



The UK's
accessible
shopping day

Not every disability is visible

#PurpleTuesday

**CROHN'S &
COLITIS UK**

With thanks to Purple Tuesday
supporter Crohn's & Colitis UK



The **'Not every disability is visible'** sign is appearing on accessible toilets across the UK.

Purple Tuesday is delighted to support Crohn's and Colitis UK's campaign to make this sign the norm in retail and beyond.

Did you know:

- **80%** of disabled people have a hidden disability – 4 out of 5 disabled people
- In a 2017 survey, **51%** of people living with Crohn's or Colitis said they were verbally challenged or received negative comments simply for trying to use the accessible toilets that they urgently required. In the same survey **87%** of people stated they plan their journey based on where they can access toilet facilities
- Anecdotal feedback to Purple has highlighted the fact that although people recognise the sign, their understanding of the 'why' is low

The sign

In 2015, ten-year-old Grace Warnock, diagnosed with Crohn's Disease, designed her own accessible toilet sign to help raise awareness that some people might not have a visible disability but may still need to use an accessible toilet.

In August 2016, Crohn's & Colitis UK liaised with a leading supermarket to install additional toilet signage on all of their accessible toilets, making it clear that **'Not every disability is visible'**.

With Grace's inspiration, Crohn's & Colitis UK created a national campaign encouraging the other major supermarkets to install the new awareness signage, with a 100% success rate.

With the support of the Accessible places campaign by Revo, the UK's retail and property professional body (and a key Purple Tuesday Founding Supporter), the **'Not every disability is visible'** signage has already been installed in over 150 retailers across the UK.



The impact

Crohn's & Colitis UK conducted a survey of 2,000 people to monitor the impact of the campaign to date.

- **80%** of people said that they felt more comfortable visiting a site with the signage installed
- **87%** thought the campaign has had a positive effect in tackling stigma and reducing isolation
- **72%** thought that the new signage helped raise awareness of invisible conditions like Crohn's and Colitis

Hidden Illnesses

A major anxiety for people living with a serious health condition, like Crohn's or Colitis is being refused toilet access or being confronted about why they are using a disabled facility.

While a person might look 'okay' on the outside, they may be in a daily battle with a serious medical condition and urgently need to use that 'disabled' or 'accessible' toilet.

Call to action

Purple Tuesday and Crohn's and Colitis UK would like you to do the following:

- Print the image of the sign here and use it on Purple Tuesday
- Forward this briefing to all your staff to support their understanding of why not every disability is visible
- Adopt the '**Not every disability is visible**' signage as the norm in your organisation
- Be part of raising awareness of hidden conditions like Crohn's and Colitis

Not having the confidence to use the toilet facilities people need can be incredibly socially isolating and has a huge impact on an individual's shopping experience.

Together we can make a huge positive impact.

For further resources related to Purple Tuesday go to purpletuesday.org.uk

For further information about Crohn's and Colitis UK go to crohnsandcolitis.org.uk



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