Scottish Disability Sport

Scottish Disability Sport Week 2026 Media Briefing Paper



Scottish Disability Sport Week (SDSW) aims to highlight how and why everyone in Scotland with a disability should get active. From Monday 23rd November to Sunday 29th November, there will be a Nationwide celebration of getting active and involved in disability sport throughout Scotland, through a predominantly online campaign called Scottish Disability Sport Week (SDSW).

The campaign concludes just ahead of the United Nations' International Day of Persons with a Disability on Thursday 3rd December.

SDSW seems more significant and relevant than ever before, following the findings from SDS's (in partnership with Queen Margaret University Centre for Health, Activity and Rehabilitation Research (CHEARR)) National Survey which found that nearly 1 in 5 respondents are doing **no physical activity** each week yet **73% expressed a desire** to do more. Furthermore, **40% of people with a disability in Scotland are worried about losing their benefits if they are seen to be more physically active**.

The results from the survey highlight concerns around the benefits system, rising living costs, public transport and more. SDSW can be used as tool to continue the conversation around the benefits of getting

active and taking part in sport, as well as calling for systemic change in Scotland via SDS's **Four-Point Call to Action**.

Following the success of SDS's first ever National Survey, SDS, in partnership with Queen Margaret University have just launched the second edition of the National Survey. Further adding relevance to SDSW.



SDSW was first launched in 2023, making 2026 its Fourth consecutive year. Both 2023, 2024, and 2025 received widespread engagement across Scotland, with over 100 Partners, local authorities and branches across the country committed to the campaign in 2026.

The campaign aims to highlight and promote the opportunities, and the impact physical activity can have on individuals, communities, clubs and society across Scotland. SDSW will also provide a platform to showcase the intersectionality of participants within disability sport and share the message that everyone can participate in sport. The week-long campaign aims to encourage people with disabilities to improve their wellbeing by being more physically active, in a way that suits them.



SDSW 2026: Daily Themes -



Each day of the week will be centred around a specific theme to provide a focused discussion. Monday will explore the **Power of Participation,**

looking at how getting active and participating in disability sports can impact participants, Tuesday's theme addresses **Overcoming Barriers**, Wednesday looks at I**ntersectionality**, Thursday highlights the impact of C**lubs and Communities**, Friday explores A**ccessibility**, Saturday provides the opportunity to talk about **Performance Pathways** in sport whilst Sunday gives guidance on N**ext Steps to Participation**.

Background

The campaign builds on the success of the previous, award-winning Be Active Be Well programme, run by SDS and SAMH, that provided online activity and wellbeing sessions.

How To Get Involved

As a Partner:

- **Raise Awareness:** Promote SDSW 2026 within your organisation and your audience.
- **Participate and Engage:** Share content/case studies etc which aligns with the daily themes, tag SDS and use the hashtag (#ScottishDisabilitySportWeek2026, #InspiringThroughInclusion).
    - Share SDS's latest edition of the National Survey.
- **Host an In-person Event:** Can you go one further and make this more than just an online campaign?
    - Can you incorporate the vision and values of SDSW to a pre-existing event/session that you're already running that week?
- **Track Impact:** across social media, website traffic, participant numbers etc. Having a record that tracks engagement will help gauge the success and development of SDSW.
- **Keep the Conversation Going:** Celebrate inclusion, diversity and intersectionality throughout the entire year via events, campaigns, internal and external communication.
- **Deliver Inclusive Practice:** within your organisation.
    - How can your organisation be more inclusive?
    - Be proactive and drive inclusion within your workforce.
    - Set goals and benchmarks. Hold yourself accountable and strive for a more inclusive society in Scotland.

As a Member of the Community (athlete, volunteer, coach, parent/carer, teacher etc.):

- **Raise Awareness:** Spread the word and tell your network, family, friends, colleagues etc. about SDSW 2026 and how they can get involved.
    - Share SDS's Four-Point Call to Action.
    - Share the Motion with your local MSP (see above).
- **Participate and Engage:** Share your story! Follow the daily themes, tag SDS and use the hashtag (#SDSW2024).
- **Spread the News:** engage with other people's content and shine a spotlight on stories you care about.

- **Keep the conversation going:** Celebrate inclusion, diversity and intersectionality throughout the entire year via your own social media, your workplace, social groups, activities etc.

Most of all... Celebrate and have fun!

Media:

- **Help to Promote:** Scottish Disability Sport Week 2026 by shining a spotlight on the week via your channels and outlets.
    - Share case studies/interviews with Para athletes or people/clubs/organisations involved in disability sport.
- **Advertise/Raise Awareness:** about SDS's Four-Point Call to Action following the findings from the first ever National Survey.

Useful links

Website: www.scottishdisabilitysport.com

SDSW 2026 microsite: www.scottishdisabilitysport.com/sdsw/

Facebook: @scottishdisabilitysport

Instagram: @sds_sport

Message from Gavin MacLeod, CEO of Scottish Disability Sport -

"Opportunities for people with disabilities to get involved in physical activity and sport are available right across Scotland and are more varied than ever before. However, the Scottish Disability Sport National Survey highlights the existing societal barriers that prevent many people with a disability from accessing these opportunities.

"The evidence from the survey clearly shows that there are four urgent priorities that have to be addressed to ensure an inclusive and active society.

"Scottish Disability Sport Week provides a perfect opportunity to highlight these inequalities and promote the Four-Point Call to Action which continues to guide our work and our partners across Scotland and beyond."

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