



Campaign for Disability Employment
What Can State Agencies Do?



A Step-by-Step Implementation Guide for State Agencies



OFFICE OF DISABILITY EMPLOYMENT POLICY
UNITED STATES DEPARTMENT OF LABOR

What can?
YOU do?
THE CAMPAIGN FOR
DISABILITY EMPLOYMENT

About This Guide

At work, it's what people CAN do that matters. That's the simple message behind the Campaign for Disability Employment (CDE)—a national initiative working to showcase supportive and inclusive workplaces for all workers.

Funded by the U.S. Department of Labor's Office of Disability Employment Policy, the CDE offers individuals and organizations a suite of free tools and resources they can use to educate, inspire and advance its important message about the skills and talents of workers with disabilities. These include award-winning video public service announcements (PSAs), posters, discussion guides, toolkits and more.

For state agencies looking to engage in public education about disability employment, whether internally or externally, the CDE's offerings can prove especially useful—and that's what this guide is all about.

Please explore the following pages to:



Learn

how state agencies can play a role in educating audiences about the employment of people with disabilities.



Explore

specific campaigns, products and resources offered by the CDE.



Discover

specific steps you can take to join the CDE movement and advance disability-inclusive employment efforts in your state.

Why Promote Workforce Disability Inclusion?

State agencies have a critical role to play in advancing disability inclusion and improving employment outcomes for people with disabilities—and it starts with public education and demonstrations of support for inclusive workplace practices.

Employees with disabilities are an untapped talent pool, poised to bring unique skills and talents to America’s public- and private-sector employers. But they can’t put those skills to work for organizations and economies if they aren’t recruited, hired and set up for success on the job.

As we work collaboratively to combat stigma and promote positive messages about disability employment, it is crucial for state agencies to create accessible and inclusive environments that promote greater workforce participation and employment success for all citizens. This includes promoting your state as a model employer of people with disabilities, amplifying key messages about disability diversity and inspiring others to implement inclusive workplace practices.



Tools You Can Use

The CDE offers a series of PSAs and coordinating media products you can use to promote positive employment outcomes for people with disabilities. These PSAs and media products empower employers and communities to recognize the value that individuals with disabilities bring to the workplace, and the benefits that come with full inclusion.

WhatCanYouDoCampaign.org

Five Powerful PSA Campaigns



At work, it's what people CAN do that matters.

Synopsis: “I Can” is the CDE’s flagship PSA. In it, we meet seven working people with disabilities—not actors—demonstrating what they CAN do when given the opportunity. These individuals, who represent diverse career fields ranging from the corner office to construction, vividly illustrate the valuable contributions they make to our workplaces every day.

Coordinating Media Products:

- “I Can” Discussion Guides for use in the Workplace and with Youth
- “I Can” Poster Series

Where to View and Download “I Can” Products:

WhatCanYouDoCampaign.org/psa-campaigns/i-can-psa

Like all young people, youth with disabilities should grow up expecting to work and succeed.

Synopsis: “Because” features seven real people with disabilities who are pursuing and realizing their goals and passions as a result of the support and encouragement they received from others—from family members, to teachers, to coaches. It underscores the power of expectation in helping youth with disabilities develop their career aspirations.

Coordinating Media Products:

- “Because” Poster Series
- “Because” Discussion Guide

Where to View and Download “Because” Products:

WhatCanYouDoCampaign.org/psa-campaigns/because-psa





My disability is only one part of who I am.

Synopsis: “Who I Am” features nine real people with disabilities—some obvious and some not—sharing how they describe themselves, from personal interests to family relationships to occupations. Among them is film and television actor RJ Mitte, well known for his roles in AMC’s “Breaking Bad,” ABC Family’s “Switched at Birth,” and other programs and films. Rather than be defined by disability, these individuals are the sum of their many life roles—which includes working in jobs they love.



Coordinating Media Products:

- “Who I Am” Discussion Guide
- “Who I Am” Poster Series

Where to View and Download “Who I Am” Products:

WhatCanYouDoCampaign.org/psa-campaigns/who-i-am-psa

Collaborative stay-at-work/return-to-work practices can help people stay on the job and reap the benefits of employment following injury or illness.

Synopsis: Through the voices of several individuals, the “Working Works” PSA explores the many reasons people work, including after injury or illness. The PSA’s four primary cast members include Major League Baseball great Cal Ripken, Jr. and three other individuals who worked with their employers and healthcare professionals to make a plan to stay at or return to work following illness or injury. Their stories emphasize the importance of working together on effective stay-at-work/return-to-work strategies—for the benefit of individuals, families, employers and the nation’s economy.



Coordinating Media Products:

- Behind-the-Scenes Video Interviews with the Cast
- “Working Works” Discussion Guide
- “Working Works” Poster Series
- “Working Works” PSA Outreach Toolkit for Partners

Where to View and Download “Working Works” Products:

WhatCanYouDoCampaign.org/psa-campaigns/working-works-psa



“Mental Health at Work: What Can I Do?”



We all have a role to play in promoting a mental health-friendly workplace.

Synopsis: The “Mental Health at Work: What Can I Do?” PSA features four cast members including a CEO, a manager, a co-worker and a person who identifies as having a mental health condition. All of them discuss what they can do to promote workplace well-being, from setting the tone for an inclusive workplace, to providing and requesting assistance and accommodations, to being a source of support to peers and colleagues. Their experiences remind us that we all benefit from flexible, supportive workplaces that promote good mental health.

Coordinating Media Products:

- “Perspectives on Workplace Wellness” Cast Video
- “Mental Health at Work: What Can I Do?” Workplace Guide
- “Mental Health at Work: What Can I Do?” Poster
- “Mental Health at Work: What Can I Do?” Outreach Toolkit for Partners

Where to View and Download “Mental Health at Work: What Can I Do?” Products: [WhatCanYouDoCampaign.org/psa-campaigns/mental-health-psa](https://www.whatcanyoudocampaign.org/psa-campaigns/mental-health-psa)

La Salud Mental en el Trabajo
¿Qué puedo hacer?
Todos tenemos un lugar de trabajo
Encuentra consejos, herramientas
U.S. DEPARTMENT OF LABOR
OFFICE OF DISABILITY EMPLOYMENT POLICY

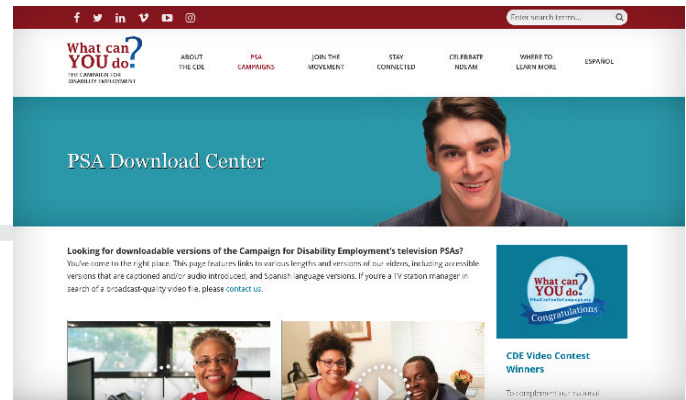
Mental Health at Work
What Can I Do?
We all have a role to play in promoting a mental health-friendly workplace.
Find tips, tools and more at [WhatCanYouDoCampaign.org](https://www.whatcanyoudocampaign.org)
U.S. DEPARTMENT OF LABOR
OFFICE OF DISABILITY EMPLOYMENT POLICY
What can YOU do?
@whatcanyoudo

Additional CDE Offerings

PSA Download Center

The CDE's PSA download center features downloadable links to various lengths and versions of our videos, including accessible versions that are captioned, audio-introduced and American Sign Language-interpreted.

Access the PSA Download Center:
WhatCanYouDoCampaign.org/psa-campaigns/psa-download-center



Spanish Language Materials

Spanish versions of CDE PSAs and coordinating products are available at WhatCanYouDoCampaign.org/espanol.



Disability Inclusion Resources for Employers, Employees and Jobseekers

While the CDE does not provide one-on-one assistance to employers or individuals with disabilities seeking training or job placement assistance, our website is a gateway to valuable resources that can help. Specifically, the Where to Learn More section features two useful online toolkits:

- Resources for Employers
- Resources for Jobseekers and Employees with Disabilities

Visit the Where to Learn More page:
WhatCanYouDoCampaign.org/where-to-learn-more

Outreach and Promotional Tools

The CDE also offers convenient cut-and-paste content that state agencies can use, including:



Web and print advertisements to run in your publications and on your website.



Ready-to-publish articles about the CDE for newsletters and other channels.



A press release template for organizations to adapt and distribute to demonstrate their participation in the CDE movement.



A "Proud CDE Supporter" badge to post on your website.



What Can YOU Do?

Ideas for State Agencies

What can state agencies do to promote positive messages and employment outcomes for people with disabilities? Use the CDE's tools and products and join our network of supporters as we promote the value of disability inclusion in the workplace!

The following are tangible ways for you to instill high expectations for people with disabilities within your own workforce—and throughout your state.

Raising Awareness Internally, Among Current State Government Staff

- ✓ **Display CDE posters** prominently in state government buildings.
 - Look for prime placement locations, such as bulletin boards, training centers, front lobby areas, breakrooms, printer rooms, etc.
 - Post in top state government locations of authority such as the Governor's office, state legislature and commissioner-level offices to set the tone for others in state government.
- ✓ **Screen CDE PSAs** during staff meetings and include discussion time with staff utilizing the CDE discussion guides.
- ✓ **Include PSA poster images** and ready-to-publish articles in staff newsletters.

Tip: With five campaigns and poster series, CDE posters can be refreshed every few months to provide new, but reinforced messaging regarding inclusive workplaces.

Raising Awareness Externally, Among Potential State Government Staff and All State Residents

Showing clear support for inclusive workplaces is critical when trying to attract more people with disabilities to apply for state government careers. Images and language signal a clear open door for people with disabilities within state government.

- ✓ **Link to the CDE** on your state website to demonstrate your support for inclusive workplaces.
- ✓ **Become a CDE Supporter.** Supporter-level activities include distributing our PSAs, hosting screening events, distributing CDE fact sheets at conferences, posting a “Proud Supporter” badge and more. [Learn more about becoming a Supporter.](#)
- ✓ **Issue a press release** indicating your agency’s support for the campaign. Use the CDE’s template as a starting point.
- ✓ **Use CDE content.** Provide CDE media products and content to the state staff who manage department or division-level social media and email listservs. Materials associated with the CDE’s five PSAs can be spaced out throughout the year.
- ✓ **Promote the CDE** at job fairs, conferences and other events.
 - Print and distribute CDE posters and resources at exhibitor tables, employer tables and in event bags.
 - Play the PSAs on a loop on a laptop or iPad in your event booth.
 - Screen the PSAs and cast videos at conferences or events as part of formal programs or workshops.
- ✓ **Enhance agency training.** The CDE PSAs can be integrated into state agency trainings and state agency networking sessions with employers. This is especially helpful for Vocational Rehabilitation,

American Job Center and other state staff who focus on collaborative employer outreach regarding the hiring of people with disabilities.

- ✓ **Enlist educational partners.** Inclusive workplace expectations start early, so involve your state’s Department of Education and associated divisions to bring messaging from the “Because” PSA campaign to youth and youth influencers.
- ✓ **Engage employers.** Host collaborative efforts such as joint state agency networking sessions with employers, job fairs and joint trainings, and share CDE PSAs and resources at those events.

Tip: This type of state agency collaboration works well with Vocational Rehabilitation, American Job Center and other staff focused on employment for people with disabilities. In addition, such efforts can also count toward agency reporting requirements.

- ✓ **Promote your state as a model employer.** State As a Model Employer (SAME) is a movement that many state governments are joining. It involves implementing inclusive workplace practices and enhancing efforts to recruit, hire, retain and advance individuals with disabilities within the public-sector workforce. If your state is engaged in SAME efforts, CDE products can be useful resources to integrate into staff onboarding, training for state hiring managers and more. (To learn more about SAME, check out the EARN and SEED resources on page 10 of this guide.)



Additional Tools and Resources

Beyond the CDE, there are numerous resources that state hiring managers can use to take their disability inclusion efforts to the next level. Check out the no-cost tools and resources below, which offer guidance on hiring, recruiting, retaining and advancing people with disabilities.

Employer Assistance and Resource Network on Disability Inclusion (EARN)

A central resource for online tools, technical assistance resources, webinars, publications and news on workplace disability inclusion. EARN also offers a state government page focused on helping states become model employers of people with disabilities.

■ [AskEARN.org](https://www.earn.org)

Job Accommodation Network (JAN)

The leading source of free, expert and confidential guidance on workplace accommodations and disability employment issues. Its consultants are available at no charge via email or live chat. JAN also offers information focused on state government employers.

■ [AskJAN.org](https://www.askearn.org)

Partnership on Employment & Accessible Technology (PEAT)

A collaborative that helps employers implement workplace technology that is accessible to all workers, including those with disabilities.

■ [PEATWorks.org](https://www.peatworks.org)

State Exchange on Employment and Disability (SEED)

A unique state-federal collaboration that supports state and local governments in adopting and implementing inclusive policies that lead to increased employment opportunities for people with disabilities. SEED also offers guidance on State As a Model Employer (SAME) initiatives.

■ [DOL.gov/agencies/odep/state-policy](https://www.dol.gov/agencies/odep/state-policy)



National Disability Employment Awareness Month (NDEAM)

Held each October, NDEAM celebrates the countless contributions of people with disabilities to America’s workplaces and economy. As such, it’s a fitting time to use CDE resources and take advantage of NDEAM materials provided by the U.S. Department of Labor’s Office of Disability Employment Policy. State agencies can participate in a number of ways. For ideas and toolkits, visit DOL.gov/NDEAM.

OCTOBER						
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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						




Connect with the Campaign for Disability Employment:

Stay up to date on CDE news, products and events by subscribing to our e-alerts: WhatCanYouDoCampaign.org/stay-connected/#Subscribe

And don’t forget to follow us on social media!



-  Facebook.com/CampaignforDisabilityEmployment
-  Twitter.com/CDEtweets

-  LinkedIn.com/groups/2768119
-  Instagram.com/cde_gram
-  WhatCanYouDoCampaign.org/blog



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