

# #toylikeme

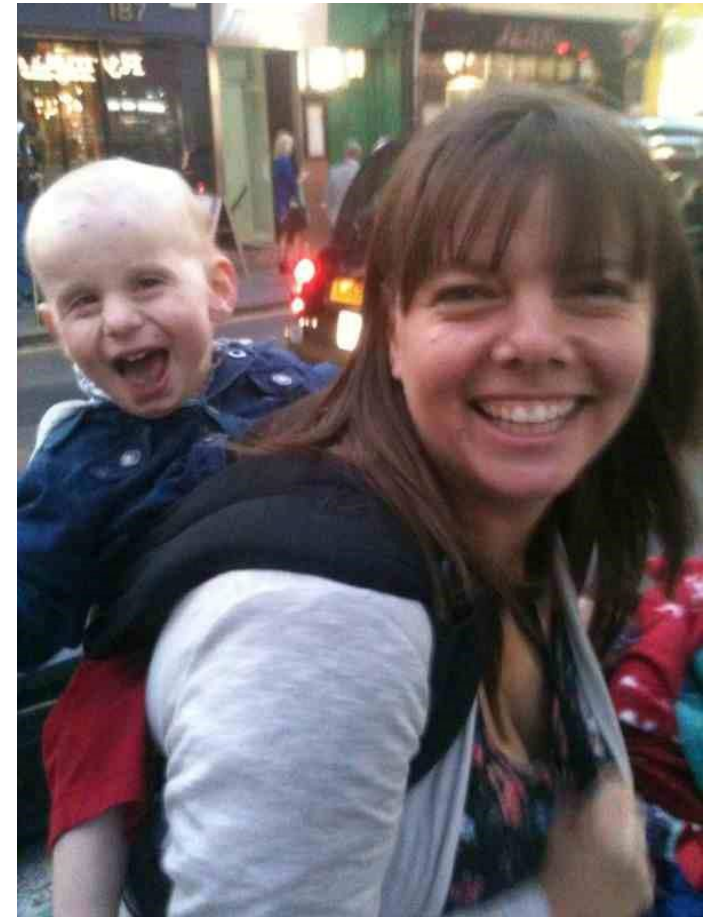
## Proactive for Positivity

Karen Newell aka Eva and Fred's Mum  
Co Founder and Director of ToyLikeMe



## In the beginning

- I have always believed that children's voices should be heard, their rights respected and that play should form the heart of their world.
- I have worked across all sectors, public, charitable and private and as I look back they have all enabled me to further these beliefs .
- Co founder Toylikeme and co author of RNIB Let's Play
- My most challenging and important job is mum to Eva 12 and Fred 11 who is SVI



# Setting the scene . London 2008

- Eva, my first child born
- Lived in central London, met a group of mums at Soho baby club.
- 19 months later Fred shot into our lives
- 6 week check referred to eye clinic
- Tests at Moorfields/Gosh
- Clinical diagnosis of FEVR within 2 months.
- Registered SSI
- 6 monthly checks and surgeries followed....



# From Tragedy to Positivity

## Potion for Positivity or a Tragedy Tonic

- Slug of shock,
  - Dollop of denial,
  - Tipple of tragedy
  - Stir in uncontrollable Anger
  - unlimited unfairness
  - Dash of Distraught Pour on the pity!
  - Heaps of helplessness
  - Drowning in despair and sadness
- 
- MIX IT UP - DIGEST - How do you feel?
  - Hungry for information (Rnib)
  - Uncontrollable urge to take action - to do something
  - I can do this, we can do this
  - Breath and enjoy.
  - Live in the moment and let Fred take the lead



My tonic is ....

What's yours ?

What are your triggers ?

## Being Connected

- Friends - Information and Learning - reading, courses, fb groups, support groups
- Emotionally connected . Being able to name and acknowledge your feelings

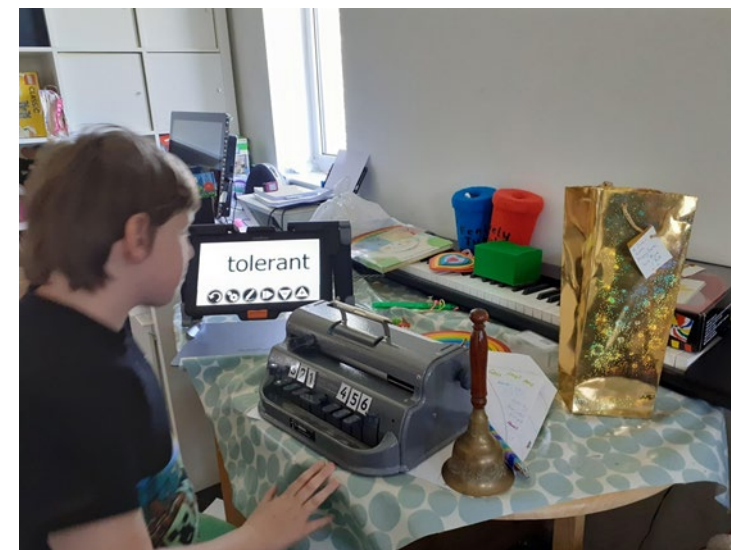
## Creative outflow

- Book trust
- ToyLikeMe
- RNIB Play Guide
- Mixmups

I can read in many ways



*Fred is the most well read of all of us*



# RNIB Toy and Play Guide

## Partners in Learning



The course helped me with my quest for answers and thirst for knowledge. Need to help others

Being asked to revise the Playguide was a real turning point. I am useful, worthy, something to offer and it helps others.



RNIB - Living well with Sight Loss- parents pathways course

#ToyLikeMe is an arts and play based celebrating disability representation in toys and children's industries to better represent 150 million kids with disability and difference

Create projects to start playful conversations about disability  
Influence - for better representation of disabled children in toys and media  
Educate through workshops, resources and events



# Representation matters

*"That ping of recognition"*

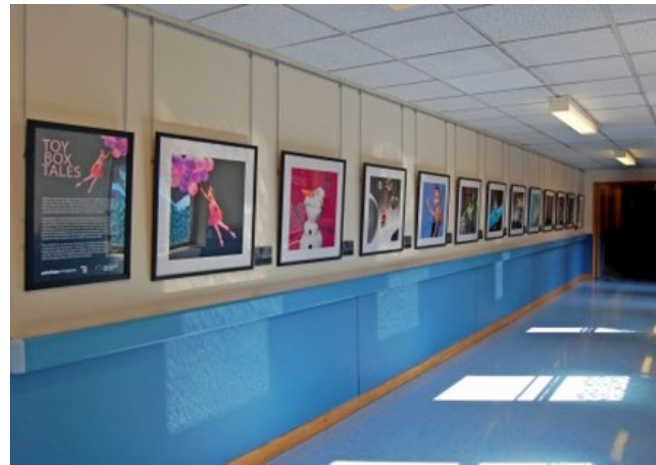


" we need more dolls like us, it makes me feel happy inside"

<https://www.youtube.com/watch?v=ww3-VVRz9pE>

“Playing with toys that positively represent disability for just 3 minutes boosts disabled children’s confidence and self esteem and grows the minds of their non disabled peers”  
Prof Sian Jones

## Create – Influence Educate



# Mixmups



Three little friends with a light up spoon and a magical mixing box combine play and imagination with a sprinkling of magic to create playful adventures .



Playful Pathway  
to positivity

“There is always  
another way”

# The 5 Ways to Wellbeing



TALK & LISTEN,  
BE THERE,  
FEEL CONNECTED



DO WHAT YOU CAN,  
ENJOY WHAT YOU DO,  
MOVE YOUR MOOD



REMEMBER  
THE SIMPLE  
THINGS THAT  
GIVE YOU JOY



EMBRACE NEW  
EXPERIENCES,  
SEE OPPORTUNITIES,  
SURPRISE YOURSELF



Your time,  
your words,  
your presence

Why do we feel the way we do?

We can't control what people say but we can control our response.

Why do people treat disability in the way they do?



# Tragedy or Charity Model

Ahh Bless him, such a shame. He's got such a nice smile too.

You mean his is registered blind and can see? Have you tried glasses?

## Medical model "Fix me"

## Social model "fix it"

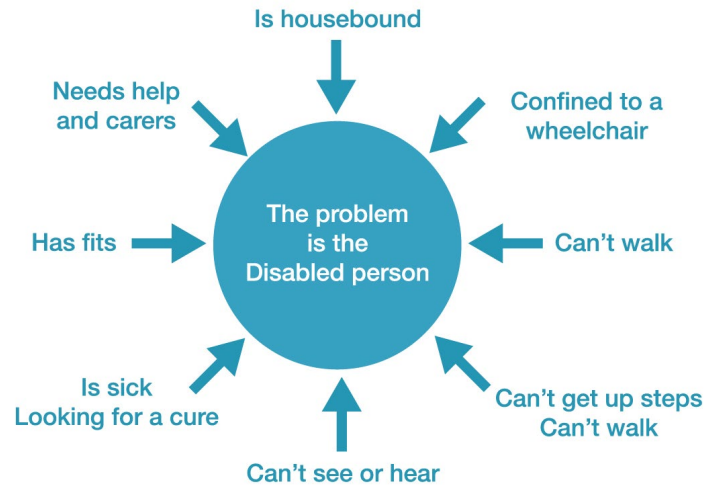
### Personal Tragedy Model

- Disability is considered a tragedy
- Society needs to take care and protect persons with disabilities
- If someone with a disability achieves something that a "normal" person does, then the person with a disability is looked at as inspirational (super crip)
- This is often mixed with the Moral and Medical Models
- Examples: inspiration news story, telethons, charities

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"Pity Me!"

#### The Medical Model of Disability



This is a diagram of the traditional Medical Model of Disability, which the Social Model was developed to challenge.

### What are the barriers?



## Affirmative Model

We are the  
change



“Me”

I've been blind since  
birth. This is who I am.  
This is me'

Impairment isn't the problem, learnt stereotypes are.  
Challenge - view that disabled people want to be cured.  
Challenge - the notion of normality  
Take control over their own bodies  
Positive identity of being differently abled.

All from an ablest perspective, which will only change if  
disability is seen as part of a spectrum of people  
We need to create a new narrative  
We need to give people a more positive response when it  
comes to change.  
Disability is a change from the norm, when we encounter it we  
have a set response, we tend to be curious, inspired by or  
fearful of it or pity it. Affirmative model respects this

In the driving seat  
- leading the way.



Bombs and banana skins!



Golden Ticket Baby : A child with a disability who flutters randomly into your life, carried by the roulette of genetics or chance, bringing with them the unexpected prize of fun and adventures into new territories you never even knew existed or thought you'd venture into.

Rebecca Atkinson - [#ToyLikeMe](#)

