

# EDUCATIONAL MARKETING DIRECTED TO PEOPLE WITH MENTAL DISABILITY



AgriXPlainer

## Description of the activity

Educational marketing for people with mental disabilities consists of making it easier for them to understand how important can be to produce good and sustainable agricultural products. By using clear, simplified instructions and visual aids, educational marketing can help them to gain new and maybe unexpected skills, while become more and more independent. It can also raise awareness about their rights, promote healthy choices, and support caregivers in guiding their loved ones. Ultimately, it boosts social integration, and helps reduce stigma, creating a more inclusive learning environment for people with disabilities.

## Easy operations to be replicated

- Use simplified materials (i.e. short and clear videos, infographics with icons and images, simplified brochures).
- Have agri-tours with caregivers and educators, as they can be the bridge between you and the guests with specific needs
- Involve them in your farm's simplest practical activities

## Expected outcomes

- Created accessible Information that meets the specific needs of disabled individuals for better understanding and engagement.
- Empowered disabled people to learn skills that foster independence and informed decision-making.
- Raised awareness in the community to enhance interactions and opportunities for disabled individuals.
- Provided knowledge and tools to help disabled people navigate their environments and access resources effectively.

Purpose	Added value	Target Audience
<ul style="list-style-type: none"> <li>to provide accessible information for disabled people's specific needs.</li> <li>help them learn new skills, while making informed decisions independently</li> <li>promote social inclusion and improve disabled people's life quality</li> </ul>	<ul style="list-style-type: none"> <li>filling the communication gap between society and disabled people, making information about agricultural quality products more accessible</li> </ul>	<ul style="list-style-type: none"> <li>disabled people</li> <li>education specialists</li> <li>disabled people associations</li> <li>caregivers</li> </ul>

## Type of experts to be involved

- educators
- social farm operator
- farmers

## Requirements

Geographical requirements	Type of products	Legal requirements
<ul style="list-style-type: none"> <li>No specific geographical requirements is needed</li> </ul>	<ul style="list-style-type: none"> <li>Simplified brochures about firm's activities and products</li> <li>Clear and simplified information panels and directions for farms</li> <li>Dedicated guided tours</li> </ul>	<ul style="list-style-type: none"> <li>Pay attentions to authorizations to work with disabled people.</li> </ul>

## Tips & tricks/successful case study

- Use a simple language in your farm tours and make sure it is accessible to different kind of disabilities
- Be inclusive and try to engage any kind of people that come to visit your farm
- Visiting farms and especially spending time with animals offers numerous benefits to disabled people

---

*The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*



Co-funded by  
the European Union