



## THE CORPORATION OF THE TOWN OF MILTON

### NOTICE OF MOTION

INTRODUCTION DATE: February 7, 2022  
SUBJECT: Treat Accessibly  
CONSIDERATION DATE: February 28, 2022  
REQUESTED BY: Councillor Di Lorenzo  
SECONDED BY: Councillor Ali

**WHEREAS**, the Town of Milton is committed to fostering an inclusive community where people of all ages, abilities and backgrounds can thrive;

**WHEREAS**, Treat Accessibly – a grassroots movement started in 2017 by the Padulo family at their home with the goal of making trick-or-treating at Halloween accessible and inclusive for all families in Canada; and

**WHEREAS**, by some estimates, 400,000 children in Canada, and 4 million in the United States identify with having a disability that may prevent these children from trick-or-treating with their siblings and other kids because something as simple as stairs; and

**AND WHEREAS**, the Treat Accessibly initiative recommends several ways households in Milton and in communities throughout North America, can distribute items in a safe and accessible way. For more information, the public can visit [treataccessibly.com](http://treataccessibly.com); and

**AND FURTHER, WHEREAS**, mindful of annual Halloween festivities, the public should continue to follow health and safety protocols in place because of the ongoing global COVID-19 pandemic and consider how these protocols may impact those participating in Halloween festivities.

**THEREFORE, BE IT RESOLVED** that the Town of Milton promote awareness of the Treat Accessibility initiative, on an annual basis, on the appropriate communications channels, while also communicating health and safety protocols in response to COVID-19;

**AND FUTHER, BE IT RESOLVED** that this resolution is shared with the Town of Milton's Accessibility Advisory Committee; Ontario's Minister for Seniors and Accessibility; Halton Region Council; Halton Region lower-tier municipalities; and all Halton Region-area Members of Provincial Parliament and Members of Parliament.



The movement to make Halloween an accessible Holiday across Canada

**RICK DI LORENZO**  
**Rick@dilorenzo.com**

**November, 29, 2021**

Dear Councillor **Rick Di Lorenzo**,

We have heard, that like us, you are a huge fan of Halloween and helping champion inclusivity.

The Treat Accessibly movement is working towards making Halloween, in Canada, the world's first accessible Holiday tradition. And in doing so, helping open minds and hearts to think and act accessibly and inclusive every day.

This action supports Canada's largest minority, people with disabilities, that count for 6.2 million, or 22%, of our country's population.

We would like to arrange a virtual meeting with you, to share the story of Regional Councillor Linda Jackson of Vaughan, who drafted and helped pass the binding resolution, in the City of Vaughan, to champion Treat Accessibly. We have also attached the binding resolution for background.

Our hopes, for the Milton Region, is to coordinate similar action with you, as soon as possible, Councillor Rick Di Lorenzo. And to get your perspective on the best approach to this action in a virtual meeting.

In the virtual meeting, I will attend as both founder and operator of the grassroots, family-run movement, Treat Accessibly, and as a current Appointee (1 of 13 private-sector, non-political consultants) to the Minister of Seniors and Accessibility on the Ontario Accessibility Advisory Standards Committee. I will be joined in our virtual meeting by a champion for disability inclusion and our movement, Vanessa Mifsud, who operates a business in the Milton area every day and suggested reaching out to you specifically.

It would be wonderful to get on your agenda at your earliest convenience in December 2021, as we aim to grow the movement substantially again in Q1 2022 across Ontario. And Milton's early efforts will help create wonderful precedent and action in Burlington and across Ontario, in conjunction, as I prepare to speak at the April gathering of all 500+ regional Ontario Accessibility Committee across the province.

Included below, is a summary of the 2021 unprecedented government action and our 2022 growth plans.



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### **Our Story | 2021 Action | 2022 Plan:**

Halloween 2021, is said to be the most accessible it has ever been in Canada. Treat Accessibly has been leading this change, since 2017, as the first and only movement ushering awareness, tips and tools, at a national scale in Canada. Because Halloween, and the accessibility barriers most homes have, make Trick-or-Treating difficult and even impossible for almost 400,000 kids, in Canada with mobility, sensory and intellectual disabilities.

### **Our Story:**

1. Treat Accessibly started, by one Ontario family at one home, to make Trick-or-Treating Accessibly for one little boy that uses a wheelchair in their neighbourhood.
2. The Padulo family created a lawn sign so the little boy and his family would know their home would be accessible in advance of Halloween to their son. The Padulos then set up a *treating station* at the end of their driveway removing any barriers, such as stairs, that are inherent to most houses.
3. Very quickly the movement grew. In support by the families and children the movement supported. But primarily by family across Canada that wanted to champion their neighbours with disabilities.
4. As of 2021, close to 100,000 lawn signs and homes participated.
5. The movement is dedicated to helping children, parents and adults with mobility, sensory and intellectual disabilities enjoy Halloween in an inclusive way.
6. The Padulo family will continue to grow the movement in Canada. Their goal, 400,000 homes participating by 2025. ***One home for every on for the 400,000 children that identify as having a disability in our country.***
7. The Padulo family will continue to work with governments, NGOs and private sector to grow the movement. They will maintain it as a grassroots, family run undertaking, as a pledge to show people and families across Canada that anyone can spark and create impactful positive change at a national scale.
8. We believe creating this small change to Halloween will make a world of difference to children and help change their future everyday by helping open everybody's eyes to accessible inclusion.
9. [Watch our 2021 CBC National TV Segment with Heather Hiscox](#)





The movement to make Halloween an accessible Holiday across Canada

## **2021 Action | 2022 Plans**

The Treat Accessibly movement is looking to continue to build momentum based on the proven precedents during 2021 pilots with Ontario Municipal Governments and Schools, supported by private sector in building momentum for the message.

Treat Accessibly, executed by the Padulo family, will bring the following tactics to life effectively building awareness, support, and action in communities across Ontario and beyond.

The growth will strengthen Ontario's pledge to create an accessible inclusive society.

The growth is broken into 4 tactics based on successful 2021 pilots, immediately below, and furthered by continued, increased, support by public and private sector champions listed below:

### **Tactics:**

- 1. Government Support**
- 2. School Involvement, Children/Family Adoption**
- 3. Public Relations**
- 4. Public Service Announcement**

### **Support by public and private sector champions in 2021**

1. 50 million+ social impressions nationally
2. 9 TV media segments reaching 20 million+ impressions nationally
3. Messaging in 300 grocery stores
4. Messaging in 900 RE/MAX offices
5. 100,000 homes participating nationally
6. 70,000 Treat Accessibly lawn signs distributed to date / 20,000 printed
7. 124 Ontario schools sharing the Treat Accessibly message
8. Vaughan and Caledon passed binding resolutions to champion Treat Accessibly annually (Resolution document attached separately)
  - Toronto is poised to pass a similar binding resolution.
9. Toronto, Brampton, Mississauga, Ajax, Hamilton, Caledon, St. Catherines, Oshawa, Surrey, Laval, Meaford, New Glasgow shared it.
  - Vaughan, Brampton, Ajax, Caledon executed pilots to distribute Treat Accessibly Lawn Signage, printed by RE/MAX, Canadian Tire and Kinder, from civic run properties and events (ex. City Hall, Libraries and Halloween Festivals).
10. We executed North America's first Treat Accessibly Halloween Village for 700 kids from Holland Bloorview Rehabilitation Hospital and Weston Village, on Saturday, October 2, in Weston Village, by closing down and 30 home owners decorating their home and treating at the end of their driveways. [Watch the video from the event.](#)



Example of Vaughan championing the movement across all communication channels in 2021, following binding resolution.



Example of Toronto French School, championing the movement by teaching students about it and distributing 2,000 Treat Accessibly Lawn Signs.





The movement to make Halloween an accessible Holiday across Canada

### Proposed agenda for Virtual Meeting with Councilor Rick Di Lorenzo at earliest convenience December 2021:

1. Round table introductions
2. Share the Treat Accessibly origin story and summary of 2021 precedent setting initiatives and 2022 plans, including Vanessa's Treat Accessibly experience in Milton in 2021 and the positive response.
3. Discuss opportunity to seek Milton's support in passing a binding resolution to bring awareness to Treat Accessibly and host a Treat Accessibly Halloween Village event in a local neighbourhood in mid-October to help attract media and inspire local Milton residents to consider adopting Treat Accessibly at their home on Halloween 2022.

We will aim to make ourselves available for a :30-minute meeting at your earliest convenience. Please provide your preferred date. Some options included below: Dec. 1, 2, 3 (1pm-2pm)

Thank you,

Rich Padulo  
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Vanessa Mifsud  
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N.B. Examples of Ontario Support from cities, the Minister of Seniors and Accessibility and Gabriel, who rallied his school to learn and participate in Treat Accessibly:

