

3-23-18

To: Employment First stakeholders

From: Acacia McGuire Anderson, Statewide Employment First Coordinator

Re: [Employment First](#): Communications and Telling Your Story

(Please forward to your local partners & stakeholders)

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Part of the Employment First initiative required by the Governor's Executive Order is an outreach and communications plan aimed at reaching people with intellectual and developmental disabilities and their families.

In 2015, Employment First launched the first phase of the successful [I Work We Succeed](#) statewide outreach campaign. The campaign included billboards, transit advertising, a radio ad, a social media campaign and regional posters featuring people with I/DD

In the summer of 2017, we launched the second phase of this campaign, with an increased focus on employers. The campaign featured a radio ad aimed at Oregon employers, as well as one targeted at increasing capacity with the DD workforce. In addition to new success stories with billboards and transit advertising, this new campaign also promoted the [Employment First employer web page](#) with video testimonials and resources, plus new employer-focused items such as employer window decals.

Beyond the marketing campaign, Employment First outreach and communications efforts includes:

- Staffing a booth with resources and information at resource fairs and conferences
- Designing and promoting fact sheets and handouts, such as an [Employer Testimonial handout](#), a [Sheltered Workshop](#) handout, a Benefits Counseling/Minimum Wage handout for [SSI](#) and [SSDI](#) participants, [State as Model Employer](#) handout and a [Supported Employment](#) services handout
- Creating a “family friendly” report showcasing our data and outcomes
- Promoting Employment First successes in DHS Director's Good Work! messages
- Continuing to add more content to the [Supported Employment](#) DHS YouTube page

We are always looking for success stories that meet our criteria of a minimum of 10 hours per week in a community job. The person and their employer must be willing to be interviewed and photographed. We are particularly looking for stories of people working 20 or more hours per week, people who transitioned from sheltered workshops to a community job, transition-age youth working, and/or someone with a significant disability working successfully in a community job. Our success stories are online and sortable by region:

<http://www.oregon.gov/DHS/EMPLOYMENT/EMPLOYMENT-FIRST/SUCCESS-STORIES/Pages/index.aspx>

In addition, we are currently seeking success stories on Home and Community Based Services (HCBS). Whether the story is focused on how HCBS has helped an individual achieve more community integration, or how HCBS has helped a group home or other residential provider achieve better access for its residents (i.e. taking locks off refrigerators or allowing people to lock their own doors).

Please email HCBS success story ideas, or other Employment First story ideas to: employment.first@state.or.us

This campaign focuses on our communities, and we would not have stories without you and all the work happening statewide. Thank you all for your help in our outreach efforts.

~ Acacia