



# **National Disability Employment Awareness Month (NDEAM) & DD Councils**

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Welcome and introduction by Angela

## Webinar Overview

- About NDEAM & ODEP Toolkit Items
- Take Your Legislator to Work Day in MI
- NDEAM in Iowa
- Q & A and time to “share”

The goal of this Webinar is to share information about NDEAM, distribute resources from the Office of Disability Employment Policy (national leader in NDEAM campaigns and provide a forum for DD Councils to share information about their state's efforts related to National Disability Employment Awareness Month (NDEAM). This year we are highlighting the Michigan and Iowa dd councils. At the end of the webinar we will take questions and answers and provide an opportunity for other participants to share their NDEAM ideas.

## About NDEAM

- National Disability Employment Awareness Month (NDEAM)
- Started in 1945
- Every October

This effort to educate the public about the issues related to disability and employment began in 1945, when Congress enacted Public Law 176, declaring the first week of October each year as National Employ the Physically Handicapped Week. In 1962, the word "physically" was removed to acknowledge the employment needs and contributions of individuals with all types of disabilities. 25 years later, Congress expanded the week to a month and changed the name to National Disability Employment Awareness Month.

## Why Promote NDEAM?

- ▶ To raise awareness about the importance of employment expectations for people with disabilities.
- ▶ Ties in with Council mission
- ▶ Highlight initiatives: Employment First, PIE Grants for youth & young adults and many others

There are many reasons...these are just some –raise awareness about the importance of employment expectations for people with disabilities, celebrate contributions pwd make to their communities. NDEAM also ties in with the inclusive mission of councils – *pwd being self-determined and included in the community*. Opportunity to develop partnerships with employers and other stakeholders and highlight initiatives such as Employment First and the PIE grants which prioritize employment for youth and young adults with I/DD –hear more about that later from our guest.

2016 ODEP theme: **Inclusion Works**

<https://www.dol.gov/odep/topics/ndeam/resources.htm#Articles>

*'#InclusionWorks'*

ODEP's theme for 2016 is Inclusion Works– This NDEAM theme was developed with input from a range of organizations with which ODEP partners, and the use of a hashtag is intended to spur individuals and groups to post images and stimulate discussion on social media about the many ways “inclusion works.” All of the items we will review for ODEP can be found at this link.

## What does the NDEAM Toolkit offer?

- ▶ Posters
- ▶ Drop-In Articles
- ▶ Sample Proclamation & Press Release
- ▶ Sample Social Media Content & Accessibility Tips
- ▶ Beyond NDEAM: *Year-Round Employer Strategies for Advancing Disability Inclusion*

If staffing, resources or time are limited, consider utilizing ODEP's NDEAM toolkit. It is comprehensive and includes downloadable posters in English and Spanish, Sample Proclamation & Press Release, Sample Social Media Content & Accessibility tips, Beyond NDEAM is another resource offers Ten Ways to Foster the NDEAM Spirit Year Round and you can access additional posters from past campaigns. I encourage you to visit the site and click on each item. For the purposes of this presentation we will very briefly discuss each one.

NDEAM Poster is available for download or order in English and Spanish



Use on your websites, social media or in your email signature – wherever you would like to promote the campaign – up until Sept. 30<sup>th</sup> you can order 25 posters at a time for free, not even shipping but order soon as they will take 2-3 weeks for delivery. The hard copy posters can be distributed to council members, state agencies, DD Network partners etc.

## Drop-In Article

...October is National Disability Employment Awareness Month, and all members of the \_\_\_\_\_ are encouraged to participate.

The purpose of National Disability Employment Awareness Month is to educate about disability employment issues and celebrate...

For specific ideas about how \_\_\_\_\_ members can support National Disability Employment Awareness Month, visit [www.dol.gov/ndeam...](http://www.dol.gov/ndeam...)

ODEP's toolkit provides sample text for organizations and Local and District Councils. This slide just shows some excerpts from the Drop-In article for an organization. The work has already been started for you, all you would do is plug in the specifics. For the full text visit the odep link.

## Sample NDEAM Proclamation & Press Release

- ▶ **PROCLAMATION:** Customize the proclamation language and request that your mayor, governor or organization leader proclaim NDEAM.
- ▶ **PRESS RELEASE:** Cut and paste the press release onto your Council's letterhead and customize it as necessary. Send to your local media just before or at the start of NDEAM.

Proclamation: Create your own or use the ODEP sample. Read slide. You can also include contact information for employers who employ people with disabilities.  
Press release: Read slide. ODEP did not offer a sample PSA for 2016 but we have one from 2015 on the [itacchelp.org](http://itacchelp.org) website that you could use if interested

## Sample Social Media Content & Accessibility Tips

- ▶ Facebook/LinkedIn sample posts

\_\_\_\_\_DD Council is proud to support National Disability Employment Awareness Month (#NDEAM). Held each October, NDEAM aims to educate about disability employment issues and celebrate the many and varied contributions of America's workers with disabilities. #InclusionWorks

- ▶ Making Social Media Accessible

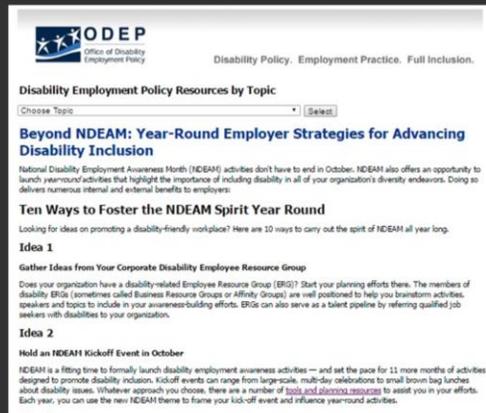
Screen readers, what to avoid, Federal Social Media Accessibility Toolkit and more...

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This is just draft language to get you started on some ideas for social media content for Facebook, Twitter, LinkedIn etc. If your Council does not utilize social media – this draft language could be used on a website, newsletter or email. The toolkit also offers tips for making social media content accessible – in includes information about screen readers, what to avoid when creating social media posts, links to a Federal Social Media Accessibility Toolkit and more. If that isn't enough...the SCC developed a Social Media Communications Brief with even more information on accessibility. You can access that on the [itacchelp.org](http://itacchelp.org) website or in the link text box on your screen.

## Beyond NDEAM: Year-Round Employer Strategies for Advancing Disability Inclusion

### ► 10 Ways to Foster the NDEAM Spirit Year Round



The screenshot shows the ODEP (Office of Disability Employment Policy) website. The header includes the ODEP logo and the tagline "Disability Policy. Employment Practice. Full Inclusion." Below the header, there is a section titled "Disability Employment Policy Resources by Topic" with a dropdown menu set to "Choose Topic" and a "Select" button. The main content area features the title "Beyond NDEAM: Year-Round Employer Strategies for Advancing Disability Inclusion" and a brief introduction: "National Disability Employment Awareness Month (NDEAM) activities don't have to end in October. NDEAM also offers an opportunity to launch year-round activities that highlight the importance of including disability in all of your organization's diversity endeavors. Doing so delivers numerous internal and external benefits to employees." The section is titled "Ten Ways to Foster the NDEAM Spirit Year Round" and includes the sub-heading "Idea 1: Gather Ideas from Your Corporate Disability Employee Resource Group". The text under "Idea 1" asks if the organization has a disability-related Employee Resource Group (ERG) and suggests starting planning efforts there, mentioning that ERGs can also serve as a talent pipeline for referring qualified job seekers with disabilities.

The NDEAM toolkit also offers a resource document titled: *Beyond NDEAM: Year-Round Employer Strategies for Advancing Disability Inclusion*. There are 10 different ideas to foster the NDEAM spirit throughout the year. This is just a screenshot of part of the resource. These individual ideas could be used as Facebook posts – shortened for Twitter or in newsletters, email announcements, embedded in a Social Media Calendar or linked to your website.

## PSAs

- PSA = Public Service Announcement
- Format: video or audio
- Work with a professional or create your own

There is an example of a PSA that ODEP developed in 2015 on the [itacchelp.org](http://itacchelp.org) website for your convenience.

## Where Can Content Come From?

- Office of Disability Employment Policy (ODEP)
- Other DD Councils
- Other disability organizations
- Media

You don't have to create your own content – use others'



# Take Your Legislator to Work Day

Meredith Smith, Michigan DD Council

Shifting gears -- Meredith Smith is the Communications Representative, Michigan DD Council and she is now going to share some information on Take Your Legislator to Work Day.

## Background

- ▶ 2014
- ▶ Wisconsin DD Council
- ▶ Legislators recognize people with disabilities who are employed
- ▶ 10-15 participants
- ▶ Closing ceremony



The Michigan Developmental Disabilities Council started its Annual Take your Legislator to work campaign in 2014. The campaign was started to recognize pwd in employment and for NDEAM. We got the idea from WI DD Council and they were very helpful in providing their material from their campaign; we adapted that material to fit Michigan. What makes our campaign unique is that we keep the numbers small that way I or another one of my colleagues can attend each of the visits, I schedule visits, and take photos. We also hold a closing ceremony at the end of October where we invite the participants, legislators and employers to come and share their experience and get a certificate of appreciation.

## Application

- ▶ May
- ▶ Criteria
  - ▶ **Must** have competitive community-based employment with or without supports (*A community-integrated job is a job in the community, not a segregated setting*)
  - ▶ **Must** be okay with having pictures, videos and other media taken of them
  - ▶ **Must** have a developmental disability
  - ▶ **Cannot** work in a sheltered workshop, have a micro-enterprise, be a peer mentor or work in a segregated setting
- ▶ Selection
  - ▶ June-July



## Process

- ▶ Participant contacts employer
- ▶ Set up visit dates



I give them letter to employer, that includes information about the campaign

## Visit

- ▶ July-October
- ▶ Package
  - ▶ How to prepare
  - ▶ What you can talk about
  - ▶ Button and lanyard
  - ▶ Photo release



## Jobs

- ▶ Inclusion Specialist
- ▶ Ticket taker
- ▶ Grocery stores
- ▶ Green cleaning technician
- ▶ Teacher's aide
- ▶ Activities Coordinator



- ▶ Thank you note
- ▶ picture
- ▶ Share their experience



## Closing ceremony

- ▶ Dynamic speakers
- ▶ Share their experience
- ▶ Videos/pictures of visit
- ▶ Thank you notes



For full toolkit please  
contact Meredith Smith,  
[smithm10@Michigan.gov](mailto:smithm10@Michigan.gov)

Introduction  
Speaker  
Panel on experience  
Presentation of awards  
Closing remarks



## Iowa DD Council

Becky Harker, Executive Director, Iowa DD Council

Moving to our dd council specific resources, I want to introduce Becky Harker, executive director of the Iowa DD Council to talk about the different ways they have collaborated over employment initiatives and NDEAM activities.



QUESTIONS & ANSWERS/ "SHARE TIME"  
Webinar resources: [Itacchelp.org](http://Itacchelp.org) (For Council Staff)

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A huge thank you to our presenters! Now I would like to open the line for questions/comments/ and give all of you the chance to share and network about NDEAM. For a full list of resources from today's webinar, visit the [itacchelp.org](http://itacchelp.org) website/For Council Staff page or click on link in text box. Please do not forget to take the post survey – it is critical for whether or not the SCC will continue to offer this content and if so, what format will be used. The survey is also located in the links box and will be emailed as well.