

I Work We Succeed Statewide Campaign

- Background

Governor's Executive Order 15-01 calls for an Outreach & Awareness Plan.

As part of that plan, Employment First launches a statewide marketing and outreach campaign in 2015 to address the benefits of working in the community.

The goals of the campaign were:

- General awareness that people with intellectual and developmental disabilities can work in integrated, community jobs.
- Create a groundswell of people with I/DD getting jobs.
- Set a baseline for understanding of what the Employment First Initiative will accomplish.
- Create more demand for services from self-advocates, families and businesses that is met by an agile, responsive system.
- Win hearts and minds.



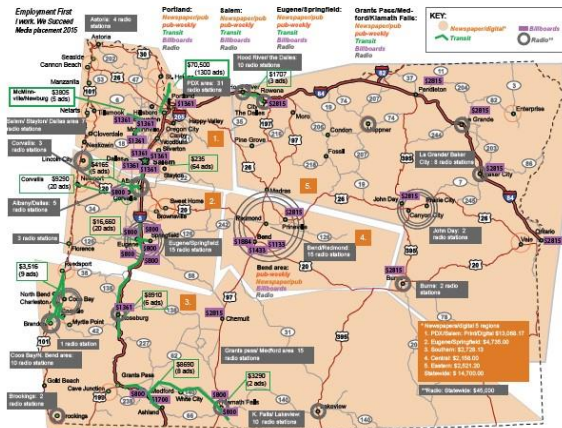
How this was achieved:

- Focus on individual accomplishment, photos of people working
- Regional focus
- Widespread campaign with reach in every area of the state
- Billboards, transit ads, radio ads, targeted online and newspaper ads, social media campaign, posters, and more.



Results

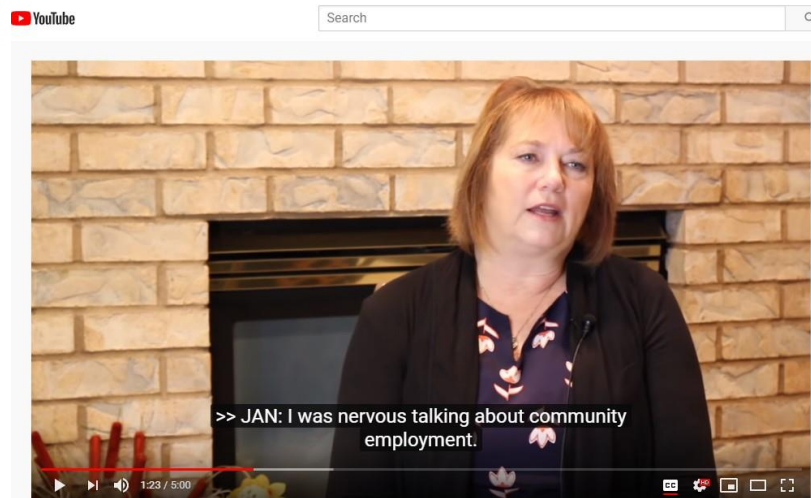
Outreach Map and Expenditures



- Demand from every area of the state to have their own stories shared
- The number of people with I/DD seeking VR services has dramatically risen. In 2012, 1,921 people with I/DD had an open case in Vocational Rehabilitation. Today that number is more than 5,000 people.

- In March 2013, there were about 2,800 people in sheltered workshops. Today there are less than 300 people in sheltered work. This is a 89 percent decrease.

Campaign Continues



Eric's Parent Testimonial

Phase 2 of the campaign in 2017 focused on employer engagement and families. Phase 3, which is current, is focused on building provider capacity and continued family engagement. Videos of family members discussing their journey from sheltered workshops

to community employment are featured and promoted to show that change is possible.