

Employer Engagement – National Ad Campaign
Work Group

July 22, 2008
Meeting Notes

National Ad Campaign NCHSD/MIG States Committee

A committee consisting of Medicaid Infrastructure Grant states (including Oregon) and the National Consortium of Health Systems Development (NCHSD) has formed to create a National Ad campaign marketed to businesses. NCHSD is facilitating and providing technical assistance to the committee.

From this they created a smaller work group of five MIG project managers to do the ground work: write the RPF, hire a media consultant, develop the campaign, etc. Sara Kendall, Project Manager in Oregon, is part of the smaller group which will report back with recommendations to the larger group for final decisions.

Each state is handling their approval process differently. The CEP will bring recommendations back to this work group as well as the Leadership Council.

Examples of other state media campaigns:

- Connecticut – full campaign including brochures, billboard, radio ads, TV ads. Connectability is the theme. The fulfillment piece is a website where employers post jobs and people with disabilities post resumes. It's similar to iMatch Skills. They spent \$6 million on campaign. Website: <http://www.connectability.com/index.php>
- Maine – No BLN, but they have a website by employers for employers and hiring people with disabilities. Website: <http://www.expandingmainesworkforce.com/>
- Maryland – Work Matters campaign has this video.: <http://www.nchsd.org/library/videos/work-matters-A/index.asp>
- SAMHSA Friends videos – 30 seconds each. Not for employment, but they are powerful, short, to the point videos. We need something like this for our National Ad campaign. <http://www.adcouncil.org/default.aspx?id=384>

Funding:

Oregon has applied for supplemental grant from CMS for the National Ad Campaign. CMS Encouraged states to apply. CEP has dedicated \$75,000 to the National Ad Campaign in the new grant application if we do not get a supplemental grant. The Nat. Ad committee is brainstorming for additional funding sources such as Department of Labor, ODEP, USBLN.

Work Group Discussion

- Build on diversity programs already in businesses – nudge them to expand it to include people with disability.
- What we've done in the past has not gotten results
 - What is the message today? Don't reuse old ideas!
 - Same message works in good times and bad times
 - Use \$\$ of disposable income held by people with disabilities to help target businesses
- Who do employers contact?
 - Do not want appearance of Social Services ad – need business orientation for “go to site”
 - Use USBLN website map; click on state to get reference to iMatch Skills or OCDD or Veterans or Oregon Supported Employment Center for Excellence, etc.
- How can we adapt iMatch Skills for our use?
 - Can we register people with disabilities in iMatch Skills in a separate data base?
- Employment First Policy (assumption work is expectation)
 - Case managers and personal agents required to address employment in person-centered plan for people with developmental disabilities (hopefully). Register in iMatch.
 - Mental Health is going towards supported employment, evidence-based practices. All their providers are going to be required to do that. Register in iMatch.
 - TBI: We're going to have to get other systems involved here. Register in iMatch.
- Establish credibility with businesses
 - They are more apt to listen to peers than advocates.

- The impression that business does not hire people with disabilities is **erroneous** – Understand that, respect it, work it – build on that. Of the 400,000 individuals of adults with a disability in Oregon, 100,000 go to work – they have an employer
- Florida has been able to change the employment statistic.
 - How did they do that? Research it!
- Need a **strategic** discussion for businesses– not a tactical discussion

Secret Shopper idea

Have businesses call various agencies seeking employee with a disability. Where do they get referred? What happens? Possible agencies to target: OVRS, SPD, OCDD, Employment, AMH, Center for Excellence, Others?

The “My Abilities” Oregon video

It was created as a marketing tool for the OBLN. Comcast wants to create an ad campaign to run in spots (better than public service time slots) and run it in key markets that we’d identify. They would produce a shorter version of “My Abilities” video to run.

Other thoughts

- OBLN would like to do a campaign for businesses to learn more about the BLN idea but more importantly – a hiring campaign
- Governor speak at USBLN Conference in October before 500 businesses with “My Abilities” video running in the background
 - Check on current request status through Peggy Ross and Katherine Manglono-Santos; Sara Kendall to check with Erinn Kelley-Siel, interim CAF administrator re: request/protocol
 - Lucy will have board of directors develop a one-page request on their own letterhead; add a paragraph from John Kemp, USBLN director.

Next meeting: Aug. 20, 1-3 p.m. Discussion topics will include Comcast proposal, USBLN/Governor’s appearance