



Aphasia Friendly Business Campaign

Overcoming communication barriers and reported issues so people with aphasia or communication disabilities can access goods and services like everyone else!

Aphasia FactSheet

What is Aphasia?

Aphasia is a language disorder that affects a person's ability to speak, read, write or understand. It does not affect intelligence.

What causes Aphasia?

Aphasia is usually the lasting result of a stroke or brain injury, but may also be caused by other neurological conditions such as dementia or brain tumours.

How does Aphasia affect social participation?

Aphasia has a more negative impact on a person's quality of life than cancer or Alzheimer's Disease. Participation in society is difficult for people with aphasia due to communication barriers, which include lack of public awareness, and lack of knowledge regarding supportive communication strategies.

How knowledgeable is the public about Aphasia?

International surveys reveal low public awareness of aphasia, with an average of 7% of people having some knowledge of Aphasia.



OBJECTIVES

PROJECT TIMELINE

PHASE ONE

- Recruit business participants
- Survey public awareness of Aphasia

PHASE TWO

- Educate participating businesses about aphasia and the AODA via on-site employee training
- Edit participating businesses inaccessible written information to be "Aphasia Friendly"

CONFIRMED BUSINESS PARTICIPANTS

1. Healthy Connections Massage Therapy
2. Windsor-Essex YMCA
3. Windsor Public Library
4. Sutts, Strosberg LLP
5. Crabby Joe's Tap & Grill



RESEARCH TEAM AND COMMUNITY PARTNERS

Dr. Lori Buchanan University of Windsor

- The campaign is headquartered and spearheaded by Dr. Lori Buchanan's Clinical Neuropsychology Lab.
- Members of the research team serve as Recruiters and business participant Ambassadors.

March of Dimes Canada

- Provide content for on-site business training.
- Train Aphasia Friendly Business Campaign research team how to present March of Dimes Canada's "Aphasia: A New Life- Skills Development for Community Partners" training program.

Brain Injury Association of Windsor & Essex County

- Endorse list of accredited "Aphasia Friendly" businesses to members with aphasia.

Dr. Chris Code University of Exeter

- Provide "Public Awareness of Aphasia" survey.