

**not every
DISABILITY
is VISIBLE**



“

I have to avoid going out and seeing my friends because I just don't feel confident enough. If I was in a restaurant that supported this campaign I'd feel like I was backed up by the staff and I wouldn't have to defend myself or my illness. ”

Marta Azmy Yousef, living with Crohn's

**Your customers need you to change
your accessible toilet sign!**

Crohn's and Colitis are a hidden – and growing – health crisis. More than 300,000 people have Crohn's or Colitis in the UK alone, and the real number could be almost double that.^{1,2}

When you have Crohn's or Colitis, your immune system doesn't work properly. Your body starts attacking itself, causing ulcers and inflammation in the gut. These conditions can affect almost every part of your body and every aspect of your life: from your hormones and digestion to your energy levels and mental health.² Common symptoms can include urgent and frequent bloody diarrhoea, severe pain, fatigue, malnutrition and weight loss.³

But not enough people know about these conditions or really understand how they affect people's lives. With both Crohn's and Colitis, the frequency and urgency of chronic diarrhoea means that quick access to a toilet is absolutely essential to avoid having an accident in public.⁴

Our mission

Because of the stigma and misunderstanding surrounding invisible conditions like Crohn's and Colitis, thousands of people are suffering in silence, being subjected to discrimination – sometimes even harassment – just for trying to use the accessible toilet they urgently need.^{2,4}

This needs to stop.

Through the campaign, **Not Every Disability is Visible**, we want to change public perceptions of disability, end stigma and ensure everyone who needs to use an accessible toilet can. By supporting *Not Every Disability is Visible* you will be making the invisible, visible.

Supported by Janssen UK and Crohn's & Colitis UK, we, the Crohn's and Colitis community, are calling for everyone, from the general public to big companies, to come together to make a positive change to the lives of those living with an invisible disability.

How does it impact your customers?

One of the major anxieties for people living with Crohn's or Colitis is being refused toilet access or being challenged for using a 'disabled' facility because they 'look normal'.⁵

1 in 2 people have received negative comments for using accessible toilets⁶

29% of people have been refused access to an accessible toilet because their disease isn't visible⁶

When challenged trying to use an accessible toilet or skip a toilet queue, people with these conditions can feel too ashamed to explain why they need to use it,⁴ which stops people from understanding the real impact of Crohn's and Colitis. In fact, 95% of people with these diseases feel that the public has limited to no understanding of the conditions.⁷

Crohn's & Colitis UK supporters with these conditions believe that if there was more awareness there would be more understanding of the symptoms, which could help people with Crohn's and Colitis feel less embarrassed.⁷

Over **80%** of campaign supporters felt more comfortable visiting places with the *Not Every Disability is Visible signs*⁸



What's in it for you?

Making it easier for people with Crohn's or Colitis to use the accessible toilet will make them feel more comfortable and let them know you support them. This could increase loyalty and encourage people to think positively about your business through word of mouth, social or print media.

- **75%** of people with Crohn's or Colitis make choices about which restaurants, pubs and cafés they visit based on the accessibility of their toilet facilities.⁴
- **96%** of people with Crohn's or Colitis feel that having a positive toilet experience in a restaurant, pub or café makes them want to continue going there.⁴

How you can support your customers

- **Change your accessible toilet sign** – By changing the toilet signs, your company can make a huge difference to people with invisible conditions. A major anxiety for people living with Crohn's or Colitis is being refused toilet access or being confronted about why they are using a disabled facility.
- **Train your staff** – To help you make this change, you can get a partnership package from the website below which includes guidance and information to train staff so that they can support customers with invisible conditions.
- **Show your support** – Spread the word about our campaign on your company's social media channels and show how you're supporting people with Crohn's and Colitis!

We know that people living with these conditions feel more comfortable visiting places that have the *Not Every Disability is Visible* signs installed, so please, download the campaign materials from www.noteverydisabilityisvisible.org.uk today.

CROHN'S & COLITIS UK

Janssen Immunology
PHARMACEUTICAL COMPANIES OF **Johnson & Johnson**

References:

1. Crohn's & Colitis UK. About Inflammatory Bowel Disease. Available at: www.crohnsandcolitis.org.uk/about-inflammatory-bowel-disease. Last accessed April 2019. 2. Crohn's & Colitis UK. Crohn's & Colitis Awareness Week. Available at: www.crohnsandcolitis.org.uk/get-involved/crohns-and-colitis-awareness-week. Last accessed April 2019. 3. Crohn's & Colitis UK. 3. What are the symptoms?. Available at: <https://www.crohnsandcolitis.org.uk/about-inflammatory-bowel-disease/what-are-the-symptoms> Last accessed April 2019. 4. Immunology_DoF_19MAR2019_MI_SG_001 (unpublished data from Crohn's and Colitis UK (CCUK) Not Every Disease is Visible Campaign Patient Survey 2019). 5. Immunology_DoF_30Jan2019_MI_PC_003 (unpublished data from Crohn's & Colitis UK Travel with IBD Survey 2017, May 2017). 6. Immunology_DoF_25Jan2019_MI_PC_001 (unpublished data from Toilet Consortium UK's 2017 Survey, July 2017). 7. Immunology_DoF_25Jan2019_MI_PC_002 (unpublished data from Crohn's & Colitis UK's 2017 Annual Survey, March 2017). 8. Immunology_DoF_30Jan2019_MI_PC_001 (unpublished data from Crohn's and Colitis UK' Not Every Disability is Visible Campaign Questionnaire, August 2018).

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