

# EDUCATIONAL MARKETING DIRECTED TO PEOPLE WITH MENTAL RETARDATION



AgriXPlainer

## Description of the activity

Educational Marketing for people with mental retardation is not only a humanitarian endeavor, but also a strategic investment that can yield significant returns for agriculture business and society. By providing adequate support and guidance to people with intellectual disabilities, mental retardation education marketing can help them achieve their full potential and contribute to improving the physical, mental, and emotional health of people with intellectual disabilities.

## Easy operations to be replicated

It is important to design and implement effective educational marketing strategies that can foster compassion and empathy among the general public, as well as among the stakeholders. Some of the key messages and strategies that can be used for this purpose are:

- Highlighting the human dignity and value of people with mental retardation: Instead of focusing on the deficits or limitations of this condition, highlight the strengths and achievements of people with intellectual disabilities and showcase their stories, talents and contributions to society. For example, an educational marketing campaign could include testimonials from people with intellectual disabilities who have successfully completed their training as professional farmers, pursued their careers, or engaged in farming as a hobby and passion. This can help challenge stereotypes and misconceptions that often demean or dehumanize people with intellectual disabilities and inspire respect and admiration for their resilience and courage.
- Encourage the public to take action and get involved in mental retardation initiatives: Invite and motivate the public to participate in the activities, events, or programs that aim to promote mental retardation, such as volunteering and advocating. For example, an educational marketing campaign could use social media, newsletters, or websites to share the goals, benefits, and impacts of the initiatives, and to provide opportunities and incentives for the public to join or support them. This can help to create a sense of community and solidarity among the public and to foster a culture of compassion and empathy for individuals with mental retardation.

# Expected outcomes

Purpose	Added value	Target Audience
Increase the knowledge of setting an educational marketing plan for people with mental retardation.	Added value of mental retardation educational marketing is that raise awareness and empathy among the general public, as well as reduce stigma and discrimination against people with intellectual disabilities.	The target audience are policy makers, educators, health professionals, media, and community members.

## Type of experts to be involved

- Health professionals
- Nutrition professionals
- Caregivers, personal assistants etc.

## Requirements

Geographical requirements	Type of products	Legal requirements
All educational marketing materials, activities and campaign can be implemented without geographical limitations.	You can promote all the types of your products that offers' quality food and nutrition supports for people with intellectual disabilities	When delivering health-related information in a campaign, it is critical to avoid deceptive marketing practices leading to consumers' false beliefs and eventually impacting a company's value.

## Tips & tricks/successful case study

1. Targeted: Campaigns should be tailored to the specific needs, preferences, and characteristics of the intended audience, such as their level of knowledge, attitudes, beliefs, values, and behaviors regarding mental retardation.

2. Engaging: Campaigns and programs should use creative and appealing methods to capture the attention and interest of the audience, such as storytelling, humor, testimonials, images, videos, games, or interactive activities.
3. Empowering: Campaigns should involve and empower people with mental retardation and their families as active participants and agents of change, rather than passive recipients or objects of pity.
4. 1. [See here a webinar about Nutrition and Brain Health for People with Intellectual and Developmental Disabilities](#)

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