CAFE Week of Action 2020

Disabled fans information pack
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About the CAFE Week of Action

Since 2013, CAFE has invited national associations, leagues, clubs, disabled fans and their groups to join us in celebrating improved access and inclusion within football.

The CAFE Week of Action is football's largest initiative aimed at promoting the varying roles that disabled people can play at all levels across the entire game.

Last season's campaign was the largest to date, with our message of Total Football #TotalAccess shared during activities held in a record 36 countries.

CAFE is keen for the CAFE Week of Action to continue to grow, and in 2020 we are hoping for even more participants to join us in celebrating a game that is accessible, inclusive and welcoming for all disabled people.

This season's CAFE Week of Action will take place on 7-15 March 2020, and we invite you to join us in celebrating Total Football #TotalAccess.

How can DSAs and disabled fans get involved?

DSAs often help clubs improve the matchday experience for disabled fans by providing advice and support on access and inclusion.

Participation in the CAFE Week of Action is a great way for DSAs, disabled fans and clubs to celebrate and promote the work they have done (and continue to do), in making matchdays an accessible, inclusive and welcoming experience for all disabled spectators.

Matchdays are often a convenient time to host CAFE Week of Action events, as many disabled fans will already be in attendance. Similarly, many stakeholders choose to host events on non-matchdays to celebrate Total Football #TotalAccess.

Examples of non-matchday events have included open training sessions, players attending DSA meetings and accessible stadium tours.

Disabled supporters and DSA collaboration with their club on activities and events can help to build a closer working relationship between all parties.

Some of the ways that DSAs, disabled supporters and their clubs can work together to participate in the CAFE Week of Action 2020 include:

- Speak with your club and collaborate with them on hosting interviews with the DSA committee and its members on the club's official website and social media channels
Work with the club's media team on publishing interviews with disabled fans in the matchday programme, club magazine, official website or social media channels on their typical matchday experiences

Work with the club's media team to create a video diary of the matchday experience of a disabled fan. The video can be shown on the club's official website and even on the screens within the stadium before kick-off or at half time

Work with the club’s Disability Access Officer (DAO) on producing an access guide, highlighting the accessible services, facilities and amenities available on matchdays for all disabled visitors

Ask your club to promote and raise awareness of the DSA across their matchday publications and social media channels – new members may be interested in joining the DSA as a result

Collaborate with your club to have DSA members and disabled fans, particularly younger fans, acting as matchday player escorts

Have DSA members and disabled fans be present at pre-match fan zones, to increase awareness amongst the club’s wider fanbase of the importance of access and inclusion

Work together with your club in hosting a disability awareness day, which promotes the accessible facilities and amenities available on a matchday. The day could also highlight the services the DSA offers and how it benefits disabled supporters

If it is not possible to collaborate with your club, DSAs and disabled fans can still participate in the CAFE Week of Action. Some suggested activities that DSAs and disabled fans can host include:

Liaise with other local DSAs and disabled fans to co-host events celebrating access and inclusion
Host a social event and invite DSA members and disabled fans to attend – typical social events could include a coffee morning, a quiz night or a fundraising evening

If your DSA has its own website and / or social media channels, you can publish DSA members blogs and vlogs. CAFE would also be happy to promote such publications via our networks

Individual disabled fans – write a blog on why access and inclusion on a matchday is important to you. Share on your social media channels and with CAFE

Publish a statement of support for the CAFE Week of Action on your DSA’s website and / or social media channels

Raise awareness of your DSA, and the work you have done at your club, on your social media channels

If you do not have any social media channels, you could launch them during the CAFE Week of Action. CAFE can help you to publicise these social networks and increase your followers

Contact local media outlets such as local radio stations and newspapers to promote your DSA and the achievements you have made at your club

Organise accessible travel to an away game, and encourage more disabled fans to attend a game

If there isn’t a DSA at your club, speak with fellow fans and look to create one. The DSA could hold its first meeting during the CAFE Week of Action

Or you can do something completely different and unique!

If you are keen to get involved in the CAFE Week of Action but cannot host an event during 7 – 15 March 2020, let us know your plans and we will be delighted to include your activities in the wider celebration of Total Football #TotalAccess.
How CAFE can support DSA and disabled fans participation

- CAFE can provide DSAs and disabled fans with our CAFE Week of Action graphics, including Max Access – the mascot of the CAFE Week of Action - which can be used in social media posts and on printed materials

- If your planned activity involves a CAFE Week of Action banner, we can work together to create the graphic in your local language

- CAFE can offer guidance to disabled fans looking to establish a DSA at their club and offer our ongoing help and support

- Use the hashtag #TotalAccess in any social media posts and tag in CAFE's social media accounts too. CAFE can share these posts across our networks to highlight your participation and wider activities

- CAFE can provide a template statement of support which you can edit to best reflect your activities

- Share news, photographs and videos from any events you are involved in during the CAFE Week of Action 2020 with CAFE. We can showcase your works on the CAFE website and on social media

- If your DSA does not currently have a social media presence, CAFE can help you to create pages on Facebook, Twitter or Instagram. Please contact us for further information

CAFE Week of Action small grants programme

Following feedback from disabled supporters and disabled supporters' associations (DSAs), CAFE has introduced the CAFE Week of Action small grants programme.

A number of disabled supporters and DSAs have previously expressed an interest in taking part in the CAFE Week of Action but were not in a position to fund their planned activities. Similarly, some DSAs who have taken part were keen to extend their works through additional funding.

The CAFE Week of Action small grants programme offers funding to disabled supporters and DSAs to participate in the CAFE Week of Action. Grants of up to €250 are available, subject to a successful application to CAFE.
To apply for a CAFE Week of Action small grant, please complete the application form [here](#).

Please note that the deadline for applications is 1600 CET on Friday 10 January 2020.

You can find out more about the CAFE Week of Action small grants programme [here](#).

**Contact details**

If you wish to further discuss your participation in the CAFE Week of Action 2020, or to find out more about the initiative, please call CAFE’s head office on +44 (0) 208 065 5108, or email our fans liaison officer, Amy Wilson, at [amy@cafefootball.eu](mailto:amy@cafefootball.eu).

For media enquiries, please email CAFE Media and Communications Manager Michael Rice at [michael@cafefootball.eu](mailto:michael@cafefootball.eu).

You can also download the CAFE Week of Action 2020 information pack here. The pack gives more ideas on how you can join us and stakeholders across the game in celebrating Total Football #TotalAccess!
Total Football
#TotalAccess