

6-26-15

To: Employment First stakeholders

From: Mike Maley, Statewide Employment First Coordinator

Re: Employment First: Ad campaign launched!

(Please forward to your local partners & stakeholders)

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Thanks to those who were able to join the Employment First webinar last week on the launch of the I Work We Succeed ad campaign. For those who couldn't join the webinar, we have posted it [online](#).

Attached you will find a document detailing local ad placements so you can see where ads are running in your area. It is also available on our [website](#).

We hope that stakeholders around the state will find the brand toolkit useful, and you can use it for promotion of the campaign in your own communities. Here are a few helpful hints:

- Share success stories of people with intellectual and developmental disabilities (I/DD) getting community jobs with your local media and in other forums. Chamber of commerce newsletters are another great avenue for spreading news locally. The Central Oregon Employment First team has done a great job with this type of outreach, and they have [examples](#) of how they have promoted local success stories.
- Use the I Work We Succeed logo in materials related to integrated jobs for people with I/DD in Oregon. The logo is available both in color and black and white for download on our [website](#).
- Request brochures and posters and spread them widely! Regional posters and brochures can be ordered using the publication number by [DHS Publications](#), or local employment providers and nonprofits providing integrated employment services can request copies by emailing employment.first@state.or.us. You can also download the posters and brochures on the [brand toolkit web page](#). There is also a [downloadable insert](#) for the brochure for Employment First teams to include local contact information.

We also now have a [new page](#) with information for individuals and families on supported employment services. It includes an infographic created in collaboration with the Oregon Self-Advocacy Coalition and Family and Community Together

(FACT) showing ODDS employment services available for those who experience I/DD. You can download the infographic on the [web](#).

If you have any questions about how to use the campaign materials, contact Employment First Communications Officer Angela Yeager by phone, 503-507-3479 or email employment.first@state.or.us.

Thank you all for your continued involvement, support, and advocacy for services to individuals with intellectual and developmental disabilities in Oregon.