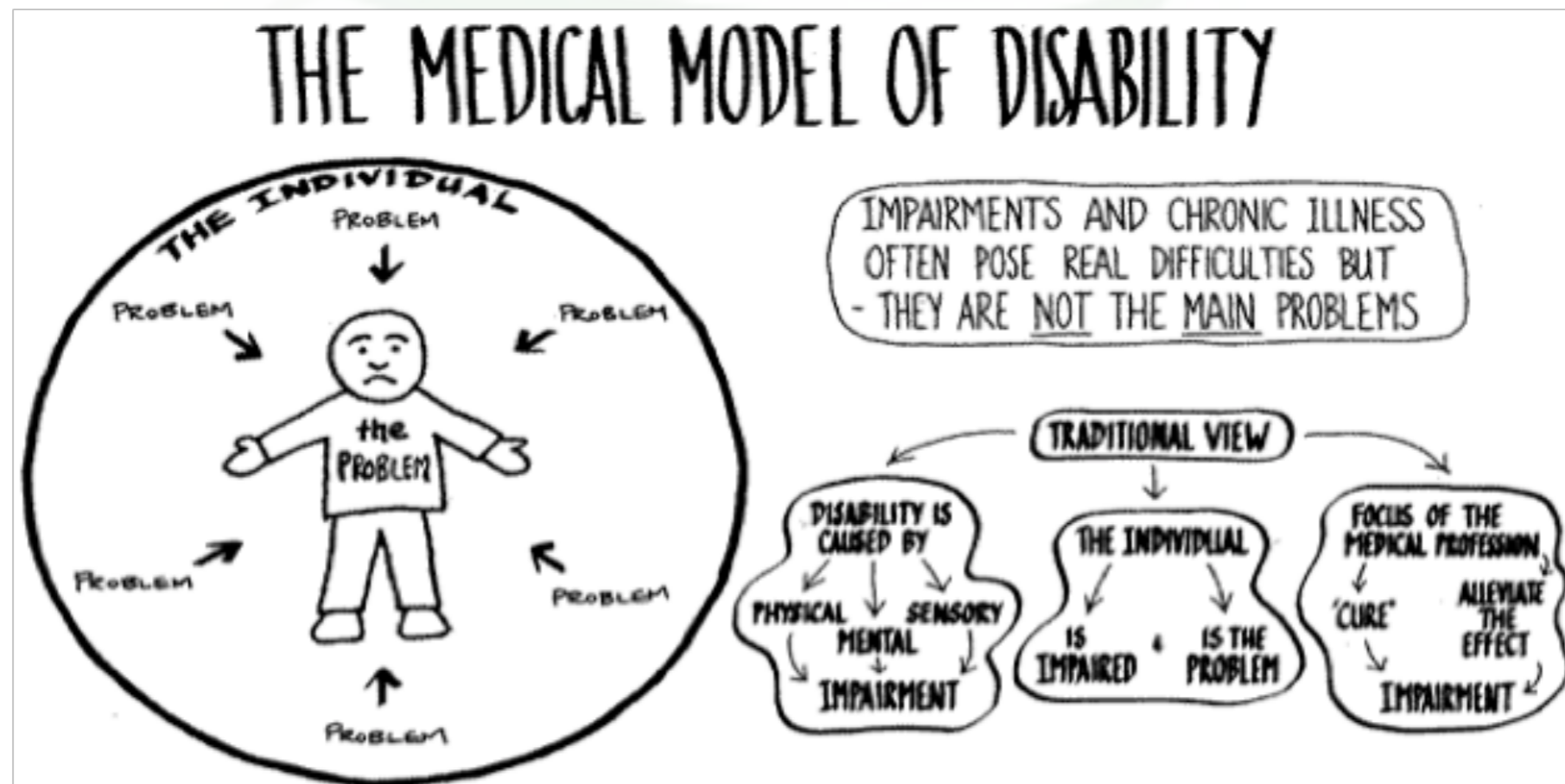


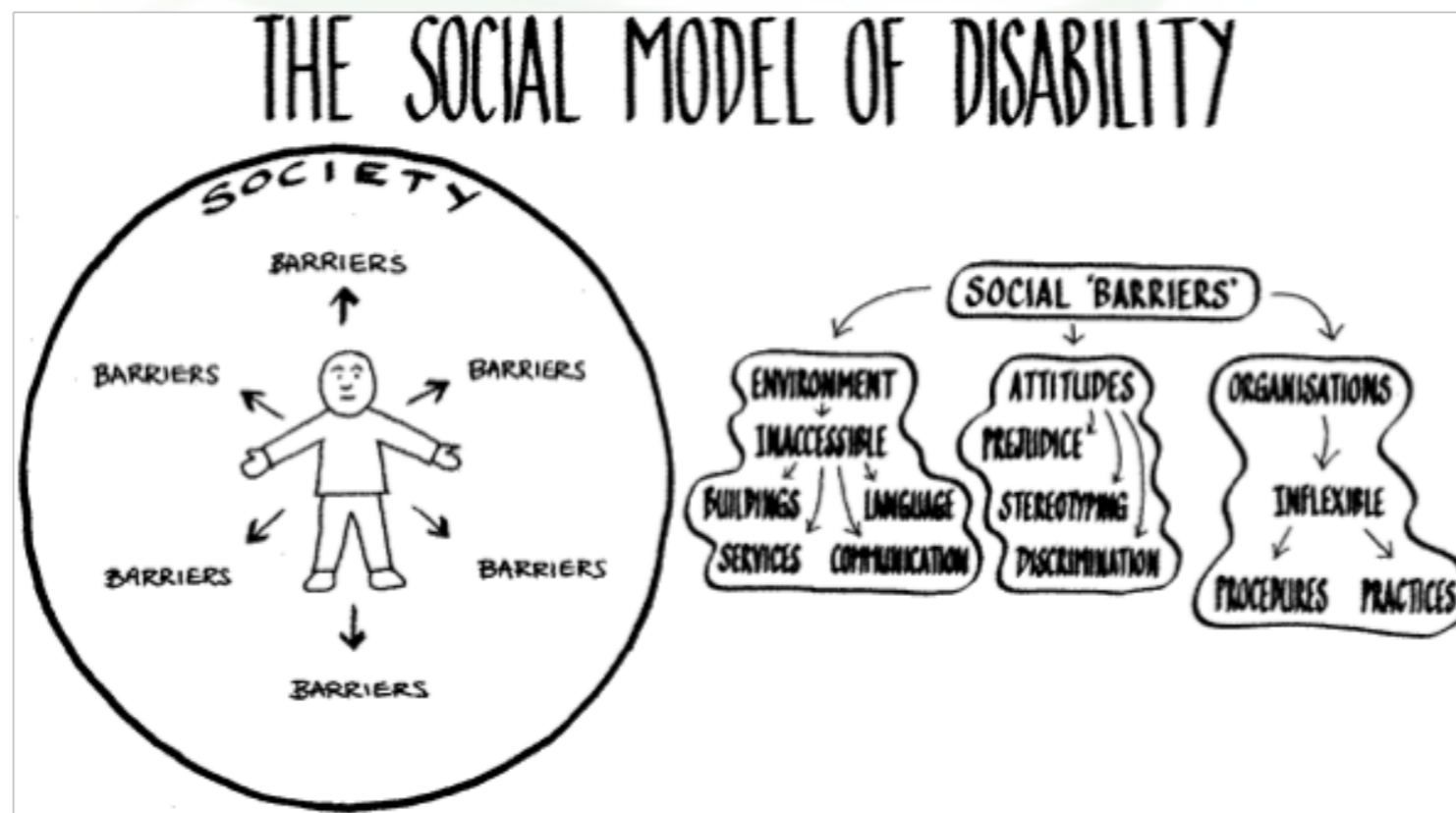
Tenets of The Medical Model of Disability

- Disability is an individual characteristic; and, because it deviates from the medical norms, disability is the problem
- People with disabilities are expected to see their impairment as their problem, something they will have to make the best of and accept that there are many things they cannot do



Tenets of The Social Model of Disability

- Society is the main contributory factor in creating systemic barriers (negative attitudes and exclusion) for people with disabilities
- Society needs to look beyond a person's impairment at all the relevant factors that affect their (people with disabilities) ability to be a full and equal participant in society
- People with disabilities are customers of what society has to offer



Disability Models Side-By-Side Comparison

Medical Model problem	Social Model Solution
Painful hands, unable to open jars, doors	Better designed lids, automatic doors
Difficulties in standing for long periods	More seats in public places
Unable to climb steps into buildings	Ramps and lifts in all buildings
Other people won't give you a job because they think disabled people couldn't do it	Educate people to look at disabled people's abilities rather than looking for problems

Tenets of The Co-Creation Model of Disability

- ✎ Disability is part of the human condition
- ✎ People with disabilities are valued customers of any entity whose deliverable is for public consumption
- ✎ People with disabilities have the same aspirations as everyone else but their journey to get there is different
- ✎ Because of the different journeys, people with disabilities have different needs
- ✎ People with disabilities are the source of their own results when the barriers (societal, structural or environmental) that thwart their ability to live out their aspirations and participate fully in life are removed
- ✎ People with disabilities are equals to people without disabilities and worthy of inclusion in:
 1. Research that examines the unmet needs of the general population and sub segments; and,
 2. Company-customer value creation



Disability Models Side-By-Side Comparison

Medical Model (The Problem)	Social Model (The Solution)	Co-Creation Model (The Win-Win)
Painful hands, unable to open jars, doors	Better designed lids, automatic doors	Beyond lids and doors, ask PWD about their other unmet needs & innovate in response to those needs
Difficulties in standing for long periods	More seats in public places	Beyond seats in public places, ask PWD about their other unmet needs & innovate in response to those needs
Unable to climb steps into buildings	Ramps and lifts in all buildings	Beyond ramps and lifts, ask PWD about their other unmet needs & innovate in response to those needs
Other people won't give you a job because they think disable people can't do it.	Educate people to look at people with disabilities rather than look for problems	Educate people to look at people with disabilities as equals to people without disabilities, worthy of inclusion in research that examines the unmet needs of the general population and sub-segments and worthy of inclusion in company-customer value creation.

New (Co-Creation) Model, New Disability Definition

Any restriction or lack of ability (due to physical, sensory, cognitive or medical impairment) that, because of environmental/ social barriers, significantly impedes or prevents a person from performing an activity in the conventional manner or within the range considered mainstream by the general population

