

# What can YOU do? The Campaign for Disability Employment

[www.whatcanyoudocampaign.org](http://www.whatcanyoudocampaign.org)

## The Campaign for Disability Employment

The *Campaign for Disability Employment* is a collaborative effort between several disability and business organizations that seek to promote positive employment outcomes for people with disabilities by encouraging employers, and others, to recognize the value and talent that people with disabilities bring to the workplace, as well as the dividend to be realized by fully including people with disabilities at work.



## The What Can YOU Do? Effort

In business, the investment that drives innovation is talent. The knowledge, skills and abilities employees bring to work each day are by far the assets that yield the most output over the long term. Whether good economic times or bad, it's the organizations that know how to identify and recognize talent that are most likely to succeed. Through its national public education effort, *What Can YOU Do?*, the *Campaign for Disability Employment* reinforces that people with disabilities want to work and that their talents and abilities positively impact businesses both financially and organizationally.

## How You Can Help

Join the *What Can YOU Do?* effort by showing your support for the Campaign's mission. We invite you to explore the *What Can YOU Do?* Web site and encourage you to download and share our disability employment-related tools and resources, view and forward the Campaign's online videos that highlight the value and talent that people with disabilities bring to the workplace, contribute to our online forums, and spread the Campaign message that, "At work, it's what people *can* do that matters." What can YOU do?

## Outreach Tools

The *Campaign for Disability Employment's* Web site, [www.whatcanyoudocampaign.org](http://www.whatcanyoudocampaign.org), offers a range of education and outreach tools, designed to engage employers, people with disabilities, family and educators, and the general public in the Campaign. It features practical ideas and resources to support the Campaign's goal of promoting positive employment outcomes for people with disabilities. Also available are video public service announcements (PSAs) that challenge assumptions about people with disabilities and employment, including the Campaign's "I Can" PSA and winner of the *What Can YOU Do?* Video Contest, "Meet Sue".

## Collaborative Effort

The *Campaign for Disability Employment* is a collaborative effort between several non-profit, disability and business organizations; is funded by the U.S. Department of Labor's Office of Disability Employment Policy; receives technical assistance from the Job Accommodation Network; and is supported by the Disability Policy Research Center at West Virginia University. Learn more about the *What Can YOU Do?* effort and access free disability employment-related resources at [www.whatcanyoudocampaign.org](http://www.whatcanyoudocampaign.org).

