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Win Over

Do

Identify the most vigorous opponent of inclusion in the community setting and set out to change their opinion.

Story

When the learning disability service tried to buy a house, the family living next door led the local opposition campaign. When the campaign failed, they insisted that a six foot high boundary fence was erected. Six months later, this family pop next door to watch Sky TV with the residents.

“I saw the unfriendly person, so sat by him and proceeded to kill him with kindness.”

Hints & Hazards

Sometimes the key is to find a way of presenting the person as gifted and worth knowing. 'In a research study, two versions of an interview with Sir Robin Day were screened on TV, published in a newspaper and played on radio. One version was truthful and the other contained a series of lies. The proportion of people successful in detecting the lies across the different formats were TV 52%, Newspaper 64%, and Radio 73%. Sometimes a visual impairment is an asset.' (*Disability Rights Task Force 1999, p175*)

Remember, whatever you do, some people will continue to show prejudice and discrimination. Are you going to allow the prejudice of one person, or a small group, to deny people their rightful place in the community? Seek the support and involvement of other community members who have influence, as it may be that all you need from them is an introduction or a public show of support.