

Transcript: Video 1



Video 1:
An Introduction to the Chaeli Campaign

How Chaeli Campaign began

- Chaeli Mycroft** We started the Chaeli Campaign in 2004 to raise money for a motorized wheelchair for myself. We thought it was important that I have more independence.
- Zelda Mycroft**
 CEO: Chaeli Campaign We thought they were playing. They congregated at our home. They brainstormed and conceptualised the Chaeli Campaign. And Erin, at the age of eleven, designed the logo – the funky kid in the wheelchair – and they went off selling Sunshine Pots: “plant your own miniature sunflower seed”.

Purpose of Chaeli Campaign

- Zelda Mycroft**
 CEO: Chaeli Campaign Chaeli was nine, um, she wanted to go and play on-on with the other kids at the mainstream school, and not just sit in her standard wheelchair.
- Debbie Prudhomme**
 Inclusion Education Facilitator When Chaeli came into mainstream and I was teaching her in Grade 4, I was a little nervous, because I hadn’t ever taught any- a child in a wheelchair before and it was a very new experience for me. But also, a very new experience for all the children and all the teachers at the school.
- Rinalda Arendse**
 Teacher: Square Hill The Chaeli Campaign, umm, makes children in an abled school aware about children who have disabilities. Umm, it makes them think about things they’ve never thought about before – how children can move about and can’t move about.
- Lavinia Davis**
 Principal: Square Hill And I think what is important, for children to respect each other.

A holistic approach

- Zelda Mycroft**
 CEO: Chaeli Campaign The work that we do is holistic and the programmes we provide are multi-disciplinary. One focus is not more important than the other focus; all aspects need to be addressed. We started with assistive devices; went onto therapies.
- One of our therapy programmes at a special needs centre in Masipumelele, umm, created an opportunity for us to support three of the learners going into a mainstream environment and that just entrenched in our consciousness, the fact that children need that support early on if they are going to have any kind of shot at having an equal education through formalised education structures.
- Rosemary Luger**
 Occupational Therapist Well we’re trying to ultimately get children better-prepared before they start the year.

Transcript: Video 1

Zelda Mycroft
CEO: Chaeli Campaign

If you provide the skills that are needed at an early age, it's going to combat learning issues down the track. The Chaeli Campaign now runs eight programmes that focus on a different look on ability and the importance of inclusion.
"Mainstreaming is making space and inclusion is making change".

Chaeli's role

Zelda Mycroft
CEO: Chaeli Campaign

She runs a blog. She is very active on social media.
She writes articles for various publications. She is now a sought-after speaker. She thinks on her feet and she delivers answers that are very interesting.

Chaeli Mycroft

My role is to promote what we're doing and I think my just living my life the way that I do, is promoting the ideas of the Chaeli Campaign. The purpose of the organisation is to create opportunities for other young disabled people to live full lives and I think I do that and I think I just spread the message that it is possible.

ENDS