



# INCLUSIVE MARKETING PROJECT



# The Need

“24% of adults and 30% of youth in Oregon report living with a disability,<sup>1</sup> individuals with disabilities are vastly underrepresented in the media and marketing we consume every

A lack of representation of individuals with disabilities in the outdoor industry continues such participation appear to be the exception and rather than the norm. Inclusion of individuals with disabilities in the outdoor industry is an essential component to achieving health equity for all population.

<sup>1</sup>Oregon State Health Assessment; <https://www.oregon.gov/oha/PH/ABOUT/Documents/sha/sha-oregons-population.pdf>

# Health Equity

“Health equity exists when all people can reach **full health potential** and are not disadvantaged because of their social and economic status, social class, race, ethnicity, **disability**, gender identity, sexual orientation or other **externally** defined circumstance.”



## **Project Goal**

Showcase diverse groups of individuals recreating in Oregon's outdoors to further empower the region to a model of inclusivity.





# Project Objectives Short Term

- Produce impactful marketing film
- Develop and launch new OAS Website
- Achieve coverage from three new media outlets
- Grow participation in programs by 10% from visitors outside Central Oregon
- Increase participation in events, explore new event options
- Create stock of photo and video content





Date	Publication	Summary
10/8/2018	Travel Oregon	Online article "OAS makes winter skiing & snowboarding accessible"
10/23/2018	Old Mill Winter Guide	Annual Winter Guide with things going on in Bend
11/1/2018	The Source Weekly	Dirksen Derby Highlight
11/8/2018	The Source Weekly	Give Guide for Nonprofits
11/17/2018	<b>Backcountry Magazine</b>	Climb on Project feature, references OAS
12/13/2018	Bend Bulletin	Dirksen Derby Highlight
1/1/2019	King 5 News	Ravi Drugan article update
1/2/2019	Sisters Nugget	Highlighting orientation and meeting in sisters
1/25/2019	<b>Ruralite Magazine</b>	Cover of magazine highlighting OAS
1/24/2019	Bend Bulletin	Josh Hancock feature
2/6/2019	COVA Visitor's Guide	Highlight of OAS
4/1/2019	Travel Oregon Guide	Highlighting summer programming of OAS
4/15/2019	The Source Weekly	Pole Pedal Paddle Highlight
6/20/2019	The Source Weekly	Nonprofit Tunes for OAS
7/21/2019	Bend Bulletin	Raft N Brew mention
8/20/2019	KTVZ Web	SOAR partnership/event highlight
9/13/2019	Ashland Tidings	Mt Ashland Partnership
9/25/2019	KTVZ Web	Craig Hospital Week
9/26/2019	Central Oregon Daily	Craig Hospital Week
10/1/2019	<b>The Mighty</b>	Elevate Beer Project
10/1/2019	<b>Yahoo Lifestyle</b>	Elevate Beer Project
10/3/2019	The Source Weekly	Todd Wells partnership
10/2/2019	Cycle Oregon	Cycle Oregon Blog

**Backcountry**  
MAGAZINE

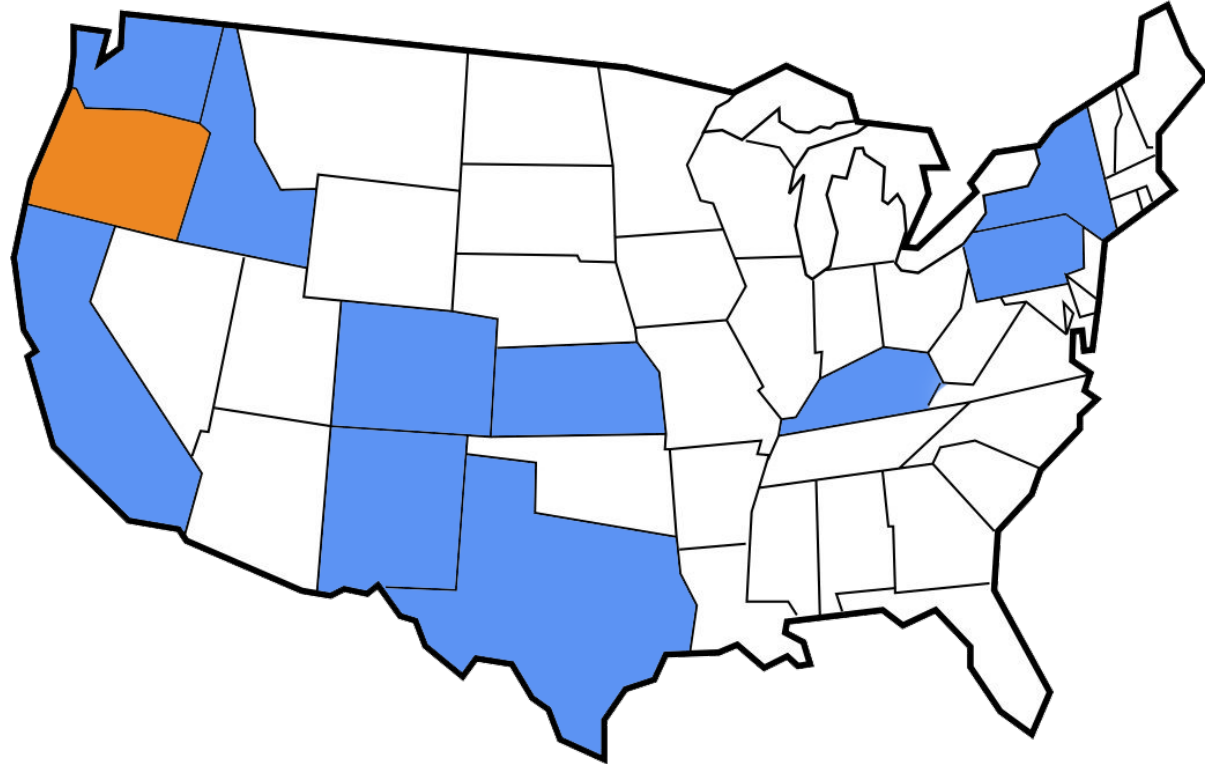


**YAHOO!** LIFESTYLE



# Destination OAS

- 11 States
- Winter 18-19
  - 300 PWD
  - 270 Oregonians
  - 174 Central Oregonians
- Summer 2019
  - 209 PWD
  - 150 Oregonians
  - 117 Central Oregonians
- Total of 218 participants from outside of Central Oregon, just shy of 10% increase over 2018.























# Moving Forward

- Inclusion vs. Inspiration
  - Normalize representation of people with disabilities in marketing content
- Captions & descriptions
- Continued partnerships to outsource coverage
- Statewide outreach



**CHEERS!**

