



# CAFE

CENTRE  
FOR ACCESS  
TO FOOTBALL  
IN EUROPE

# CAFE Week of Action 2019

2-10 March 2019

Information pack  
#TotalAccess



**Total Football - Total Access**

CAFE Week of Action | [www.cafefootball.eu](http://www.cafefootball.eu)

\*Accessible versions available upon request

## What is the CAFE Week of Action?

The CAFE Week of Action is a unique opportunity for clubs, venues, federations and supporters groups to celebrate the wider inclusion of disabled people and the important role they can play in both football and the wider society.

This season's CAFE Week of Action will take place between 2-10 March 2019 and we will again be using the hashtag **#TotalAccess** to promote your activities.



Last season's CAFE Week of Action was the largest to date, as Total Football **#TotalAccess** was celebrated in 25 countries. Let's make the CAFE Week of Action 2019 even bigger!

## Who is the CAFE Week of Action for?

### Everybody!

We invite anybody who is passionate about access and inclusion to join us in celebrating Total Football **#TotalAccess**.

The CAFE Week of Action belongs to you – disabled fans and their groups, football clubs, stadiums, leagues, NGOs and the national associations.

This is a great opportunity to show the many different roles disabled people can play within the game, and to demonstrate your commitment to a game that is accessible, inclusive and welcoming for all.



## How can I get involved?

We encourage you to be creative when planning your activities and initiatives for the CAFE Week of Action 2019.

**Some of the ways that you could get involved include:**

- Inviting more disabled people to attend a live match, including from schools, rehabilitation centres and NGOs



- Hosting pre-match or half time ceremonies, with a statement of support from the team captains or stadium announcer**

- Publishing dedicated articles on club websites and social media, in matchday programmes, in-house television channels and club magazines in support of Total Football **#TotalAccess**



- Players entering the field wearing CAFE Week of Action or Max Access t-shirts and carrying CAFE Week of Action banners**

- Running a social media campaign to promote how you celebrate Total Football **#TotalAccess**

- Helping to create new disabled supporters groups, or hosting events with existing groups**

- Making improvements to accessible stadium facilities, or implementing accessible matchday services for disabled fans, such as audio descriptive commentary for partially sighted and blind fans

- Hosting disability inclusion and etiquette training seminars for club personnel, or Disability Access Officer training sessions**



- Appointing local CAFE Week of Action ambassadors to further promote improved access and inclusion



🌀 **Updating club / stadium websites to include dedicated access information for disabled visitors**

🌀 Publishing disabled fans' stories and blogs about their typical matchday experience

🌀 **Promoting and raising awareness of accessible facilities at your stadium**

🌀 Showing a video of the works your club does with disabled supporters, or a CAFE disabled fans video, on stadium screens

🌀 **Selecting disabled fans selected as matchday player escorts, or to 'kick off' the match**

🌀 Holding Disabled fan of the season competitions, or recognition of a member of staff, a steward or volunteer who has worked hard to support improved access and inclusion

🌀 **Working with local disability organisations and charities to encourage new disabled fans to attend live matches**

🌀 Working with your players, coaches and ambassadors to share a message of Total Football **#TotalAccess**



**Or something completely new and innovative!**

If your planned activity involves a CAFE Week of Action banner, let us know and we can work together to create the graphic in your local language.

If you are keen to get involved in the CAFE Week of Action but cannot host an event during 2-10 March 2019, let us know your plans and we would be delighted to include your activities in the wider celebration of Total Football **#TotalAccess**.

Get in touch with us on [Facebook](#), [Twitter](#), call +44(0)208 065 5108 or email us at [info@cafefootball.eu](mailto:info@cafefootball.eu) to discuss your ideas further.

**Get involved in the CAFE Week of Action 2019 – Total Football #TotalAccess!**

