

# TREAT PEOPLE LIKE PEOPLE

In 2018, the Olmstead Subcabinet approved the *Comprehensive Plan for Prevention of Abuse and Neglect of People with Disabilities Report*. The report called for a public education campaign. The Office of Ombudsman for Mental Health and Developmental Disabilities and the Governor's Council on Developmental Disabilities responded by sponsoring this initiative.

**TREAT PEOPLE LIKE PEOPLE** was co-created with people with disabilities to challenge attitudes, cultural norms, and policies that contribute to the abuse and neglect of people by providing education and information to create respectful and inclusive communities.

Started six years ago as a public awareness campaign, Treat People Like People has since become a **MOVEMENT** ... calling each of us to be better. To treat people like people.

“People with disabilities are part of the essential fabric of society, are not ‘the other,’ and deserve to be treated the way you and I want to be treated.”

— Roberta Opheim



Learn more at  
[TreatPeopleLikePeople.org](http://TreatPeopleLikePeople.org)

Since September 2019:

**6,900,000**

People viewed social media posts

**5,328,260**

People have viewed ads

**2,914,347**

People have watched our videos

**216,538**

People have clicked on ads

**MORE THAN 200,000**

Branded items have been distributed

**144,775**

People visited the website

**2,520**

Followers on our social media

Together, we can continue to create an inclusive, welcoming Minnesota that values equity for all. A home in which everyone benefits from our collective strengths by continuing to share the importance of Treating People Like People.

The Treat People Like People campaign is an ongoing collaboration between the Office of Ombudsman for Mental Health and Developmental Disabilities and the Minnesota Governor's Council on Developmental Disabilities.