

Treat Accessibly - A Canadian Halloween Movement: A National Opportunity to Embed Inclusion Annually in Everyday Culture

HALIFAX

The Plan Brief for Halifax AAC

GOAL: Binding Resolution to Proclaim
"Treat Accessibly Preparation Day"

Annually on October, 16

Presented by:

Treat Accessibly

Founding Family: Siena, Rich Padulo

Date: May 12, 2025



"First sign at our home"



"Millions Impacted Now Across Canada"



**In 2017, we started to Treat Accessibly
our home, then our neighbourhood,
and now all of Canada.**

**This all started for a little boy using a
wheelchair that we saw when
putting pumpkins on the steps to
our front door.**



**Our daughter shares the story with
her best friend signing it [here](#)**

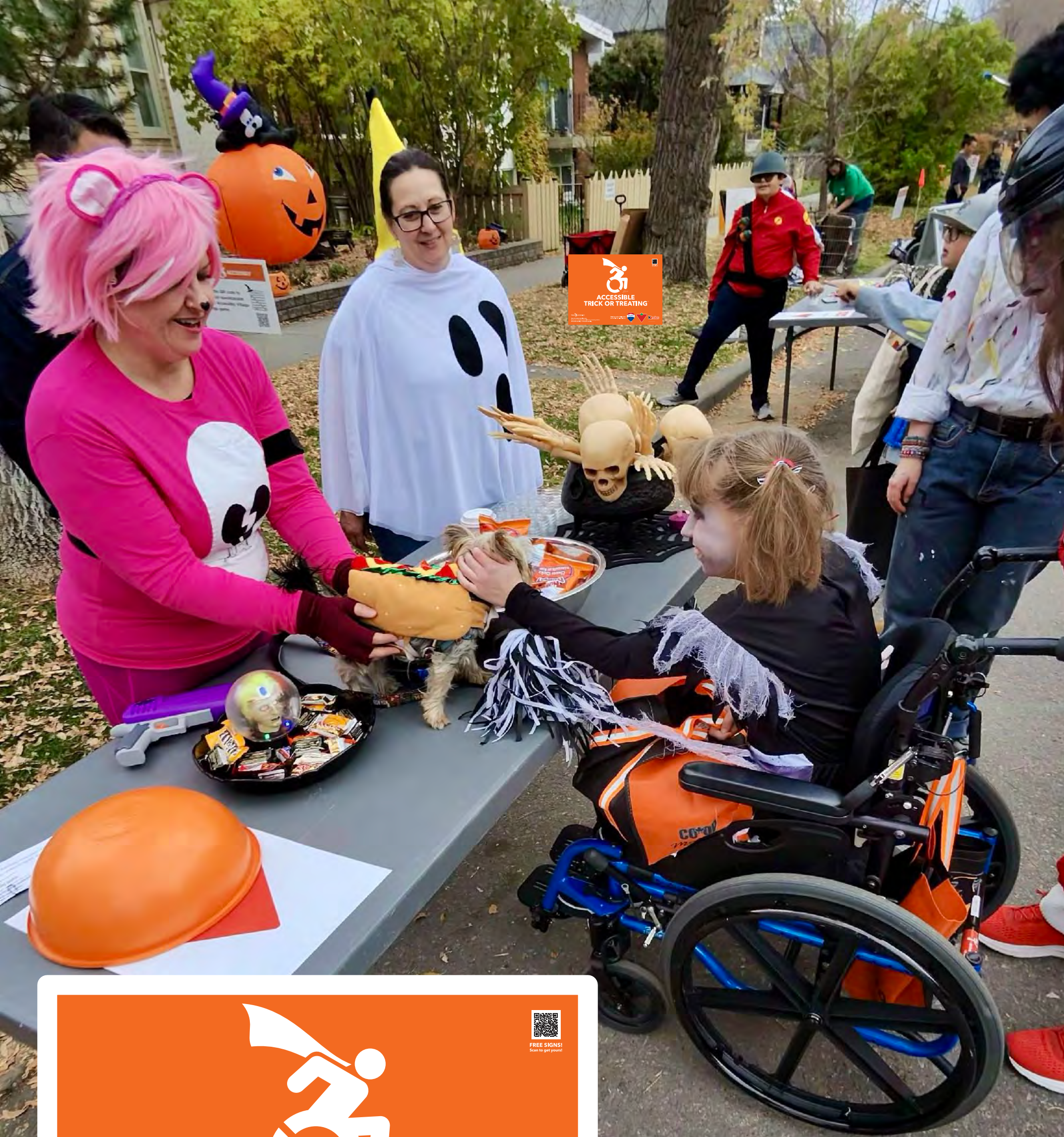


**2024: 250,000 FREE signs distributed.
TREAT ACCESSIBLY FOUNDING FAMILY
Natasha, Siena, Rich and Annie Oakley**

How to Treat Accessibly:

Any home can follow our tips curated and vetted by the community

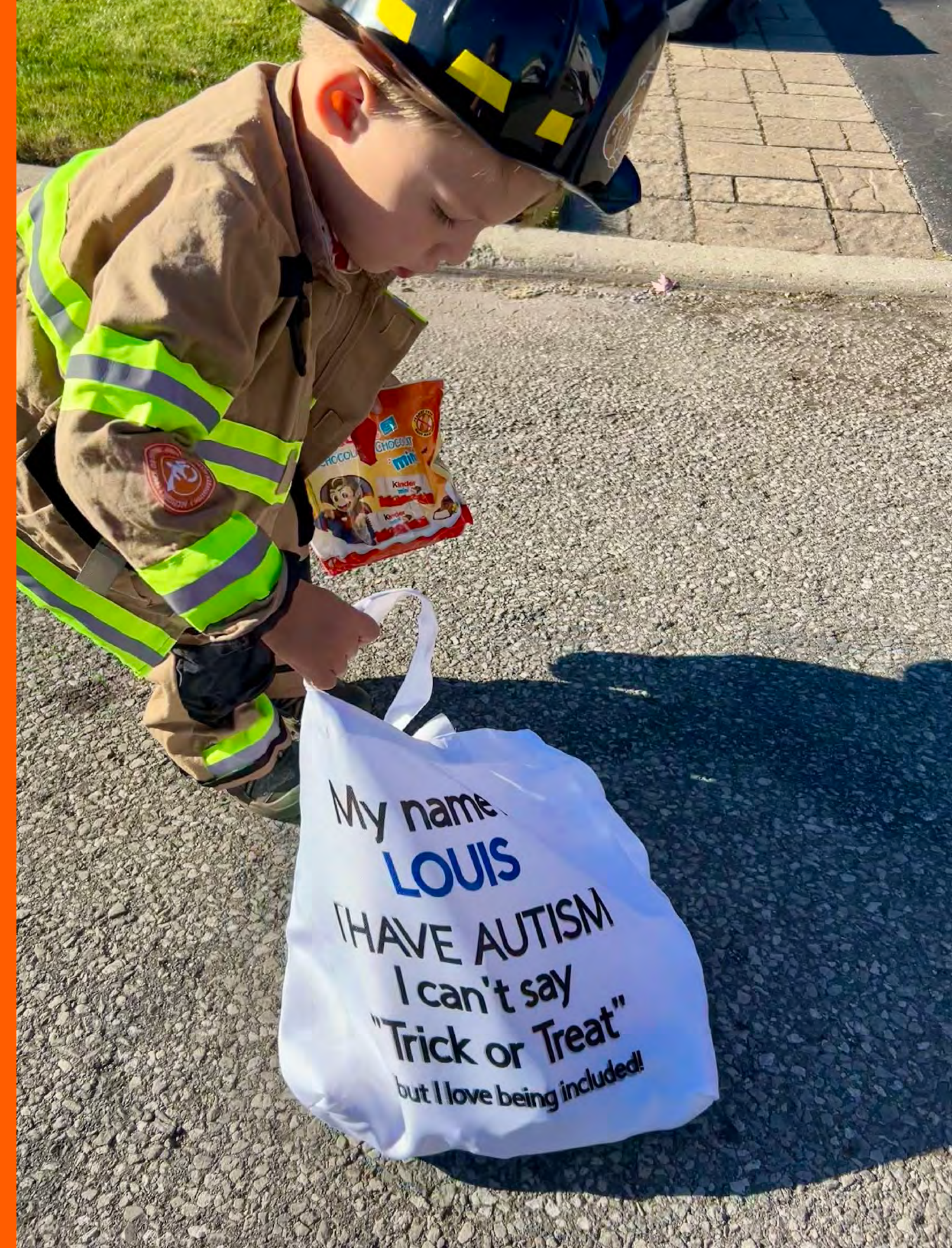
- Pick up and identify your home with a free Halloween decor lawn sign by displaying a week before Oct. 31
- Remove stairs and barriers, and treat from your stoop, driveway or garage
- Remove triggers and engagement barriers by being highly visible as families approach
- Permit kids to stay close to parents
- Be educated on non-verbal and non-visible disabilities
- Look out for interaction cues from parents
- Include non-edible treats



Treat Accessibly:

Since 2019, it has become the *first and only* community movement across Canada to:

- Make Trick-or-Treating 100% accessible for children with any disability at any home.
- By bringing together:
Good Neighbours, Government and Private Sector for a meaningful, unifying diversity-inclusion conversation.



We know we can do it... because Canada is proving it...

In 2025: Our Movement's National Awareness & Action Eco-System

Lawn Sign
Distribution



Homeowner
Participation



Event Series
9 City Tour



Awareness
Support



Social &
Government



Public
Relations



716
Ntl. Retail Locations
Have Take-One Units
Distributing Our
FREE Lawn Signs

250k
Homes
Have Displayed
Our Lawn Sign &
Treat Accessibly

20k
Guests At Our
9 Village Events
Annually
(Now in Québec)

Millions of
Kinder
Product
Sold With
Our Story

100M+
Social Impressions,
from Community,
Ministers, Mayors
& Cities

500 Million+
Press
Impressions

Our multi-year national partners:



The Canadian Founding Family plans and manages it all from their home.



326 likes

officialbabygang Trick-or-treating has always been an exciting experienc... more

October 19, 2024



**City
News**

CALGARY'S TREAT ACCESSIBLY EVENT HOSTS INCLUSIVE HALLOWEEN VILLAGE FOR LOCAL KIDS

They want to inspire a tradition of kindness too.

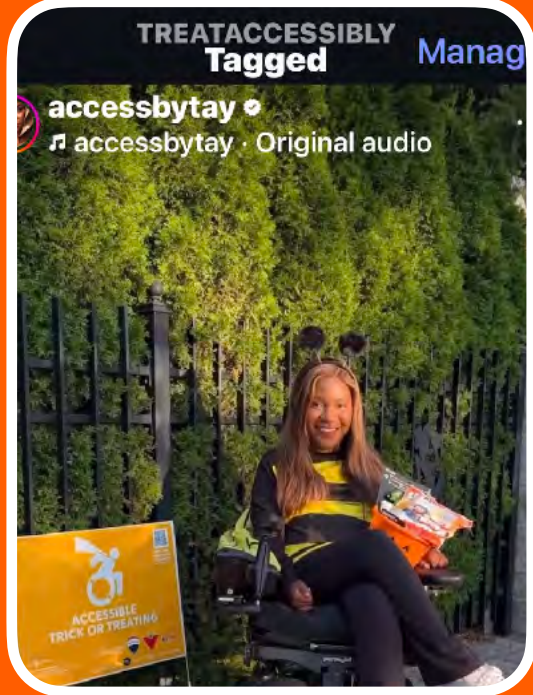
Press | Government | Creators | Homeowners | Partners



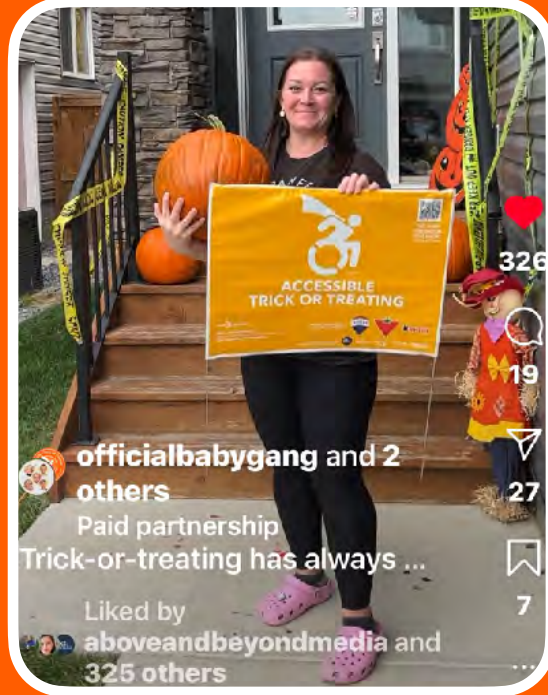
@spencer2thewest
430K Followers



@autismoutloud
55.6K Followers



@accessbytay 83.8K Followers



@accessbytay 15.2K Followers



2030 Goals: Homeowner Participation

A Treat Accessibly home with a sign for every child with a disability.

Grow in Canada



- 800,000 Children identifying with a disability
14% of grade school kids.

- Each also champions 1.6 million parents and millions more Families, Friends, and Caregivers.



2030 Goals: Consideration

Every trick-or-treating home thinks about accessible inclusion at Halloween.

Annual connection potential in Canada



- 7 Million Homes Treat
- 16.8 Million People

- Imagine the positive ripple effect of accessible inclusion being top of mind annually at Halloween to a group this large.



HALIFAX + TREAT ACCESSIBLY: October 2025

Halifax:

- An annual binding resolution to proclaim Oct. 16, "Treat Accessibly Preparation Day"
- Leverage Corporate Communications to Promote "Treat Accessibly Preparation Day".

Treat Accessibly:

- Launch the Awareness & Action Eco-System in Halifax (August - October 2025)
- Launch Halifax/Atlantic Canada PR Campaign to Media (October 2025)



2024: Halifax Global News Segment

**Click
For News
[Segment](#)**





“Treat Accessibly Preparation Day”

Oct. 16 (Annually)

**The day any homeowner
that trick-or-treats can
learn or be reminded to
prepare to Treat Accessibly
on October 31.**

The ACA's Accessibility Mandate in Canada and Treat Accessibly – A Natural Alignment

Treat Accessibly Key Alignment:

- Hacks the broadest, inter-generational, multicultural community tradition of the year, Halloween to:
- Educate and normalize inclusion
- Seeks to scale accessibility in low-cost, community-led and voluntary ways
- Promotes education and everyday allyship
- Reinforces the ACA's culture-shift goals in everyday life

Treat Accessibly's Halloween Impact Goal:

- Make "Accessible Halloween" as automatic as costumes and treats.
- A Halloween where every Canadian child, regardless of ability, can participate safely and joyfully
- Proves a future where accessible traditions can be embedded in everyday Canadian culture
-

Videos Of Government & Media Championing The Movement Nationally:



Scan or Click for
Closed-Caption
Version



Scan or Click for
Descriptive-Video
Version



Happy Halloween everyBODY!



Siena, Natasha and Rich Padulo
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Yesterday was one of the best days ever!
You don't realize the accessibility barriers to your favourite activities until it's your lived experience.
[@treataccessibly](#) created the most incredible event for kids that removed every single inaccessible barrier and welcomed everyone with open arms.
It was made even more special to be able to share the day with friends.
I don't have the words to describe how incredible it feels to be met with complete acceptance and understanding.
My heart was so full after an incredible afternoon.



The quickest way

to foster mass inclusive action. Don't ask millions to do something new. Help them adapt what they're already doing.

What wouldn't you do if you knew how to make every child feeling excluded - and parent that loves them - feel included at your home?

250,000 Homes have Treat Accessibly already. Way more will, we just have to show the way.

2017 - Our first Treat Accessibly Lawn Sign and Post, that started everything!