

# **Disability and Sexual Inclusivity: Marketing Toolkit**

# Contents

## Introduction: Project Team

Contributors  
Contributing members of the global advisory board (GAB) for sexual health and wellbeing

## 1. Wider Context: People with Disabilities (p-06)

A large and diverse community  
Language: Talking with and about people with disabilities  
Tips: Talking about disability

## 2. Sexuality and Disability (p-10)

Sexuality and disability  
A framework for thinking about sexuality and disabilities  
Having sex with a disability  
Sexuality, disability and stigma  
Tips: Sexuality and disability

## 3. Representation in Advertisement (p-16)

Under-representation  
Mis-representation  
Taking the risk: Why representation matters  
Taking the opportunity: The business case  
Roles, casting and tick boxing  
Examples: Praised & not so well received  
Process and result  
Mind the (authenticity) gap  
Tips: Representation in advertisement

## 4. About this Toolkit & Useful Resources (p-28)

Useful resources  
About these guidelines

# Project Team

This document has been put together by [the Global Advisory Board \(GAB\) for Sexual Health and Wellbeing](#) on behalf of Durex, with the expert input of individuals who are themselves living with disabilities, work in advocacy on behalf of this community, or who are involved in discussion around standards in this area.

## Contributors



**Cai Cong** is a visually impaired activist and disabled persons' organization leader from China. He is the founder of *CRPD Life*, board member of *Shanghai Youren Foundation* and partner of *OnePlusOne Disability Group*. He is committed to raising public awareness of disability, empowerment and support of the PWD community, research and dissemination of disability culture, and promoting the protection and development of the rights and inclusion of disability in China.

Email: [cong.cai@yrfoundation.org](mailto:cong.cai@yrfoundation.org)



**Tod Emko** is a disability activist, CPACC certified digital accessibility expert and contract web developer for UNICEF USA\*. He further is a conservationist and co-founded the nonprofit *Darwin Animal Doctors* to help animals and marginalized children. [\*UNICEF USA does not endorse any brand, company, product or service]

Email: [tod@darwinanimaldoctors.org](mailto:tod@darwinanimaldoctors.org)



**Dr. Tariana V. Little** works at the intersections of public health, communications, and business and is the founding CEO of *EmVision Productions*. Her work embodies intentional creativity for social change.

Email: [tariana@em.vision](mailto:tariana@em.vision)



**Dr. Elizabeth Lockwood** is an advocate for people with disabilities and deaf persons. She is a specialist in developing advocacy strategies to lobby for the rights of people with disabilities at the United Nations.

Email: [emlockwood@gmail.com](mailto:emlockwood@gmail.com)

# Project Team

This document has been put together by [the Global Advisory Board \(GAB\) for Sexual Health and Wellbeing](#) on behalf of Durex, with the expert input of individuals who are themselves living with disabilities, work in advocacy on behalf of this community, or who are involved in discussion around standards in this area.

## Contributors



**Hlobisile Masinga** is the founding chairperson of the *Pink Roses Foundation* and a queer woman with albinism from South Africa. She is advocating for comprehensive and inclusive access to information and services for sexual and reproductive health and rights.  
Email: [masingahlobi@gmail.com](mailto:masingahlobi@gmail.com)



**Masingita Masunga** is a South African activist, producer and TV director, living with cerebral palsy. As host of the TV show *Masingita With Confidence*, she is an inspirational speaker, making a difference in the country.  
Email: [admin@masingita.net](mailto:admin@masingita.net)



**Tom Shakespeare** is an English professor of disability research at the London School of Hygiene and Tropical Medicine. As a sociologist, bioethicist and author, himself living with achondroplasia and using a wheelchair, he is a campaigner for disability rights.



**Dr. Mitchell Tepper** is a sexuality educator and counselor living with spinal cord injury from the U.S. He founded *The Sexual Health Network* and is a pioneer in the delivery of sexual health information and advice online.  
Email: [mitch@drmitchelltepper.com](mailto:mitch@drmitchelltepper.com)



**Hua Wen** is a program specialist for sexual and reproductive health and rights (SRHR) at the United Nations Population Fund (UNFPA) in Beijing, China.  
Email: [wen@unfpa.org](mailto:wen@unfpa.org)



**Anonymous contributor** working on human rights at the intersection of gender and disability.

# Project Team

## Contributing members of the global advisory board (GAB) for sexual health and wellbeing



**Antón Castellanos Usigli** (MPH) is a U.S. based healthcare leader, consultant and innovator and a Doctor of Public Health Candidate at the Harvard T.H. Chan School of Public Health in Boston, MA. He is founder and CEO of ACU Innovation and Consulting LLC, a New York City based consulting firm specialized in healthcare strategy and has consulted at the executive level of AIDS Healthcare Foundation (AHF), working to strengthen patient retention and re-engagement nationwide.

**Email:** [antoncastellanosusigli@hsph.harvard.edu](mailto:antoncastellanosusigli@hsph.harvard.edu)



**Dr Tlaleng Mofokeng** is the United Nations Special Rapporteur on the right of everyone to the highest attainable standard of physical and mental health. She is a practicing medical doctor running a sexual health clinic and is an advocate for sexual and reproductive health rights (including adolescent health, transgender affirming health, abortions) with experience in legislative reform, policy, health systems, clinical care, and health communication for over 15 years. Dr Mofokeng was named BBC Top 100 Woman in 2021. She is a distinguished lecturer at Georgetown's O'Neil Institute for National and Global health law and extraordinary lecturer at Stellenbosch University's Africa Centre for HIV/AIDS Management.

**Email:** [drtlaleng@drtlaleng.com](mailto:drtlaleng@drtlaleng.com)



**Vithika Yadav** is a human rights activist, co-founder and head of Love Matters India / Development Consortium, based in India. Love Matters is the first ever digital initiative in India to give complete, honest and unbiased information on love, sex and relationships in India in both Hindi and English. She also runs TeenBook - India's first comprehensive CSE digital resources hub for teens, tweens, parents and educators. Both nationally and internationally, she is seen as an expert on sexual health, sexual rights, gender rights and trafficked survivors' care and protection.

**Email:** [vithika@devcons.org](mailto:vithika@devcons.org)

# 1. Wider Context: People with Disabilities

## People with disabilities: A large and diverse community

Around **15% of people worldwide have a disability** - over one billion people. That fact may be surprising at first, though it needn't be. Disability is a broad term, reflecting a range of individual circumstances, needs, and perspectives.

**“Persons with disabilities include those who have long-term physical, mental, intellectual or sensory impairments which in interaction with various barriers may hinder their full and effective participation in society on an equal basis with others.”**

– *Convention of the Rights of Persons with Disabilities (CRPD)*

People with disabilities are not one uniform group. Disability can relate to mobility or cognition; it can affect senses, such as deafness or vision issues; it can impact a person's ability to live independently, as can be the case for severe neurological disabilities. It can be visible or invisible, there from birth or acquired (during working lives or as part of ageing).

Two people with the same kind and degree of disability can have very different needs from one another. Individual differences stem from various factors, like gender, class, race, religious and cultural background. **Intersectionality** describes this interaction of different identities.

Remember: A person's disability is only one of many factors that makes up who they are.

# Language: Talking with and about people with disabilities

While there are some phrases that are commonly agreed as offensive to people with disabilities, there's no consensus on what the 'correct' language is. Language preferred by people with disabilities will vary by country, by age group, by context and by disability itself. However, the [UN Population Fund \(UNFPA\)](#) and [Convention on the Rights of Persons with Disabilities \(CRPD\)](#) have useful international guides.

In many settings, "[people-first language](#)" is most common. This means referring to the individual before describing their identity (e.g. "people with disability", rather than "disabled people"). This guide has chosen to use people-first language for the sake of consistency. Not everyone agrees on this though. For example, in the UK it's more common to say "disabled person", following the [Social Model of Disability](#).

In the absence of hard and fast rules, it's best practice to always ask those you are working with for their preferred terminology. If there is someone in your team who has a disability, ask them (sensitively). If not, find an organisation that represents the community you're speaking to or about. Some umbrella organisations are listed at the end of this guide.

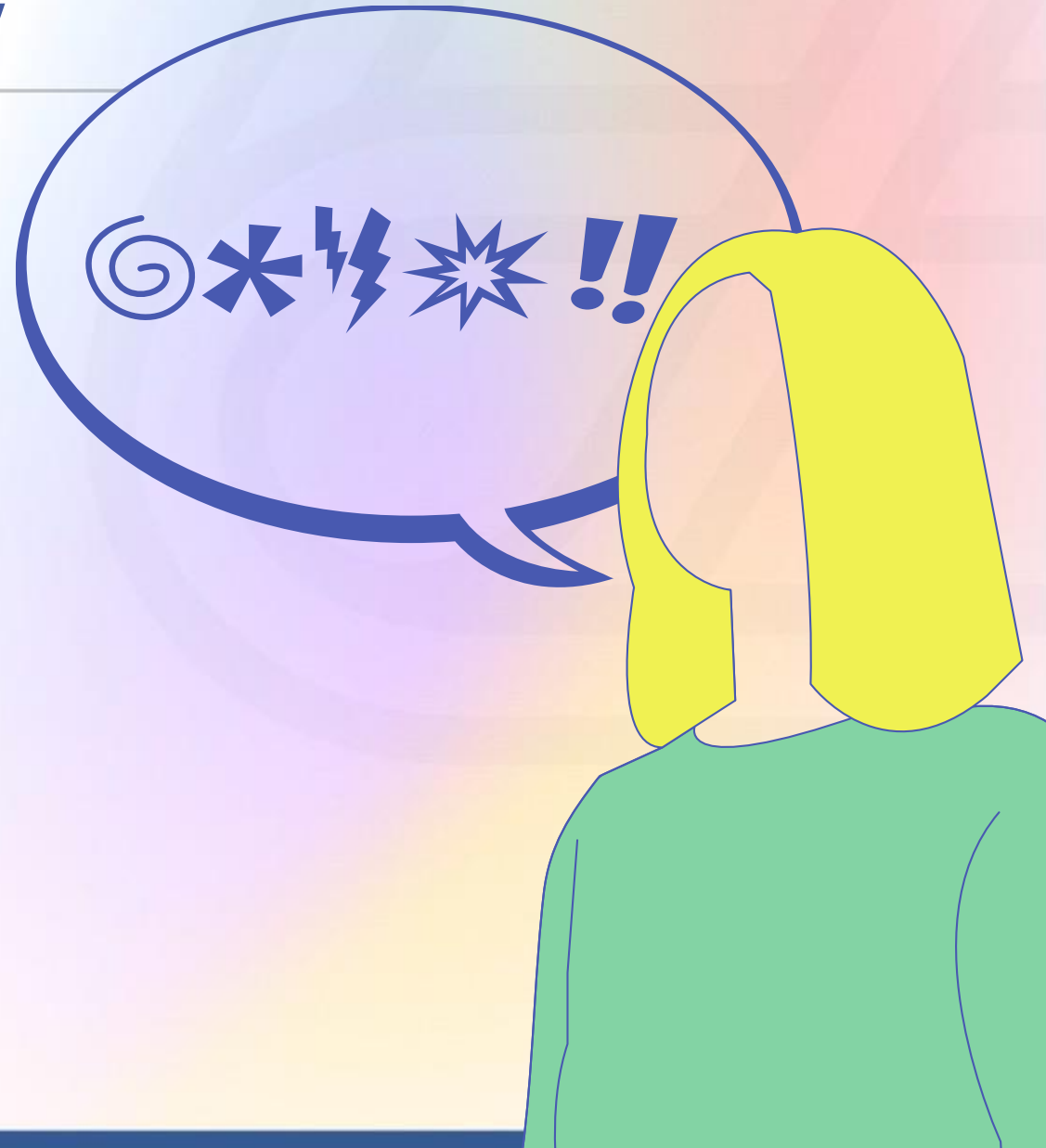
**"Use inclusive, 'all means all' language – something that's embracing and collective, that doesn't marginalise anyone."**

*– Dr. Elizabeth Lockwood, advocate for persons with disabilities and deaf persons*



## Tips: Talking about disability

- ✎ Language should be clear and non-euphemistic (e.g. “disabled” rather than “differently abled”).
- ✎ Avoid either victimising or glorifying individuals because of their disability (e.g. referring to someone as “poor” or “brave” because of how they have “overcome” their disability).
- ✎ Avoid ableist or offensive language (e.g. “crazy”, “retarded”, “lame”, “crippled”, “mental”).
- ✎ Avoid referring to people with disabilities as “the disabled,” (or “the blind”, “the deaf” etc.) and instead use terms such as the “disability community”.
- ✎ Try not to let someone’s disability overly define them: it is one aspect of who they are.
- ✎ If in doubt about what language, visuals etc. to use in advertising or marketing, consult someone with a disability themselves: preferably the specific disability in question.



## **2. Sexuality and Disability**

## Sexuality and disability

There's a common misconception that people with disabilities don't have sex lives. While it's true that some people (with and without disabilities) are asexual, many millions of people with disabilities have sex lives. However, sex for people with disabilities is still viewed as a taboo topic. People with disabilities aren't often portrayed as having vibrant and healthy relationships with sex or sexual partners. Instead, they're often depicted as lacking sexuality, hypersexual, perverted, contaminated, sexually frustrated, and/or needing to pay for sex.

Some elements of sex can be different for people with disabilities – for example, they may need the help of caregivers for physical aspects. At a more basic level though, the sex lives of people with disabilities are as rich and varied as those of any other population group. Some wait until marriage while others have casual sex. Some use sex toys, alone or with a partner. They need access to contraception, sexual health testing and abortions. The assumption that people with disabilities are 'not sexual' can result in unmet needs, both in terms of products and for sexual health and relationship services.

**“In Denmark, [studies\* have found] some very positive attitudes towards the sexuality of disabled people, including people with intellectual disability, in care homes... [They would think about] how can we enable you to have sexual expression, and so you know people would use vibrators or whatever stimulants they wanted... It just showed how one country could enable the sexuality of people who are otherwise seen as physically dependent.”**

*\*See chapter useful resources*

*– Tom Shakespeare, Professor of Disability Research, London School of Hygiene and Tropical Medicine*

# A framework for thinking about sexuality and disability

When it comes to sex, different disabilities can affect sexual function, response and expression in different ways. It's worth thinking about how a person's particular disability can impact these areas. For some people, these may not be impacted at all. Others may be impacted in one or in overlapping areas.

**01** Sexual **expression** means the ability to (verbally) communicate needs and desires. It also includes an organized approach to sexual movement\*.



**02** Sexual **functioning** refers to genital function - like erections, ejaculation, lubrication, and other reproductive functions.



**03** Sexual **response** refers to physical body responses, such as blood flow, heart rate, respiration, blood pressure, pleasure and orgasm.

*- Framework from Dr. Mitchell Tepper, Sexuality Educator and Coach*

It's clear that different disabilities mean differing needs among groups. Despite this, advertisers and the media often only show the disabilities that are most visible. A person in a wheelchair is commonly used as the go-to symbol of disability because it's clear to see. Of course, many people do use wheelchairs: But focusing on this means that the true diversity of people living with disabilities is sometimes not shown.

*\*For example, someone with spastic CP may have no difficulty with sexual functioning or response but cannot get into position for sexual activity or move in coordinated way to engage in sexual activity*

## Having sex with a disability

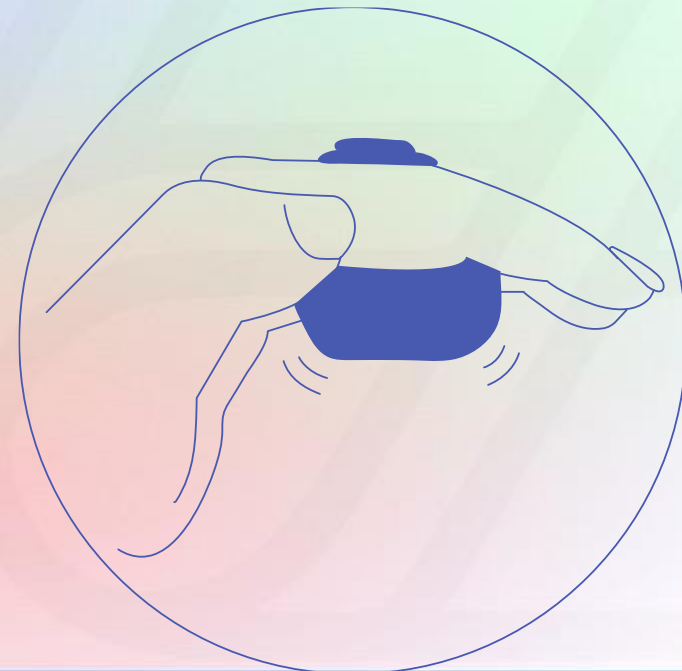
Openly talking about sex with a disability is a chance for everybody to learn – whether they have a disability or not. Sex when you have a disability can mean adapting to ‘unconventional’ circumstances. It can mean finding creative solutions or overcoming obstacles which other people don’t (openly) face.

**“We have to be creative. We have to think outside of the box, which we're good at, we have to take the same skill set that we've learned to adapt to living in a wheelchair or with crutches or with burns or disfigurement and use that skill set to adapt to our situations. And then we need to keep a sense of humour, because when people take sex too seriously... it not only affects what they can do, but it affects their psychology.”**

– Dr. Mitchell Tepper, Sexuality Educator and Coach

### See also :

**Bump'n** – A sex toy designed for those with hand limitations



## Sexuality, disability and stigma

Sexuality and disability are both topics that can make some people uncomfortable. Often, people with disabilities can be seen by others in two conflicting ways: either as asexual or as sexually threatening. People who don't have a disability often feel uncomfortable talking about it or, by infantilising the person with disability, deny their sexuality.

**“Infantilisation... not only limits the person from getting proper medical healthcare services, it also just puts them in a dangerous position when it comes to consent and stuff like that, because they've never really been in a situation where they have to talk about it.”**

*– Hlobisile Masinga, Founder and Chairperson,  
Pink Roses Foundation*

That being said: when writing about disability, don't be afraid to use humour – in the same way as people sometimes do about sex in general. It's appropriate if it comes from the perspective of the person with disability, and steers clear of offensive terms or stereotypes. There's no harm in (sensitively) checking whether it comes across the intended way with a colleague or contact who has a disability.

**“Humour coming from the person with a disability themselves that is not necessarily self-deprecating humour but also doesn't ignore the existence of an impairment or disability is generally well received.”**

*– Anonymous Contributor*

## Tips: Sexuality and disability

- When including people with disabilities in advertising, think about what subconscious attitudes may exist about either a lack of sexuality – or hypersexuality. Sexual desire should be represented in the same way as for someone without a disability.
- However, recognise that different disabilities will affect the act of having sex in different ways.
- Marketing and advertising can help normalise the physical impact of a person's disability on the way they have sex when talking about this in the right way.
- One way to do this is to use humour appropriately, through the lens of the story of the person with disability – sex should always be fun, and sometimes funny: this is true for everyone.



# **3. Representation in Advertisement: Putting it into Practice**



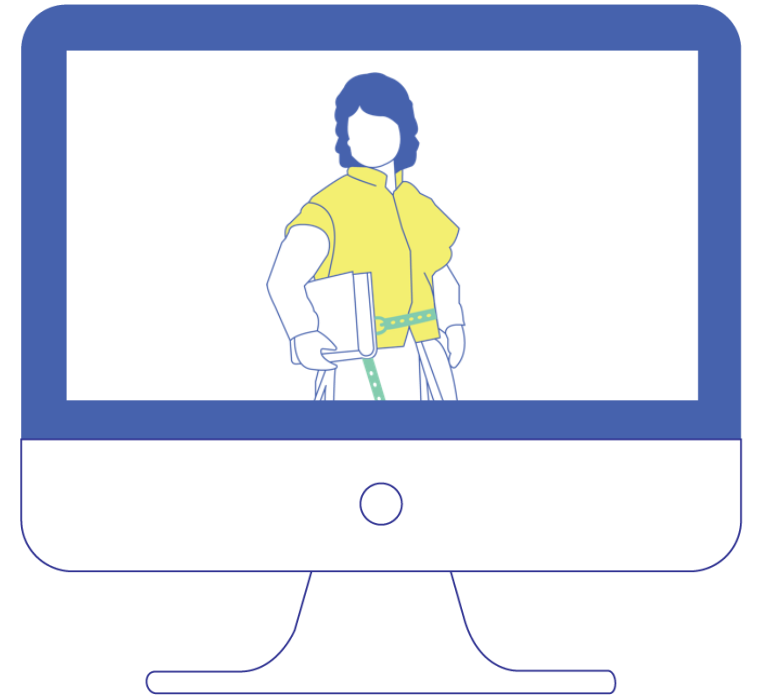
# Under-representation

There are two key issues with how people with disabilities are represented in the media and advertising: a lack of representation, and poor representation.

15% of the global population should correlate to around 15% of on-screen characters. In fact, research shows that the [percentage of adverts depicting people with disabilities is closer to 1%.](#)




**“There isn’t [media representation] because we are not seen as people! You can count people with disabilities seen in the media in South Africa on one hand.”**

*- Masingita Masunga, TV Host and Philanthropist*



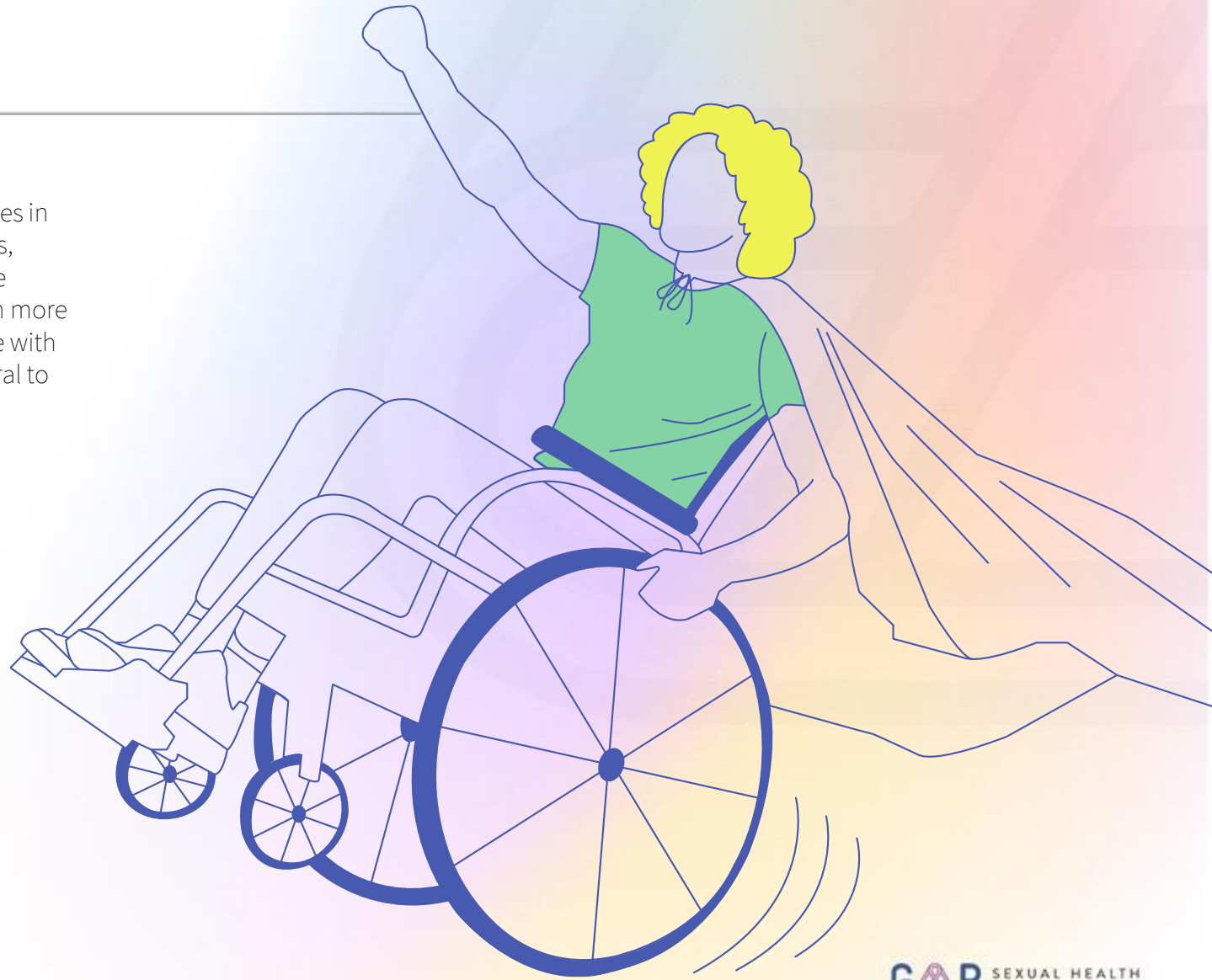
# Mis-representation

Poor representation refers to the quality of characters and storylines in the media environment. In long-form content, such as TV and films, there is more time to develop a rounded character – but even here scriptwriters and directors can fall into stereotyping. It can be even more difficult for advertisers with a much shorter time slot. When people with disabilities do appear in advertising, their disability is usually central to their role. It often falls into one of three categories:

-  They are the objects of pity or charity.
-  They are infantilised and shown as dependent on others.
-  Their stories are overtly uplifting or sentimental – known as **'inspiration porn'** – implying that 'overcoming' disability is brave or admirable.

**“Often the 'superhero' stereotype exists because we have such low expectations of what people with disabilities can do in the first place.”**

– Wen Hua, *Disability and Sexual and Reproductive Health Rights Leader, UNFPA China*





## Taking the risk: Why representation matters

We've seen that disability is wide-ranging and that individual experiences are diverse and complex. It's natural to have some reservations when approaching the topic for the first time. But that shouldn't mean avoiding it altogether out of fear of doing the wrong thing!

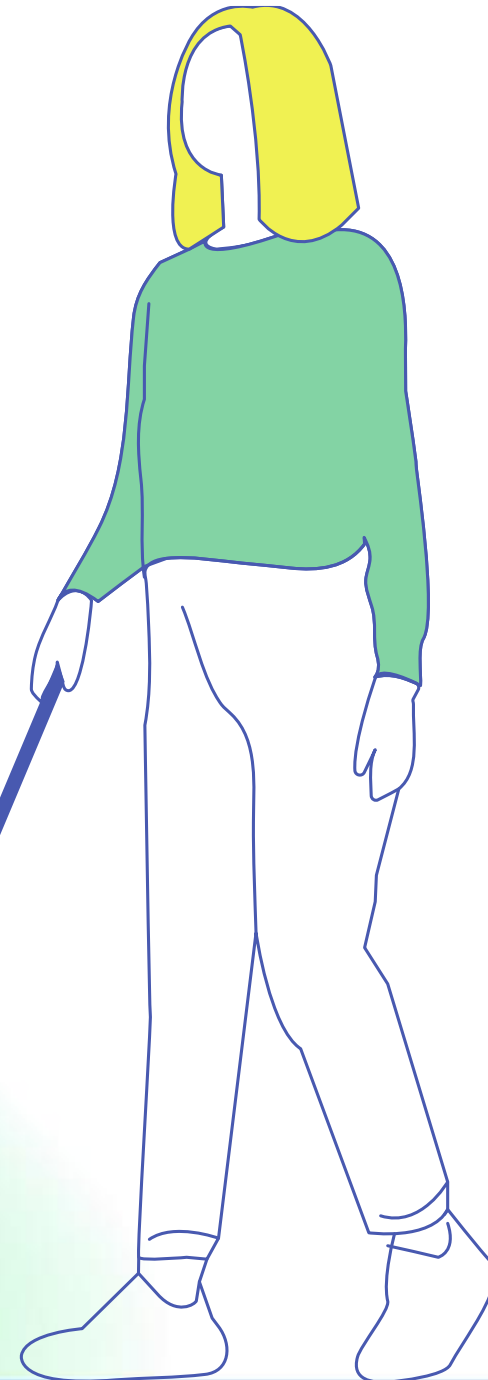
Advertising and the media more generally shy away from portraying people with disabilities as sexual. This is an opportunity for Durex to stay true to its mission: standing for a sex positive society where everyone is supported with the freedom, knowledge and tools to be their true sexual self.

# Taking the opportunity: The business case

Resources for people with disabilities to learn about sex and sexuality are limited. That's why it's important that the sexuality of people with disabilities is portrayed as broad and diverse as for any other demographic. By becoming a more inclusive and authentic brand in this area, Durex would create shared value for these communities and for itself as a market leader.

Building a reputation in this way is good for our brand in general – however there is also a market opportunity. As disability rights advocate Haben Girma pointed out in an interview with White & Case, in the US, **working-age people with disabilities have a total discretionary income of US\$21 billion. 50% of total US dollars spent in disability-inclusive ads are focused on healthcare devices and products** - showing a need for more ads to show disabled people engaging with consumer brands in everyday life.

It's natural to feel a sense of nervousness about 'doing things the wrong way': but if this holds us back from a more inclusive way of marketing our brands and products, we risk losing out.





# Roles, casting and *tick boxing*

We've already thought about language describing disability, and the importance of showing sexuality as a normal part of life for someone with a disability. In scripting, producing and directing advertising there are other things to consider as well.

**Roles and Casting** – there is a lot of difference between a 'disabled role' and a 'role that happens to be disabled'. The former defines the individual in terms of their disability, the latter shows their disability as part of the person they are. Working with actors who are themselves disabled both safeguards against this, and helps tell stories more authentically.

**Tick boxing** – Because of advertising's short-form nature, there can be a tendency towards featuring mobility-related disabilities ahead of others. There may be a genuine desire towards better representation within a cast, however the clear visible signifier of a wheelchair is often used to circumvent the difficulties that come with short-form content. In turn, this can come across as a *tick box* exercise: 'making sure people see we have thought about disabilities'.

## Some way to address this:

-  Thinking about which disabilities could be represented, and how to do this without relying solely on visual cues;
-  Considering the possibility of featuring more than one person with a disability – particularly with a larger cast.





## Examples that have been praised

In 2019 Microsoft was praised for its “[We All Win](#)” campaign. This advertisement shows several young gamers with limb differences who use the Xbox Adaptive Controller. The story is designed to illustrate Microsoft’s commitment to building accessible technology that levels the playing field and creates opportunity for all.

A 2016 advertisement (“[New Boyfriend](#)”) from Mars brand Maltesers, featured a woman in a wheelchair joking about how her spasms affected a sexual encounter. It was seen as ground-breaking for depicting a disabled person talking about her disability in a non-stereotypical and light-hearted way.

A 2021 campaign from Virgin Media (“[Faster Brings Us Closer](#)”) tells a love story between two gamers, one of whom is a teenage boy in a wheelchair. This advertisement is distinctive as the male character’s disability is an insignificant detail, rather than the focus of the story.

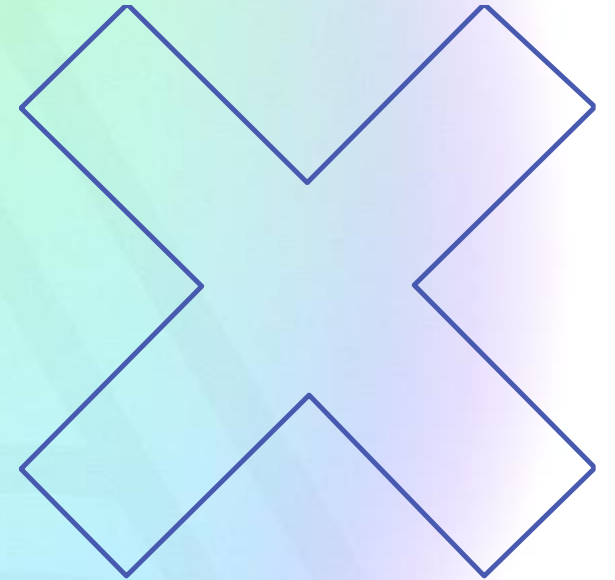
**These campaigns show authentic commitment (things a company does with its business or product), use humour appropriately to normalise disability, and present characters as a whole person, not defined purely by their disability.**

## Examples that were not so well-received

In 2017, [Zuma Juice's](#) advert was taken offline after a strongly negative reaction from viewers for its portrayal of disability. The company was forced to apologise for jokingly associating wheelchair use with greed, idleness and poor lifestyle decisions.

In 2019, [Delta](#) airline was slammed for a social media ad claiming to 'make the world smaller' for everyone, including children with disabilities. The advert featured children in wheelchairs, leading to criticism from some people who argue Delta has made little effort to facilitate travel for wheelchair users.

**These campaigns show the opposite of the good examples: inappropriate or misjudged used of humour, a mismatch between the advocacy claims and its actual business/products, and/or a failure to present the individual in a way defined other than by disability.**



## Process and result

A lot of considerations here relate to the final product itself – the advert that goes out and how it represents people with disabilities. However, it's important to have people with disabilities involved from the beginning of the creative process through to the end stage. Their involvement should be meaningful and directly impact decisions.

Ideally there would be people with disabilities in the project team working on the advertisement, but this isn't always possible. Working with external consultants or representative organisations can be an option in these circumstances, and the resources section at the end of this guide lists several examples.

External expertise is valuable, and so advice and input should be recognised. For example, in making these guidelines, we offered to make a charity donation on behalf of each individual expert we spoke with, to a charity they nominated. In more formal consulting circumstances, it may be appropriate to directly pay an individual or organisation for their advice.

Speak to your local Compliance Manager or Director about how to do this appropriately.

Conversations about how disability will be shown should begin at the narrative development stage of any advert or communications material. By building out a character's story inclusive of their disability from the start, this avoids including disability in a tokenistic way.

This is also an opportunity to think about how accessible work opportunities are within the wider organisation and team, and what could be done to enhance this.

**“Try not to focus on making the product inclusive. Instead, focus on making your organisation as inclusive as possible. By having a diverse group of people working on the product, more audiences will be included naturally and organically.”**

*– Tod Emko, Contract Web Developer, UNICEF USA*



## Mind the (authenticity) gap

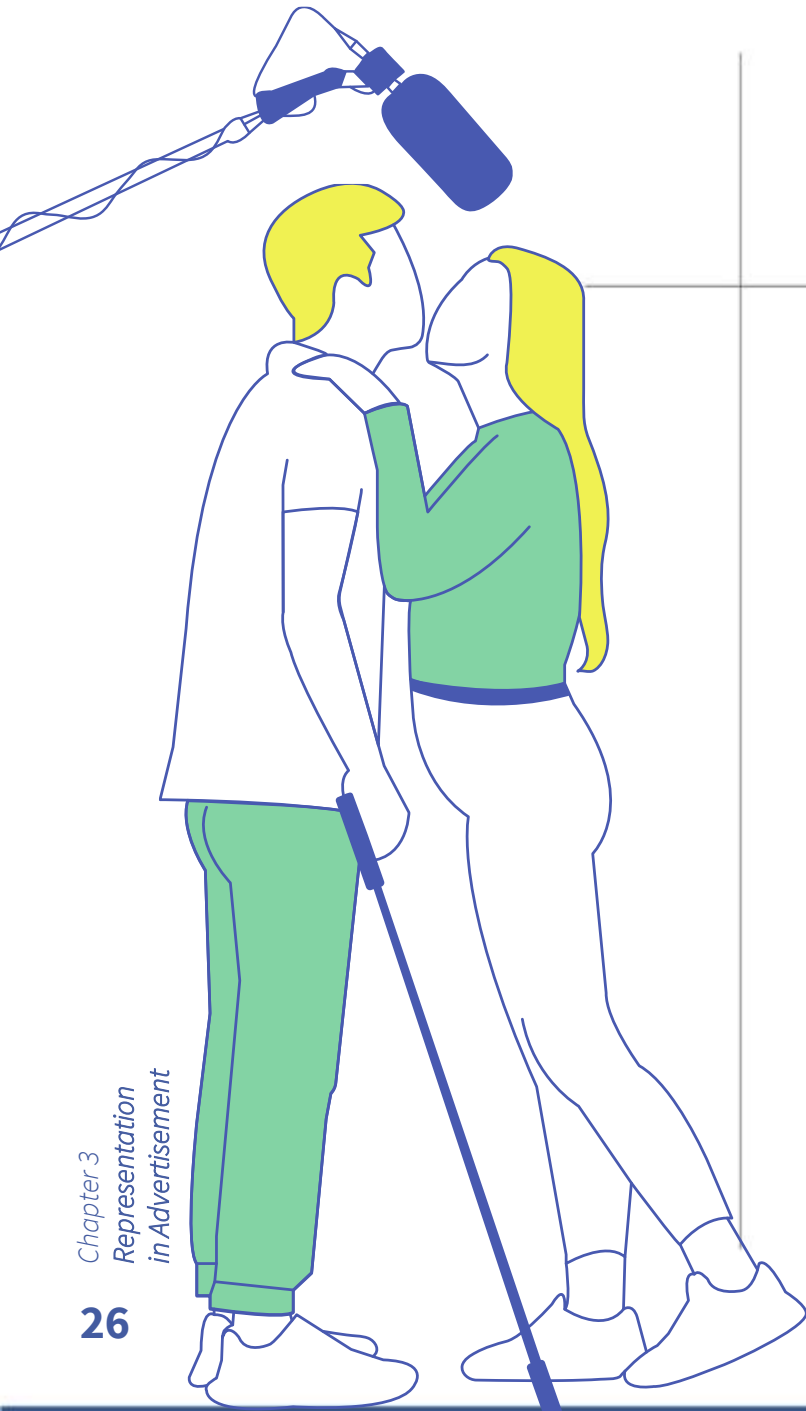
Each Pride Month, many companies are called out for “rainbow-washing” (or “pink-washing”). This refers to changing corporate logos to rainbow colours to signal allyship with the LGBTQ community, while doing nothing to concretely support LGBTQ staff or customers. The same concept can apply to disability. However well-thought through advertising is, it’s essential a business ‘gets its own house in order’ before projecting externally.

When representing disability, it is worth talking to teams with a perspective on what the company does well or less well. For example, Human Resources may have a view on how accessible the recruitment process is for people with disabilities, and how easy or difficult it is for them to progress with their careers here. Product Design teams will be able to assess the extent to which the needs of those with disabilities are taken into account.

*For more information about Reckitt’s ERGs, please visit our Rubi pages on [Inclusion](#) and [Disability](#).*

**“[Companies] have to ask themselves how committed they are to the causes. You can’t be superficial. What does it look like inside the company, the people you hire? If you don’t have that representation, it’ll bleed into how you show outside.”**

*– Dr. Tariana V. Little, Chief Executive Officer, EmVision Productions*



# Tips: Representation in advertisement

## Content

Represent people with disabilities engaging in the same range of sexual activities as other people: using condoms and lubricants, masturbating, using menstrual hygiene products, etc.

Represent humoristic situations in which people with disabilities have to be creative with their partners to have good sex.

Showcase stories about relationships and dating featuring people with disabilities.

Do not center the storyline on the disability itself, but rather on larger themes, such as the importance of pleasure and wellbeing, confidence, good communication with partners, privacy, love and safety.

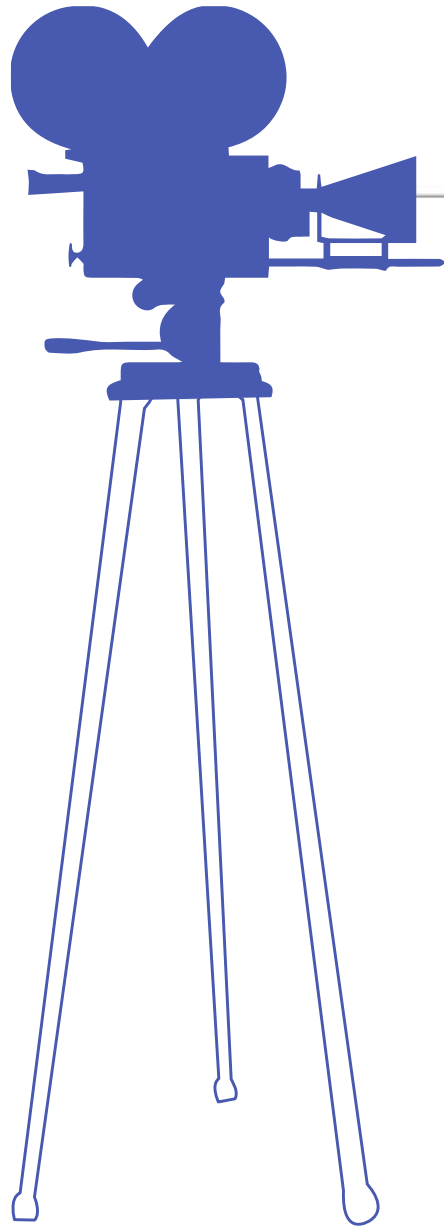
Make sure that your advert is accessible e.g. using closed captions.

## Casting

Include people with disabilities in a cast alongside people without disabilities.

Use an actor with disabilities if the 'role' is for a person with disabilities.

Consider showing more than one person with disabilities in your cast/campaign.



## Tips: Representation in advertisement

### Consultation

Ensure internal consultation – e.g. checking with your local HR and product teams that the company’s employment and design approaches are inclusive of people with disabilities.

Ensure external consultation – with individuals or organisations – is built in at different stages of the advertising process: not only at the beginning, but e.g. also at the editing stage. Compensate these people for their time and expertise.

### Product

Work with those who conduct product development research and market research, asking them how inclusive of these are of people with disabilities.

Take a look at the packaging of the product – are braille instructions/information in packaging for condoms, lubricants and other sexual wellbeing products.

Ensure accessible designs for product websites with the support of disability specialists.

# 4. About this Toolkit & Useful Resources

# Useful Resources



## Global Organisations

### [Women Enabled](#)

An NGO that advances human rights at the intersection of gender and disability to respond to the lived experiences of women and girls with disabilities.

### [International Disability Alliance](#)

An alliance of 14 global and regional organisations of persons with disabilities, advocating at the United Nations for a more inclusive global environment for everyone.

### [The International Association for the Scientific Study of Intellectual and Developmental Disabilities](#) (IASSIDD)

World-wide group dedicated to the scientific study of intellectual disability as well as the application of knowledge, to improve the lives of people with intellectual and developmental disabilities, their families and those who support them.

### [Disability Support international](#)

NGO advocating, supporting & empowering to improve the lives of people with disabilities in developing countries.

### [Disability Rights International](#)

Dedicated to promoting the human rights and full participation in society of children & adults with disabilities worldwide.

### [World Federation of the Deaf](#)

Global organisation working to ensure equal rights for 70 million people around the globe.

### [World Blind Union](#)

Global organization representing the estimated 253 million persons who are blind or partially sighted worldwide.

# Useful Resources



## Guidelines and Toolkits

[Disability Etiquette: Tips On Interacting With People With Disabilities](#) (United Spinal Association)

Gives terminology tips and more for a range of disabilities (well beyond spinal cord injuries and disabilities).

[Website Accessibility Toolkit](#)

A set of guidelines on how to comply with the Americans with Disabilities Act (1990) in web design.

[Portraying Disability](#) (Disability Unit of the UK Government Cabinet Office)

Guidelines for Government communicators, but relevant more broadly. Includes sections on avoiding 'hero' and 'victim' characters, casting, and use of humour.



## Books

[Loneliness and its Opposite: Sex, Disability, and the Ethics of Engagement](#) (Don Kulick and Jens Rydström)

Two authors look at how Sweden and Denmark take different approaches to helping people with disabilities, who live in care settings, explore their sexuality.

[The Handi Book of Love, Lust & Disability](#)

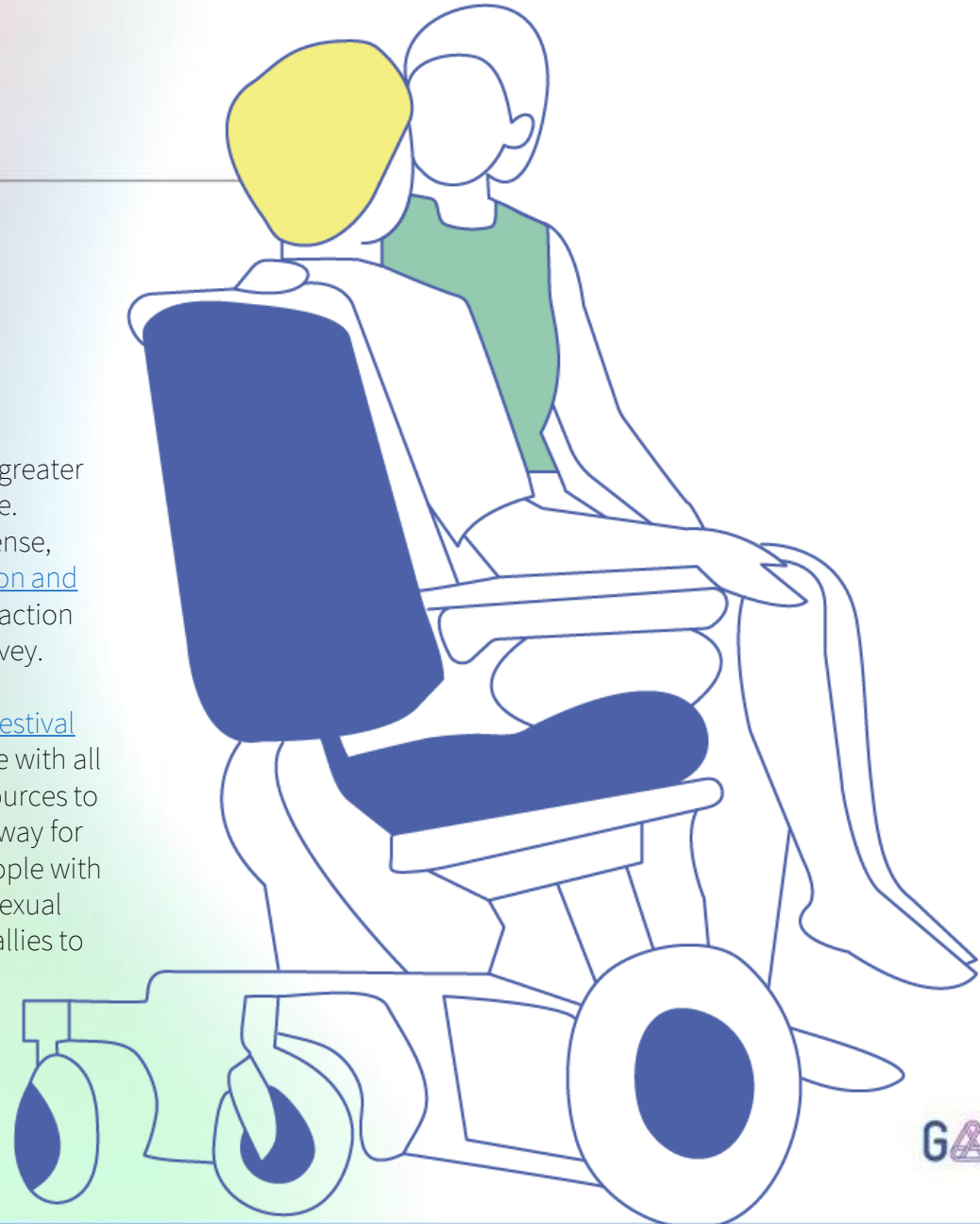
Convened by Handi, a brand specializing in sex toys for people with disabilities, 50 contributors from the disabled community share raw, powerful and inspiring stories, poetry and artwork.

# Useful Resources

## Other Resources

[All In](#) (UK Advertising)  
Industry-wide initiative in the UK aimed at driving greater representation within the UK advertising workforce. Though focused on representation in a broader sense, there is a specific aim to improve the [representation and experience of Disabled Talent](#). The organisation's action plan is based on results from an industry-wide survey.

The [Love Abilities Virtual Sexuality and Disability Festival](#) Festival first held in 2020, aiming to provide people with all types of disabilities the knowledge, skills, and resources to take pleasure in their sexuality and to clear a pathway for optimal sexual expression, with the vision that people with disabilities will be empowered to lead the fullest sexual lives possible; and for their caregivers, lovers and allies to help support or be part of their life.



# About these guidelines

This document has been put together by [the Global Advisory Board \(GAB\) for Sexual Health and Wellbeing](#) on behalf of Durex.

The GAB was set up by Durex to raise awareness of sexual health and wellbeing and to get it on the agenda of key global organisations. It also serves to ensure Durex is fully connected with expertise outside of the company, can be aware of and responsive to societal needs as they evolve.

This project relates to that second objective – there is increasing recognition of the need not only for greater representation of disabled persons within media advertising, but also that this reflects the reality of peoples’ experiences, and the issues they care about.

The GAB:

## Step 01

Carried out a literature review and desk research into the representation of people with disabilities in the media.

## Step 02

Carried out a social media analysis to look e.g. at the issues raised online by disability advocates.

## Step 03

Conducted interviews with nine individuals who are themselves living with disabilities, who work in advocacy on behalf of this community, or who are involved in discussion around standards in this area.

Project led by Antón Castellanos-Usigli, Vithika Yadav, and Dr. Tlaleng Mofokeng.

Input provided by Cai Cong , Tod Emko, Dr. Tariana Little, Dr. Elizabeth Lockwood , Hlobisile Masinga, Masingita Masunga, Tom Shakespeare, Dr. Mitchell Tepper, Wen Hua, Anonymous Contributor.

With special thanks to Kamma Blair, Regional Program Specialist, UNFPA Asia Pacific.

Reviewed by other members of the Global Advisory Board for Sexual Health and Wellbeing: Dr. Vicky Boydell, Doortje Braeken, Dr. Jian Chen, and Dr. Faysal El Kak.

Project supported by APCO Worldwide.