



## **CACL Report – June 2020**

Like Community Living Ontario, CACL has been incredibly active over the last few months taking on new challenges related to the current crisis and maintaining focus on previous strategic priorities.

Since my CACL update in February, Krista Carr, the Executive Vice-President of CACL has been appointed to the COVID Disability Advisory Group (CDAG) which advises Minister Carla Qualtrough on “the real-time lived experiences of persons with disabilities during this crisis on disability-specific issues, challenges and systemic gaps and on strategies, measures and steps to be taken.” Karla is active on several of the committees of CDAG.

CACL is also organizing the provincial and territorial associations grassroots campaign around Bill C-7 (Medical Assistance in Dying). The strategy is to find a self-advocate and family member in every riding across the country to meet with their MP to discuss CACL’s position on the legislation. Materials have been produced by CACL to support the campaign. Community Living Ontario is supporting the campaign and will need to support of every CLO Board member to engage with our member organizations, family networks and self-advocate groups to find constituents comfortable and available to advocate on this issue.

In 2017, the CACL board decided to change the organization’s name to Inclusion Canada. Since then, they have been working on rebranding the organization (new logo, new tag line, new colours), trying to secure the name Inclusion Canada and trying to secure the national trademark for the word “Inclusion.” While the rebranding strategy is still in progress, CACL has had a formal hold on the name. Once CACL takes possession of the new name they will be legally be Inclusion Canada and cease to be CACL. That hold will expire soon, and CACL will need to make a decision about whether they are moving forward with the name change without a rebrand in place or if they risk losing the name by waiting for new branding to be ready. It is likely that they will move forward with the name change even if the rebranding is not ready. Additionally, there are some concerns about the optics of announcing a big rebrand in the current climate. All that is to say, you may see a quiet rollover from CACL to Inclusion Canada over the next few months with a more formal rebrand when things have settled down in the future.

Finally, CACL is in the process of building their next strategic plan. They have asked all the provincial and territorial boards to participate in a strategic planning session. The sessions are expected to take 1.5 to 2 hours. We will set a separate meeting for that session.

**Submitted by:**

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