



P.O. Box 1749  
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B3J 3A5 Canada

**Item No. 13.1.2**  
**Executive Standing Committee**  
**May 26, 2025**

**TO:** Chair and Members of Executive Standing Committee

**FROM:** Celine Vautour, Chair, Accessibility Advisory Committee

**DATE:** May 12, 2025

**SUBJECT:** Treat Accessibly

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**ORIGIN**

May 12, 2025 meeting of the Accessibility Advisory Committee, Item 7.3.1.

**RECOMMENDATION**

The Accessibility Advisory Committee recommends that the Executive Standing Committee request a staff report to consider recognizing October 16 annually as Treat Accessibly Day as part of the Treat Accessibly initiative.

**BACKGROUND**

On May 12, 2025 the Accessibility Advisory Committee received a presentation from Rich Padulo, Founder, Treat Accessibly and Siena Padulo, Founder, Treat Accessibly. The presentation outlined the Treat Accessibly initiative that encourages households of all types to take simple steps to make their trick-or-treating stations accessible to children with disabilities.

For further information, refer to the attached presentation dated May 12, 2025.

**DISCUSSION**

The Accessibility Advisory Committee considered the presentation and discussed the positive community impacts of the Treat Accessibly initiative. The Committee approved a motion to the Executive Standing Committee as outlined in this report.

**FINANCIAL IMPLICATIONS**

No financial implications were identified. Financial implications would be identified in a future report.

### **RISK CONSIDERATION**

No risk considerations were identified.

### **COMMUNITY ENGAGEMENT**

The Accessibility Advisory Committee is comprised of 8 citizen members and 3 Councillors. Meetings are live webcast on Halifax.ca. The agenda, reports, videos, and minutes of the Committee are posted on Halifax.ca.

### **ENVIRONMENTAL IMPLICATIONS**

No environmental implications were identified.

### **ALTERNATIVES**

The Accessibility Advisory Committee did not provide alternatives.

### **LEGISLATIVE AUTHORITY**

Accessibility Advisory Committee Terms of Reference:

#### **Objectives**

5. The advice provided by the Committee will be guided by the following objectives:

(c) the elimination of barriers facing persons with disabilities;

#### **Duties of the Committee**

6. The Committee shall advise Council, through the Executive Standing Committee, on matters related to persons with disabilities as follows:

(c) advise and make recommendations about strategies designed to achieve the objectives of the Committee;

### **ATTACHMENTS**

Attachment 1 – Presentation dated May 12, 2025



# 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](#)**



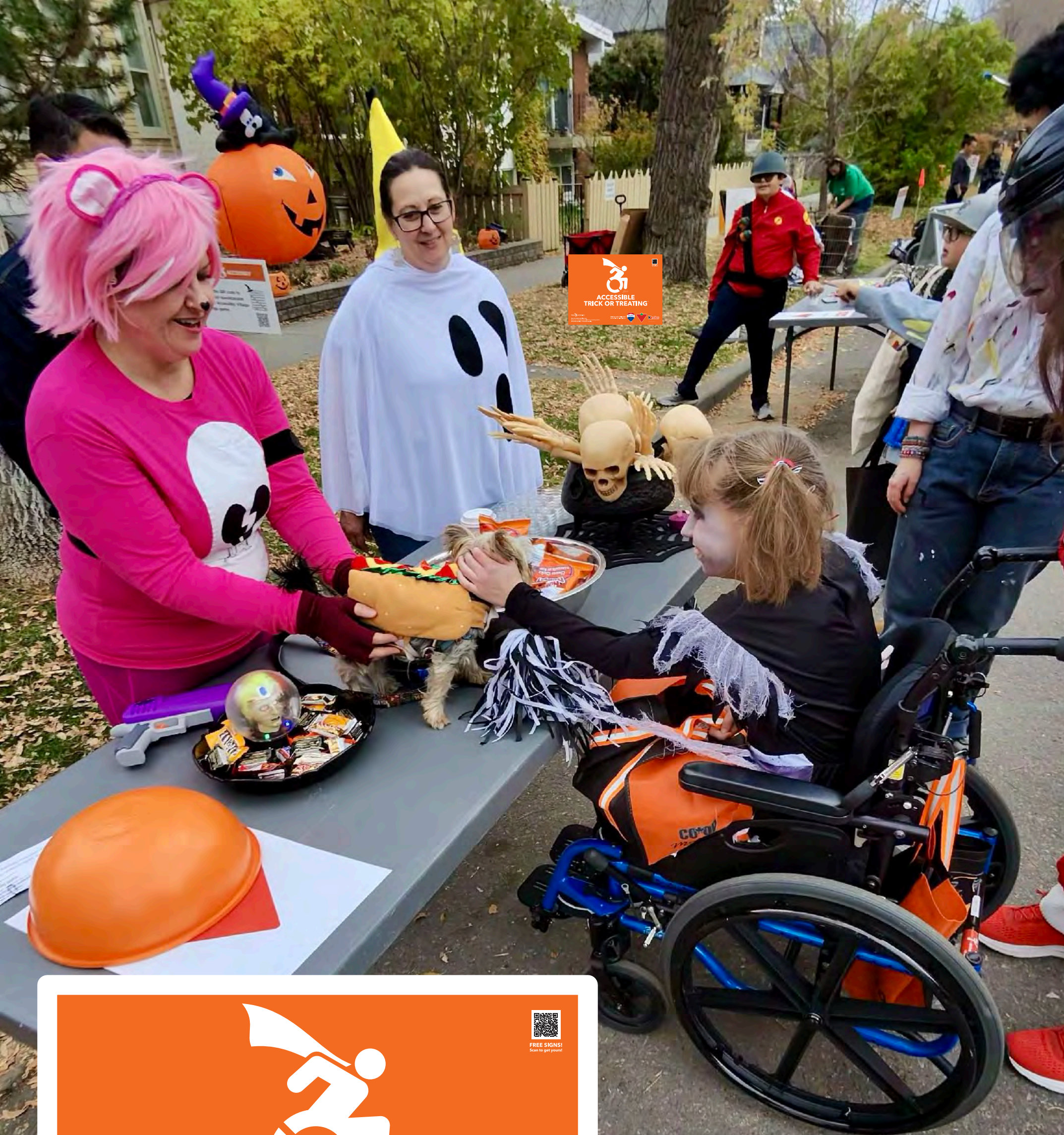
**2024: 250,000 FREE signs distributed.  
TREAT ACCESSIBLY FOUNDING FAMILY  
Natasha, Siena, Rich and Annie Oakley**



# 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

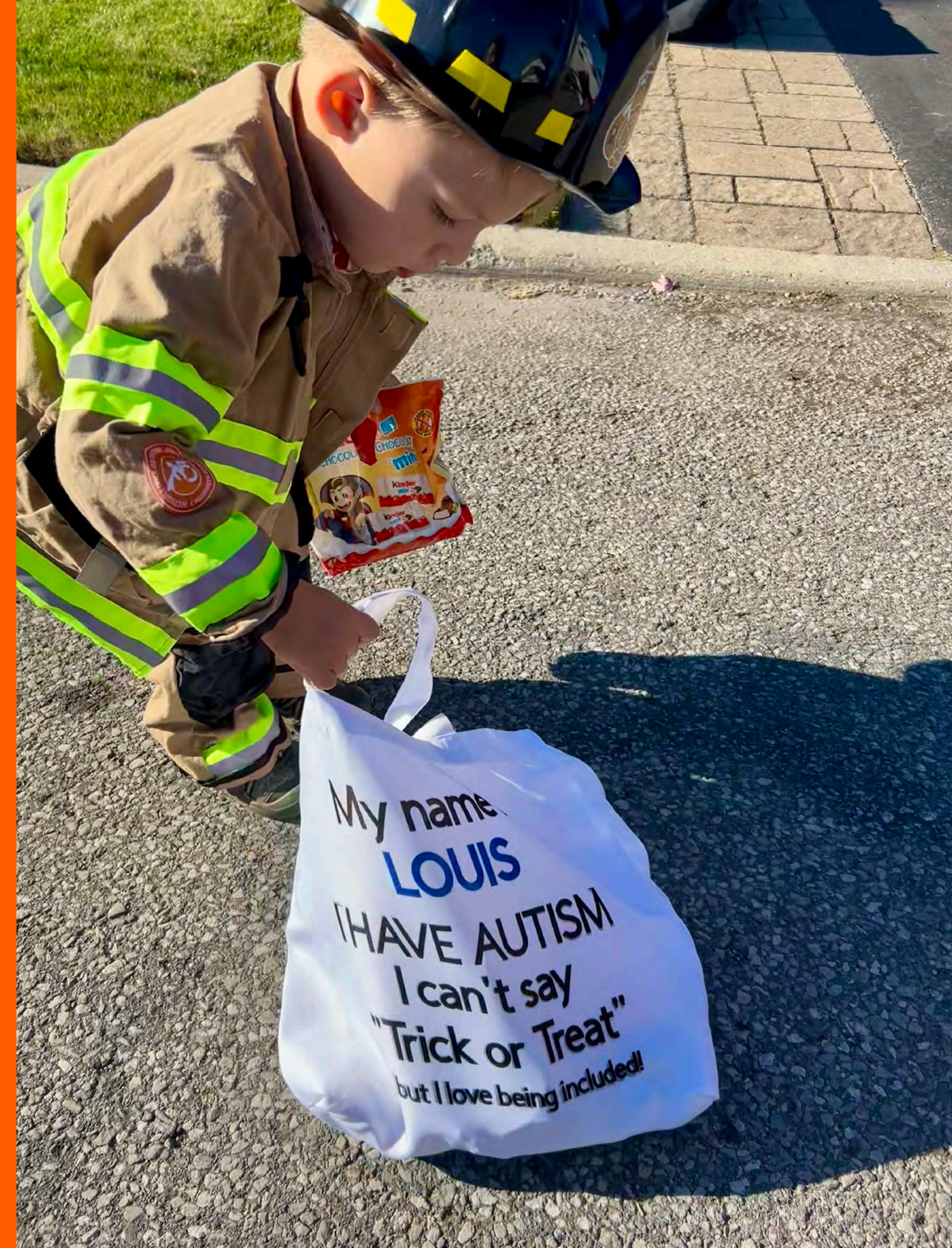




# Treat Accessibly:

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





Nutrition Facts Valeur nutritive	
Per 6 bars (36 g) pour 6 barres (36 g)	
<b>Calories 200</b>	<b>% Daily Value*</b>
	<b>% valeur quotidienne*</b>
Fat / Lipides 13 g	17 %
Saturated / saturés 8 g	41 %
Trans / trans 0.1 g	
Carbohydrate / Glucides 19 g	
Fibre / Fibres 0 g	0 %
Sugars / Sucres 19 g	19 %
Protein / Protéines 3 g	
Cholesterol / Cholestérol 16 mg	
Sodium 40 mg	2 %
Potassium 140 mg	4 %
Calcium 105 mg	8 %



## Make it PAWSIBLE

Join 230,000 Canadian homes and their pups making Halloween magically accessible for 800,000 kids!

### Pumpkin Pie recipe



Ingredients: Barley, Pumpkin, Oats, Kelp, Brewer's Dried Yeast, Rosemary, Cinnamon, Apple Cider Vinegar.



Ingrédients: Orge, citrouille, avoine, varech, levure de bière, romarin, cannelle, vinaigre de cidre de pomme.

Guaranteed Analysis:  
Crude Protein 8% min.  
Crude Fat 2% min.  
Crude Fiber 3% max.  
Moisture 10% max

18 Calories per/par 5 g treat/gâtée



CRUNCHY SNACKS  
BISCUITS CROQUANT

100% COMPOSTABLE  
SAC COMPOSTABLE





**City  
News**

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



# They want to inspire a tradition of kindness too.

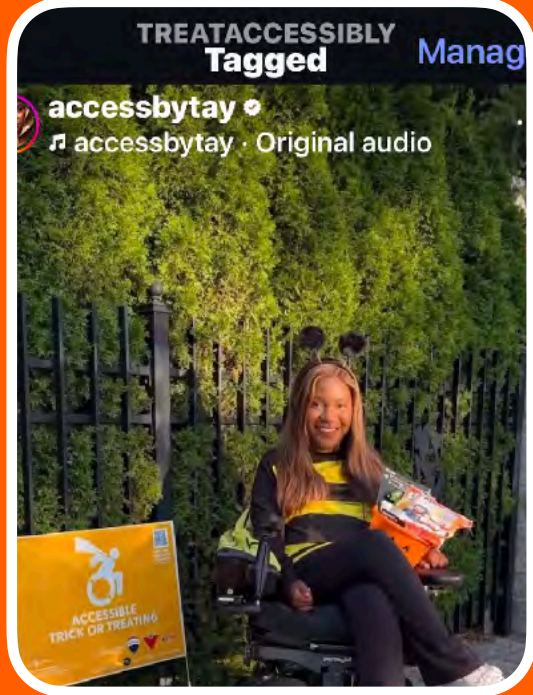
Press | Government | Creators | Homeowners | Partners



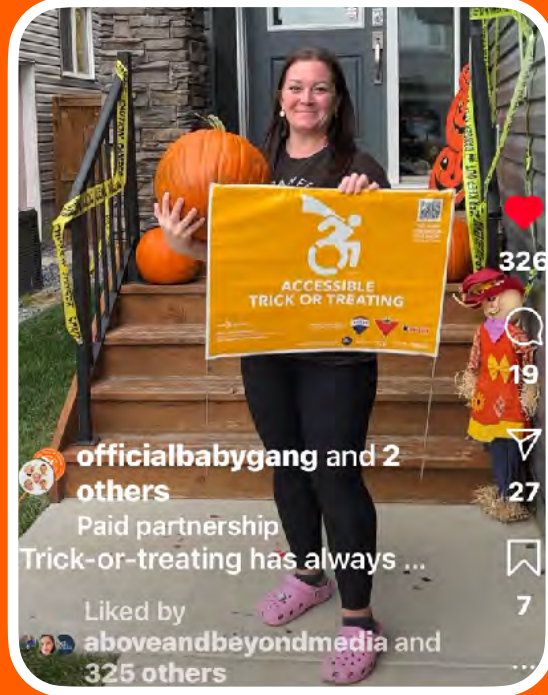
@spencer2thewest  
430K Followers



@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)



Click  
For News  
[Segment](#)

**2024: Halifax Global 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**  
**TREAT ACCESSIBLY, Co-Founders and Family**  
**T: 416-418-2007**  
**E: [founder@treataccessibly.com](mailto:founder@treataccessibly.com)**  
**Oakville, Ontario**



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!**