

Discussion Guide for the *Campaign for Disability Employment's* Public Service Announcement



What can
YOU do?

The Campaign for
Disability Employment
WhatCanYouDoCampaign.org



Diversity and Inclusion

“My disability is only one part of who I am.”



RJ Mitte

is a film and television actor with cerebral palsy known for his roles in “Breaking Bad” and “Switched at Birth.”

GETTING STARTED

- What were your first thoughts when you saw this PSA?
- How would you describe who you are?
- How do you think it benefits employers to have people with different attributes/identities working for them?

Expectations

**“I was given
a chance.”**



Ron Drach

is a consultant and advisor on veterans initiatives, has a prosthetic leg as a result of combat injuries and is hard of hearing.

CONVERSATION STARTERS

- What did you think when you learned more about each individual?
- What wouldn't people know about you, your skills and abilities just by looking at you?
- Has another person's expectations about what you can achieve ever affected what you accomplished? If so, how?
- How do you let people know what you're capable of achieving? How do you get to know those same things about them?

Self-Identification

“I’m working
in a job I love.”



Meg
Guliford

is a researcher
with a defense
contractor and has
multiple sclerosis.

CONVERSATION STARTERS

- How do you decide when—and with whom—to share things about yourself?
- Why would someone choose to disclose his/her disability?
- Is it important to share one’s disability with an employer or prospective employer? If so, what factors at your workplace would help you feel comfortable disclosing?

Productivity Tools

**“I contribute my skills
and talent.”**



**Denyse
Gordon**

**is a senior manager
at an IT services
company, served
in the Air Force and
has post traumatic
stress disorder.**

CONVERSATION STARTERS

- What tools do you rely on at work to be productive?
- Have you ever had to request equipment, software or a flexible schedule to help get your work done?
- What made it easier/harder to make the request?
- How do you think employers benefit by providing accommodations?

Empowerment

“At work it’s
what people *can do*
that matters.”



Kate
Matelan
is a copywriter,
freelance magazine
contributor and
has quadriplegia.

CONVERSATION STARTERS

- What does the term “empowerment” mean to you? What makes you feel empowered?
- Do you think the individuals in the PSA feel empowered? Why?
- How might disclosure in the workplace be empowering?
- How does empowerment lead to employment and how does employment lead to empowerment?



Pat Leahy
is a senior
advisor at the
U.S. Election
Assistance
Commission
and is blind.

Enas Bell
is a certified fitness
instructor, who
also provides
Arabic interpretation
services and
is legally blind.



**Elizabeth
Kumar**
is an educator
in the
Washington,
D.C. area and
has lupus.



**Vander
Cherry**
is a clerk at
the U.S.
Department
of Education
and has both
intellectual
and physical
disabilities.





OFFICE OF DISABILITY EMPLOYMENT POLICY UNITED STATES DEPARTMENT OF LABOR

“WHO I AM” is the third PSA from the Campaign for Disability Employment, a collaborative effort led by the U.S. Department of Labor’s Office of Disability Employment Policy along with leading business and disability organizations. The goal of the Campaign is to promote the recruitment, retention and advancement of people with disabilities by encouraging employers and others to recognize the skills and value they bring to the workplace.

“Who I Am” features nine individuals with disabilities who demonstrate that they are the sum of their many life roles, which include working in jobs they love.

THIS GUIDE can be used by employers, affinity groups, teachers, job seekers, counselors and others to stimulate conversation about the value and talent we all bring to the workforce. In the workplace, the discussion can help create a culture of acceptance so workers with disabilities will have increased opportunities for inclusion, success and advancement. A discussion also can help young people, with and without disabilities, develop confidence to succeed in their careers. In addition, the guide can help everyone recognize when and how stereotypes might hamper a person’s ability to bring his/her whole self to all they do—including work.

THIS GUIDE can be used as part of a training program that explores related matters such as recruiting, interviewing, hiring, disclosure and accommodations, but is not intended to be a standalone training tool. For more information and resources go to www.whatcanyoudocampaign.org/toolkit.html.