



King County

Working Age Adult Policy Task Force: Priority/Issue Area #2: Marketing

Goals	Action Steps	Managers	Implementers	Outcomes	Timelines
<p>2.1 Ensure identified stakeholders who understand and support the Working Age Adult Policy market the vision and promote positive images of individuals with developmental disabilities working in the community.</p>	<p>2.1.1 Cultivate relationships with media contacts (e.g., reporters, editors) and community members with developmental disabilities who can be image makers to strengthen role of community newspapers/other media to promote positive images of people with developmental disabilities working in the community. For example, feature success stories in the media.</p> <p>2.1.2 Develop a DVD/video for public and private use that describes a pathway, including success stories, action steps families can take to prepare their son/daughter for work, where to go for more information, positive examples, and features the lifespan of individuals with developmental disabilities. Potential funding sources/ resources: Developmental Disabilities Council, community TV stations, and university students. (This action step could be placed under any of the three goals).</p>	<p>2.1.1 KCDDD</p> <p>2.1.2 KCDDD</p>	<p>2.1.1 Developmental disability service providers, King County Parent Coalition, self-advocates</p> <p>2.1.2 KCDDD staff, developmental disability service providers and advocacy organizations, King County Parent Coalition, self-advocates</p>	<p>2.1.1 Document regional and local media stories promoting positive images of individuals with developmental disabilities working in the community and promote increase in the number of these stories over time.</p> <p>2.1.2 Develop and disseminate a DVD that can be used by stakeholders to market the shared vision.</p>	<p>2.1.1 One year</p> <p>2.1.2 Two years</p>

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	<p>2.1.3 Target and cultivate relationships with key employers to promote their activities regarding employments supports they have provided to individuals. For example, encourage employers and business associations to feature employees with developmental disabilities in quarterly magazines and/or other newsletters distributed by employers to their employees. Other action steps include sharing success stories with media.</p> <p>2.1.4 Implement the KCDDD Board for Developmental Disabilities Awards Program and conduct employer recognition awards events that receive media coverage.</p> <p>2.1.5 Establish an Employment Marketing Subcommittee of the King County Developmental Disabilities Board, and assign the committee to focus on marketing the plan. The committee would include persons with developmental disabilities, a corporate employer, a family representative, and a public relations person. Activities would include: Collaborating with Developmental Disabilities Council (DDC) and Arc of WA on their media campaign</p>	<p>2.1.3 KCDDD and employment providers</p> <p>2.1.4 KCDDD Board for Developmental Disabilities (DD Board)</p> <p>2.1.5 KCDDD and DD Board</p>	<p>2.1.3 Developmental disability service providers.</p> <p>2.1.4 KCDDD staff and DD Board</p> <p>2.1.5 KCDDD staff, DD Board, a person with a developmental disability, and a corporate employer</p>	<p>2.1.3 Increase in the number of employers featured in media stories.</p> <p>2.1.4 Establish and implement an annual Employer Recognition Awards Program.</p> <p>2.1.5 An Employment Marketing Subcommittee of the King County Developmental Disabilities Board is established and functioning.</p>	<p>2.1.3 One year</p> <p>2.1.4 18 months</p> <p>2.1.5 Beginning July 1st and ongoing</p>

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	<ul style="list-style-type: none"> - Encouraging DDC to include marketing activities in their work plan - Working with governmental agencies to market the vision. <p>2.1.6 Develop a process to survey the effectiveness of marketing efforts (this action step is compatible with all of the goals in this action area).</p>	2.1.6 KCDDD and DD Board	2.1.6 KCDDD staff, DD Board, new advisory board/task force	2.1.6 Over 85% of the people surveyed know about the policy and how to work within the system to obtain employment services or how to work with employment vendors.	2.1.6 December 1, 2006
<p>2.2 Ensure educators and students in King County market the vision and promote positive images of individuals with developmental disabilities working in the community.</p>	<p>2.2.1 Establish a speakers' bureau to market the vision of employment and to promote positive images of people with developmental disabilities working in the community. Funding may be available from student council funds (student activity fees), Social Security Administration Work Incentives, etc.</p> <p>2.2.2 Collaborate with Family Educator Partnership Project (FEPP), which is a statewide initiative funded by the Office of Superintendent of Public Instruction, to increase awareness of special education directors regarding parent/educator issues.</p>	2.2.1 KCDDD	2.2.1 Self-Advocates in Leadership, school districts, People First of Washington	<p>2.2.1 A speakers' bureau is operational, consisting of individuals with developmental disabilities who can speak at their school assemblies, transition program fairs, teacher in-service days, school board presentations, and other school events to educate students and teachers. These individuals are also speaking to rotary clubs, chambers of commerce, toastmaster clubs, etc.</p> <p>2.2.2 Increase awareness among educators about the shared vision.</p>	<p>2.2.1 18 months</p> <p>2.2.2 One year</p>

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	2.2.3 Collaborate with special education advisory boards/councils and establish links to market the vision.	2.2.3 KCDDD	2.2.3 Parents and educators involved with the parent educator partnerships.	2.2.3 Increase awareness among educators about the shared vision.	2.2.3 One year
	2.2.4 Enhance partnerships between Region 4 DDD and KCDDD, e.g., establish a liaison to work with schools to promote the vision, support their efforts, facilitate and cultivate relationships, and be a resource of information.	2.2.4 KCDDD and Region 4 DDD	2.2.4 KCDDD and Region 4 DDD	2.2.4 Increase access to resources and other information that will assist educators to market the vision.	2.2.4 One year
	2.2.5 Enhance partnerships between KCDDD, Puget Sound Educational Service District, and teacher training programs in Washington State.	2.2.5 KCDDD and Region 4 DDD	2.2.5 Parents and educators involved with the parent educator partnerships.	2.2.5 Increase in formal partnerships between KCDDD, Puget Sound Educational Service District and teacher training programs.	2.2.5 One year
	2.2.6 Establish an award for schools that are successful in promoting success in employment placements for persons with developmental disabilities and positive images of individuals working in the community.	2.2.6 KCDDD and Region 4 DDD	2.2.6 Parents and educators involved with the parent educator partnerships.	2.2.6 Annual awards program for schools is implemented.	2.2.6 One year

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2.3 Ensure parents/other family members understand the shared vision and promote positive images of individuals with developmental disabilities working in the community.	2.3.1 Develop strategies to reach families as early as possible and foster connections over the long-term to establish expectations that their son or daughter will work.	2.3.1 KCDDD	2.3.1 Region 4 DDD, KCDDD, school districts, King County Parent Coalition	2.3.1 Increase in the number of families who expect their son or daughter to work.	2.3.1 Three years
	2.3.2 Enhance existing efforts to promote understanding of employment issues among 14-17 year olds and their families.	2.3.2 KCDDD	2.3.2 Region 4 DDD, KCDDD, school districts, King County Parent Coalition, all contracted providers and agencies	2.3.2 Increase in employment among persons with developmental disabilities.	2.3.2 One year
	2.3.3 Develop strategies to reach the 18-21 year old age group.	2.3.3 KCDDD	2.3.3 Region 4 DDD, KCDDD, school districts, King County Parent Coalition, contracted providers, agencies who serve diverse communities	2.3.3 Increase in the number of families from diverse communities who expect their son or daughter to work.	2.3.3 One year
	2.3.4 Develop strategies to market the vision to diverse communities.	2.3.4 KCDDD	2.3.4 KCDDD, school districts, King County Parent Coalition, contracted providers, agencies who serve diverse communities	2.3.4. Increase in access to information regarding the shared vision.	2.3.4 One year
	2.3.5 Create Frequently Asked Questions document, informational handbooks and/or templates vendors and schools could incorporate into their handbooks and brochures. The information should be multi-linguistic and in Braille.	2.3.5 KCDDD	2.3.5 School districts, King County Parent Coalition, Arc of King County, contracted providers, agencies who serve diverse communities	2.3.5 Availability of Frequently Asked Questions document, informational handbooks and/or templates that are available in multiple formats.	2.3.5 One year

