats sur l'intégration des personnes handicapées dans la communauté sont discutées.

Fichten, C. S. Hines, J., & Amsel, R. **La toma de conciencia del público ante las personas con deficiencia física.** *Int. J. Rehab. Research*, 1985, 8 (4), 407-413

Promover el conocimiento público de que las personas disminuidas pueden desempeñar una función independiente en la sociedad es considerado por muchos como paso previo necesario para aumentar los cambios en accesibilidad, vivienda y oportunidades sociales y económicas para las personas con deficiencia física.

El objetivo de la presente investigación fue valorar empíricamente la efectividad de una gran campaña canadiense de publicidad diseñada para sensibilizar a la población sobre las necesidades y los asuntos de los disminuidos físicos y para promover una actitud favorable al cambio.

Los resultados indican que mientras que la visibilidad de la campaña de publicidad puede considerarse un éxito modesto, sin embargo fue una campaña sin efectividad para la promoción de un cambio positivo de actitud. Se discuten las implicaciones que tales hallazgos tienen en relación con la integración de las personas discapacitadas en una comunidad más amplia.

## 1. Introduction

The United Nations declared 1981 "The International Year of Disabled Persons". In Canada, this dedication was used to encourage the rehabilitation of disabled people (Health and Welfare Canada, 1981), to foster public awareness and understanding (Office des Personnes Handicapées, du Québec, 1981), and to promote just and cooperative treatment for disabled people by the rest of society (Special Committee on the Disabled and the Handicapped, 1981).

Society views physically disabled people as incompetent, helpless, unproductive and dependent (Fichten & Amsel, in press; Fichten & Bourdon, 1984; Jackman, 1983). An alternate conceptualization of physically disabled people is to consider them to be members of an underprivileged minority group (Kahn, 1984). If one adopts the latter perspective, it becomes evident that widespread physical as well attitudinal changes must occur if physically disabled people are to participate equally in Canadian social and economic life and if they are to have adequate job opportunities, housing and accessibility.

In the past few years, a number of federal and provincial legal and social programs designed to accomplish this have been initiated. Most of these focus on equal benefits and protection under the law, access to housing as well as to public and commercial buildings, and adequate opportunities in employment, education, transportation and recreation.

It has been suggested that improved services to the disabled community and acceptance of integration and change depend upon changing the "root cause of dysfunction associated with disability, namely attitudes - stereotypes and prejudices. . . that tend to limit the opportunities for disabled people to participate in the usual life roles and functions" (Fenderson, 1984, p. 527). A number of people have advocated that this be done by sensitizing the public to the ability of disabled persons to function independently within society (White, 1979). In keeping with the position that attitude change is a necessary precursor to more widespread changes, several public awareness projects which focused on attitude change were started in Canada in the late seventies and early eighties.

The most prominent of these awareness programs was an advertising campaign with the theme "Your attitude toward the disabled can be their biggest handicap". Mounted in 1979

by the Canadian Rehabilitation Council for the Disabled (CRCD) in partnership with Health and Welfare Canada, the campaign was organized around four print and two television ads which conveyed the theme of the campaign. The goal of the project, which continued into 1983, was to promote a view of physically disabled people as deserving the same societal rights, opportunities, consideration and treatment as non-disabled persons. The present investigation focuses on evaluating the effectiveness of this campaign.

The ultimate test of the effectiveness of an ad campaign is determined by demonstrable changes in the public's attitudes and behavior. As it is often difficult to do this, many investigators resort to less powerful, more easily conducted tests. In the case of the CRCD-Health and Welfare Canada campaign, a preliminary test of the impact of two of the four print ads and of one of the two television commercials was conducted (Recon TVC Ltd., 1978). In this study, 300 people who either were shown or were not shown the ads responded to a series of attitude statements relating to disabled persons. Although there are a number of difficulties related to the interpretation of the results of this study, the authors concluded that the ads successfully conveyed the theme of the promotional campaign. What this study suggests is that if people pay attention to the ads, the intended message is conveyed.

But did people pay attention to the ads? If so, was this limited to people who already had favorable attitudes toward disabled people? Last but not least, did the ad campaign achieve the desired effect of making people more aware of the needs and concerns of disabled people and of causing favorable attitude change?

The present study addressed the questions posed above. One of the objectives was to assess whether people recalled seeing the ads and whether people were familiar with the message behind the ads. The type of people who paid attention to the ads and the impact of the campaign on attitudes toward disabled people were also investigated. Additional objectives were to evaluate how much people know about organizations and symbols related to disabled people and to find out what people know about disabling conditions.

Knowing physically disabled persons might sensitize one to their concerns and needs. Therefore, it was expected that people who had had contact with physically disabled people would be more familiar with the ad campaign, more knowledgeable concerning organizations for disabled people, and better informed about physically disabling conditions. It was expected that education level and pre-existing favorable attitudes toward disabled people would be positively related to these variables.

## 2. Method

### 2.1 Subjects

Participants were 58 able-bodied Montreal residents (20 males and 38 females); they were recruited in the fall of 1983 at various locations where people wait (e. g., libraries, motor vehicle bureaus, commuter trains, airport lounges). Participants ranged in age between 18 and 50, with a mean of 27 years. Participants had an average of 15 years of education (range = 10 to 21). 41 % of the sample had had some contact with physically disabled people (family, friend, acquaintance) and 59 % did not.

### 2.2 Procedure

All participants completed, anonymously, the following two questionnaires: the Attitude Toward Disabled Persons (ATDP) Scale - Form O (Yuker et al., 1970), and the Disability Questionnaire, a measure constructed for this study. The ADTP consists of 30 Likert-type items and assesses the degree to which people see disabled persons' adjustment and needs to be different from those of able-bodied people. The single summary score is usually interpreted as a measure of acceptance-rejection of disabled people (the higher the score,

the more accepting). The Disability Questionnaire consists of demographic information and three sections of questions.

Section 1 was concerned with the ad campaign and included the CRCD-Health and Welfare slogan "Your attitude towards the disabled. . ." as well as portions of 4 print media ads (3 of the 4 CRCD ads: "FDR", "Count the People", "Burden to Society"), and the popular ad "Label jars not people"). Participants were asked to complete the slogan, to indicate whether they recognized any of the ads and to select one of three possible choices concerning the message behind each ad.

Section 2 assessed knowledge of organizations and symbols related to disabled people. Participants were asked to define acronyms (such as CNIB), to complete the names of prominent local and national organizations (e. g., Montreal [Oral] School for the Deaf), to state the date of the International Year of Disabled Persons and to select the appropriate logo for "Disabled Person" and for the "International Year of Disabled Persons" from four alternate depictions. A parallel section dealing with similar organizations for non-disabled people (e. g., NKF, Junior [League] of Montreal, International Year of the Child) and logos (e. g. UNICEF symbol) was included for comparison.

Section 3 dealt with knowledge of 5 common medical conditions which afflict people considered "handicapped" (e. g., paraplegia). Participants were asked to choose, from a list of 12 statements, all those which pertained to the particular disorder. Five common disabling medical conditions which afflict people who are not generally considered "handicapped" (e. g., diabetes) were included for comparison.

### 3. Results

#### 3.1 Familiarity with ads

Only 1 person (2 %) was able to correctly complete the ad campaign's theme slogan "Your attitude toward the disabled can be their biggest handicap". As can be seen in Figure 1,

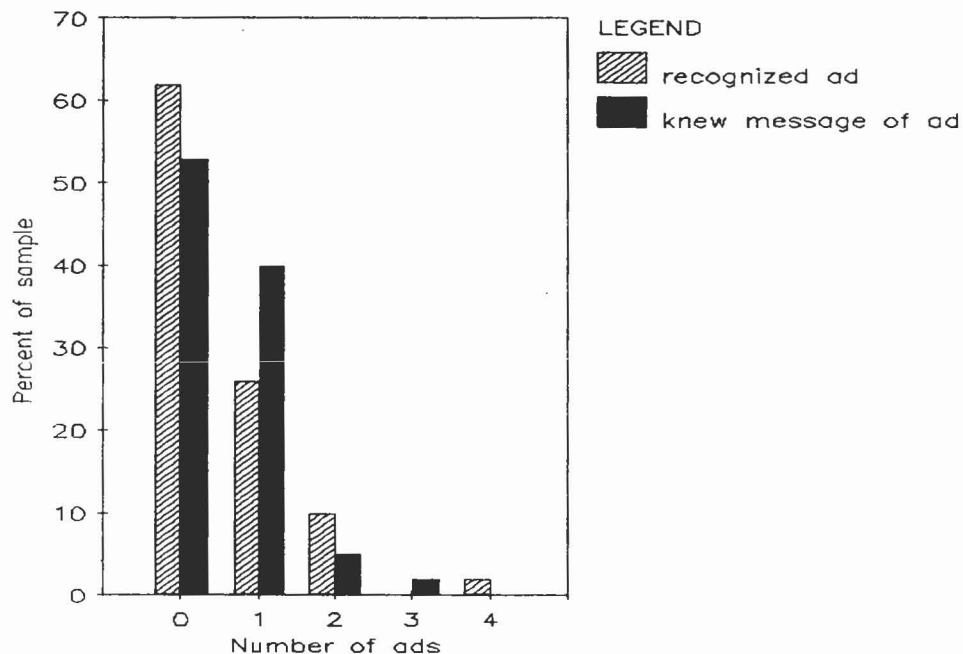


Figure 1: Proportion of sample who recognized or knew the message behind the 4 ads

38 % of participants indicated that they recognized at least 1 of the 4 ads and 47 % were able to identify the message underlying at least 1 of the ads. There were no differences found between people who had had contact with physically disabled people and those who did not on either of these two variables.

#### 3.2 Knowledge of organizations/logos and of medical conditions

Analysis of variance comparisons using gender, previous contact with disabled people, and disabled/able-bodied items as independent variables were conducted separately on Section 2 of the Disability Questionnaire (knowledge of organizations/logos) and Section 3 (knowledge of medical conditions). Results on Section 2 show that the mean score for knowledge of organizations/logos for disabled people was 31 % while knowledge of organizations/logos for nondisabled people was 42 %; this difference was highly significant,  $F(1,54) = 28.25$ ,  $p < .001$ . On Section 3, it was found that the average score on knowledge of "handicapping" conditions was 79 %; the corresponding score for "non-handicapping" conditions was 83 %. This difference, while not large, was also highly significant  $F(1,54) = 16.66$ ,  $p < .001$ . There were no gender differences found in either analysis. Surprisingly, people with and without contact with physically disabled people were found not to differ.

#### 3.3 ATDP and demographic variables

The results show that the average ATDP score was 76.39 (SD = 15.87) for males and 82.7 (SD = 12.02) for females; these mean scores are not substantially different from those reported by Yuker et al. in 1970 (males  $X = 72.80$ , SD = 15.53; females  $X = 75.42$ , SD = 13.48) and suggest not only that the present sample is reasonably "representative" in this regard but that attitudes toward disabled people, in spite of the ad campaign, have not changed substantially since 1970. Contact with disabled people had no significant effects on ATDP scores.

Table 1 shows Pearson product-moment correlation coefficients among selected variables. These indicate that age, ATDP score and education were not related to recognition of the ads; only education was related to knowing the message behind the ads. Both ATDP score and age were, however, related to knowledge about illness (both "handicapping" and "non-handicapping") as well as about organizations for both disabled and non-disabled people.

Table 1: Correlations among selected variables

	Age	Edu- cation	Recognition of Ads	Knowing Message of Ads	"Handicapping" Conditions	"Non- handicapping" Conditions	Organizations for Disabled	Organizations for Non- Disabled
ATDP	.061	.200	.088	.197	.354**	.411***	.523***	.405***
Age		.179	-.021	.046	.314**	.255*	.243*	.220*
Education			-.012	.274*	.315**	-.095	.097	-.033

\*  $p < .05$   
 \*\*  $p < .01$   
 \*\*\*  $p < .001$

### 4. Discussion

The objective of the ad campaign was to change public attitudes in order to make people more receptive to physical social and economic changes. The CRCD-Health and Welfare campaign, while reasonably successful in other respects, was not successful in accomplishing this.

In terms of visibility, the ad campaign appears to have been moderately successful. The results indicate that 38 % of people surveyed indicated that they have seen at least one of the ads and 47 % were able to identify the message underlying at least one of the ads. However, only 1 person (2 %) could quote the theme slogan of the ad campaign. While these figures may not appear impressive, for a similar campaign in France during 1976-1977 it was found that between 40 % and 65 % of people surveyed were familiar with the campaign (White, 1979). In comparison, the Canadian campaign appears to be moderately successful. Furthermore, the ad campaign was successful in reaching "people in general" rather than only those with pre-existing favorable attitudes.

In 1983; people appeared to be reasonably knowledgeable both about the nature of physical disabilities as well as about organizations which serve disabled people; this is probably related to the an increase in awareness about disabled people (cf. Seifert, 1979). Without pre-ad campaign data, it is impossible to assess the impact of the campaign per se on knowledge of organizations, logos and medical conditions. Our data do indicate, however, that although people know less about "handicapping" than about "non-handicapping" medical conditions and less about organizations for disabled people than for non-disabled people, these differences are not large.

But did the ad campaign have a positive effect on attitudes and on the elimination of prejudices? Our data suggest that the ad campaign was not effective in accomplishing this. The results show that the Attitude Toward Disabled Persons Scale (ATDP) scores of our sample are highly similar to those obtained by Yuker et al. in 1970. The similarity of 1983 and 1970 ATDP scores is dismaying and suggests that while people were aware of the campaign, their attitude toward disabled people did not change.

Providing information about physical disabilities and simply increasing contact between physically disabled and able-bodied people do not appear to be effective strategies in promoting favorable attitude change. In our investigation, attitudes toward disabled people were found to be unrelated to age, education or to previous contact with disabled people. These findings are consistent with those of others (cf. Antonak, 1981; Evans, 1976).

It has been suggested that the most effective means of changing attitudes toward disabled people is through frequent *equal status* contact (Block & Yuker, 1979). Certainly in the area of race relations contact, as equals, has long been known to reduce prejudice (Wrightsmann, 1972). Such contact can promote not only comfort during interaction between physically disabled and able-bodied people but can also provide opportunities to challenge stereotypes and shed misconceptions.

Opportunities for equal status contact could be increased in a variety of ways: these include changes in the law, mainstreaming disabled children in conventional schools, ensuring accessibility of public and commercial facilities and a portrayal of physically disabled people performing ordinary jobs and roles on television and radio as well as in books and magazines (Block & Yuker, 1979).

There is no universal agreement on what constitutes a "successful" ad campaign (Ruffner, 1978) or on what is the most effective means of ensuring the social and economic equality of physically disabled people. The modest success of the ad campaign suggests that a multi-pronged approach which includes media campaigns as well as other strategies intended to promote equal status contact between disabled and able-bodied people is warranted.

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## Footnote

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