

Dear Consumer:
International
Year of
Disabled
Persons

By
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The United Nations has proclaimed 1981 "International Year of Disabled Persons (IYDP)" and has established the theme that all individuals who are disabled (450 million worldwide) should have the right to live as independently as possible with full participation in all phases of life.

In a February 6 Proclamation, President Reagan pledged the support of his Administration in the commemoration of IYDP, stating: "Today there are 35 million disabled Americans who represent one of our most under-utilized national resources. Their will, their spirit, and their hearts are not impaired, despite their limitations."

In the United States, a Federal Interagency Committee for IYDP has been formed to provide leadership in stimulating and coordinating Federal planning, research, demonstration, and service delivery activities to improve the quality of life for disabled Americans.

Among the Federal services planned or already in operation to make the lives of disabled persons a little easier are:

- The Federal Communications Commission has adopted new rules permitting operation of a tactile paging system that will enable the deaf and hearing impaired to be paged by vibration rather than by sound.

- A U.S. Postal Service program allows handicapped and elderly persons—and anyone else—to buy stamps by mail without making a trip to the post office. Check with your local post office to see if this service is offered in your area.

- The Social Security Administration makes it possible for blind persons to receive letters and notices in braille.

- The Department of the Interior sponsored a training session for regional representatives on "Improving Accessibility for Disabled Persons."

- The U.S. Council for the IYDP, a non-Federal partnership, has also been formed to encourage participation by the private sector in the observance of IYDP, particularly at the grass roots level. The Council's efforts complement and supplement the efforts of the Interagency Committee. Over 200 national organizations and industry representatives have joined the U.S. Council in planning activities in hundreds of communities during the Year.

I urge you to get involved in activities in your area to call attention to the rights, capabilities, achievements, and needs of disabled persons. For example, you can:

- Volunteer to work with service organizations which help disabled persons—and offer your services at local hospitals and other health care institutions.

- After identifying services which are needed by disabled persons in the community, organize training and awareness workshops and seminars for community workers, local leaders, parents, teachers, and other concerned citizens.

- Work on making recreation centers and other community facilities accessible to the disabled.

- Call newspaper offices and radio and TV stations. Give them information to help publicize the Year and the needs of disabled individuals through TV and radio spot announcements, talk show appearances, and magazine and newspaper articles.

- Organize activities that will involve disabled individuals in your communities: film and art festivals, plays, folk dances, craft fairs, songfests, and sporting events.

- Encourage local businesses to recognize the needs, capabilities, and accomplishments of disabled individuals and to develop employment and community service programs for them. For example, I recently helped launch a pilot program dubbed "Project Partnership" which joins 26 corporations, and a number of community groups, in expanding private sector employment of the severely disabled in Los Angeles and San Francisco. My office served as the catalyst in setting up the unique partnership and expanding the roles of community groups and the Social Security Administration as recruitment resources for jobs.

In all, about 130 positions will be identified and filled with the severely disabled and, in Los Angeles, we are gathering first hand information on how we might deal with disincentives that discourage disabled persons in the work force. Success here could provide a model for

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- 5-OZ. CAN 8-LIVES CAT FOOD **3 FOR 93c**
- 34-OZ. JAR FRENCH'S MUSTARD **57c**
- 24-OZ. LOAF DIXIE DARLING BUTTERMILK BREAD **55c**
- 11-OZ. PKG. DIXIE DARLING HAMBURGER BUNS **3 FOR \$1.29**

- 15-OZ. BTL. KRAFT BAR-B-QUE SAUCE **75c**
- BATH SIZE DIAL SOAP **51c**
- BATH SIZE LUX SOAP **3 FOR \$1**
- 65-OZ. BOX CASCADE DISHWASHER DETERGENT **\$2.64**
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- 15-OZ. BOX THRIFTY MAID SEEDLESS RAISINS **\$1.29**
- 8-OZ. BOX KELLOGG'S CORN FLAKES **53c**
- 15-OZ. BOX POST RAISIN BRAN **\$1.16**
- 12-OZ. BOX POST SUGAR CRISP **\$1.19**
- 15-OZ. BOX KELLOGG'S FROOT LOOPS **\$1.55**
- 3-LB. BAG TROPICAL RICE **99c**
- 15-OZ. CAN DEL MONTE PEACHES **59c**
- 32-OZ. BTL. THRIFTY MAID LEMON JUICE **99c**
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