

**Employment First: Phase 2 Communications and Outreach
Campaign Plan
2015-2017 biennium (July 1, 2015-June 30 2017)**

The Employment First policy states that work, defined as paid employment, in integrated jobs is the first and priority option in planning employment services for working-age adults and youth who experience intellectual and developmental disabilities. Services should be planned using person-centered practices that identify an individual's talents, skills, and interests. This information can help inform job options and career opportunities.

Communication Plan Purpose

Phase 1 of the "I Work We Succeed" campaign (2013-15) addressed the broad benefits of working in the community and perceived obstacles and barriers to employment. Phase 2 of the campaign will specifically target parents/families/guardian and employers to:

- Address the benefits of paid employment (working);
- Address concerns and perceived obstacles to working;
- Encourage family support of individuals with I/DD in their career or postsecondary goals; and
- Educate and inform Oregon employers about the benefits of hiring individuals with I/DD.

Target Audiences

- All individuals with I/DD, including transition-age and school-age youth and individuals working in sheltered workshops;
- Family members/Parents/Guardians of individuals of all ages with I/DD;
- Employers (both public and private) and Workforce Systems.

II. Strategic Tools and Activities

1. Statewide Marketing Campaign (Winter 2016-17)

Continue "I Work We Succeed" campaign from Phase 1, with new focus on employers/parents for Phase 2:

- Social Media Ads (Facebook and Google)
- Billboards: statewide
- Transit: statewide

- Radio: Statewide commercial radio placement and OPB Radio, plus use local contacts for PSA (public service announcements)
- Earned media: targeted to specific communities

Families:

- Video testimonials from parents whose children (adult and transition-age) have succeeded in community jobs;
- Videos portraying people with significant/severe disabilities successfully working in the community;
- Videos and testimonials of those who have left workshops for successful jobs in the community; and
- Outreach/education materials for families/stakeholders statewide/regional conferences and other opportunities.

Employers:

- Videos with employer testimonials talking about great employees who experience I/DD;
- Highlight a highly visible employer that hires people with I/DD (example: Portland Timbers/Portland Thorns video);
- Profiles on Oregon employers hiring people with disabilities: pitch these stories for earned media placement/chamber websites;
- Employer-focused “I Work We Succeed” Window Decal for local Employment First teams’ business outreach efforts; and

Timelines:

I Work We Succeed Marketing and Statewide Advertising Campaign: November 2016-March 2017

Videos: Ongoing

Education materials: November 2016 and ongoing

Window Decal: June 2016