



MASSACHUSETTS COMMISSION
FOR THE BLIND



MY VISION IS...

TO BE ABLE TO WORK INDEPENDENTLY

— Charlie Richards, Student



800-392-6450 mass.gov/mcb

MY VISION IS...

A WORKFORCE THAT CAN ADAPT IN THE FACE OF UNPRECEDENTED CHALLENGES

— Colleen Moran, Director of Workforce Integration, Mass General Brigham



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MY VISION IS...

FINANCIAL INDEPENDENCE

— Richard Phipps, Financial & Real Estate Advisor



800-392-6450 mass.gov/mcb

MY VISION IS...

FOR ALL MY STUDENTS TO DREAM BIG

— Laurie Cremen, Educator, Brockton Public Schools



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What's Your Vision?

MCB is grateful to the individuals who were featured in our ***What's Your Vision?*** advertising campaign that concludes this month. We hope you enjoyed the ads on social media, radio, TV & billboards, as well as in regional & local newspapers across the state. Many partners were invested in this campaign & helped our outreach efforts succeed. Thank you to the AIR & Marketing Doctor, Inc. teams for implementing this campaign with us to reach as many people as possible. We heard from eye care providers, caregivers, staff, & individuals who spotted our ads, and we are confident that this campaign helped generate awareness about what it means to be blind & visually impaired & why employment matters for our community.

Where did you spot MCB's ads?

Television

Select

Radio

Select

Newspaper

Select

Social Media

Select



Billboard

Select



More than 200 individuals joined MCB's second Virtual Town Hall of 2021 on October 7th to discuss the importance of public transportation for individuals who are blind and visually impaired with representatives from the MBTA. Participants received updates about system-wide accessibility; innovations in customer technology; the new process to obtain a free or reduced fare Charlie Card; and the new RIDE Flex program. **[Access the recording.](#)**



MCB hosted our second Virtual White Cane Awareness Day to celebrate orientation & mobility with our community. Individuals shared their inspiring stories of using white canes to travel to work and school. Low vision support groups participated, and MCB's Orientation & Mobility (O&M) team was introduced. The recipients of the first annual Meg Robertson Mobility Awards were announced. **[Access the recording.](#)**

[Massachusetts Commission for the Blind \(MCB\) | 1-800-392-6450 | www.Mass.gov/MCB](#)

