

UWIN Work Group Minutes

Work Group: Outreach and Training

Meeting Date: June 4, 2002

Facilitator: Nonie Lancaster

Minute Recorder: Tamara Keene

Attendees: Judith Holt, Mandee Buckley, Martha Anderson, Nedra Taylor, Nonie Lancaster, Cathy Chambless, Hank Liese, John Harbert, Jolie Price (guest), and Cindy Kindred (guest)

Next Meeting Date and Location

TBA

Action Item Updates from Past Meetings

| <i>Action Item</i> | <i>Status</i> | <i>Who</i> |
|----------------------------------|---------------------------------------|------------------|
| Sub-group creation and operation | Fitting into roles and moving forward | All participants |

Discussions for Future Meetings

TBA

Topic and Summary of Discussion

Vanguard Media Presentation (Handout)

Outreach and Training public awareness campaign

Background material

- 1- Comparative with the surveys done in the past about disabilities
 - a. *Thinkability* campaign samples
 - b. Goal was to encourage positive outlooks

Topic and Summary of Discussion

- 2- Raising awareness for people and the issues they face
 - a. Assist people with disabilities to get meaningful work
- 3- Review successes from *Thinkability* campaign

Key Messages

- 1- If you are disabled, you can work
- 2- Set work expectations for your child who has a disability
- 3- Educate service providers to reinforce working attitudes
- 4- For employers, hiring an individual with a disability is a win-win situation
- 5- Individuals with disabilities can work
- 6- Individuals with disabilities are a valuable part of our workforce

Target Groups

- 1- People with disabilities
- 2- Families who have members with disabilities
- 3- Service providers
- 4- Employers
- 5- General Public
- 6- Misconceptions surrounding mental illnesses
- 7- Information on how to receive assistance

Reaching Goals

- 1- Internal communication (training sessions and staff interaction)
- 2- Internet/CD mail-outs -- versus standard brochure
 - a. For employers and human resource departments of key statewide employers
 - b. Public arenas like schools and libraries
 - c. State agencies
 - d. Statewide Chambers of Commerce
- 3- Print brochures and posters
- 4- Media outreach via radio and television

Topic and Summary of Discussion

Campaign: special Targets

- 1- Employers
- 2- Teens in transition (high school level to workforce)

Evaluation

- 1- Consumer access to a question hotline
- 2- Monitoring hits to the UWIN website
- 3- Interviews/Surveys via phone surveys
- 4- Focus groups for general opinions
 - a. Also could be a marketing tool

Timeline (handout)

Begin in August and run until May 2003

Misc. questions, concerns, and needs

- 1- Need a consistent look or a program “brand”
 - a. Identify a design
- 2- Is there enough focus on family and people with disabilities
 - a. Perhaps a CD with an entrance path
 - i. “Family or Self” click appropriate button
 - ii. “Employer” click here
 - b. Allows for cross reference among users
 - i. Sense of openness and understanding
- 3- What sources can we pull together for resource material
 - a. Seek Alliance House
 - b. Seek USOR
- 4- How Accessible would the CD’s be to people with disabilities?
 - a. Schools
 - b. Counselors
 - c. Libraries

Topic and Summary of Discussion

- 5- Send out a post card advertising CD availability and accessibility
 - a. Self directed interest
 - b. Could make things assessable to the public
 - i. Mandee and Nonie could take it to isolated people or those who have special situations
- 6- Give the CD a name (i.e. T.E.D. Technology Enhanced Document)

Raising Money

- Agencies who support disabilities that would be willing to pool money for a greater benefit to all
- Appeal to private sources

Action Steps

| <i>Action Item</i> | <i>Responsible</i> | <i>Target Date</i> |
|---|--------------------|-------------------------------------|
| Check on contract details for Vanguard Media | Cathy | For next meeting with Cindy Kindred |
| Re-plan and configure Media Presentation. This includes ideas for common theme or brand for UWIN project for recognition. | Cindy Kindred | For next presentation |
| Send and email to Vanguard Media with all Outreach and Training workgroup participant's email address so they can be kept up to date. | Tamara | Done |

Recommendations for GOE Group