



## “Working Works” PSA Outreach Toolkit

### Background:

On October 30, 2018, the U.S. Department of Labor’s Campaign for Disability Employment (CDE) launched its fourth television public service announcements (PSA)—[“Working Works.”](#)

We hope you will help us amplify the launch and promote the message of this important PSA through your outreach channels. This document features ideas for promoting the PSA, as well as sample language for you to customize and distribute.

Thank you in advance for your support! If you are able to assist us with promotion, please let us know by emailing [info@whatcanyoudocampaign.org](mailto:info@whatcanyoudocampaign.org).

### Promotion Ideas:

There are numerous ways to promote the “Working Works” PSA. Ideas include, but are not limited to, the following:

- Feature the PSA on your organization’s website.
- Share/retweet the CDE’s “Working Works” social media posts and/or post your own.
- Post or link to the “Working Works” PSA on your organization’s website, and on your organization’s YouTube channel and/or Facebook page.
- Publish news briefs or articles about the PSA in your newsletter, eblasts, etc.
- Display [“Working Works” posters](#) in your workplace or at your events and encourage your networks to order their own posters.
- Screen the “Working Works” PSA at your events/conferences and mention your organization’s support of the CDE in speaker talking points.
- Invite CDE speakers to discuss the PSA and the campaign during webinars, Twitter chats or other events you may host.

(Please find sample language and links throughout the following pages.)

## **Outreach Language:**

*News Brief Sample 1 (Short):*

### **Campaign for Disability Employment Launches ‘Working Works’ PSA**

*Cast Features Baseball Great Cal Ripken, Jr.*

The Campaign for Disability Employment (CDE) recently launched its latest PSA campaign, [“Working Works.”](#) This PSA features four individuals sharing various reasons they work and the important roles different people played—including employers and health-care professionals—in helping them continue to do so after injury or illness. Among these individuals is Cal Ripken, Jr., who holds Major League Baseball’s record for most consecutive games ever played, 2,632. Funded by the U.S. Department of Labor’s Office of Disability Employment Policy, the CDE is a collaborative of several disability and business organizations committed to changing attitudes about disability and employment. “Working Works” is the fourth in its series of PSAs exploring different aspects of disability employment. To learn more, visit [WhatCanYouDoCampaign.org](#).

*News Brief Sample 2 (Long):*

### **Campaign for Disability Employment Launches ‘Working Works’ PSA**

*National Television Spot Explores Return-to-Work/Stay-at-Work Strategies Following Injury or Illness*

*Working Works.* That’s the message behind a new [television PSA](#) recently launched by the Campaign for Disability Employment (CDE).

Through the voices of several individuals, the “Working Works” PSA explores the many reasons people work, including after injury or illness. The PSA’s four primary cast members include Major League Baseball great Cal Ripken, Jr. and three other individuals who worked with their employers and health-care professionals to make a plan to stay at or return to work following illness or injury. Their stories emphasize the importance of working together on effective stay-at-work/return-to-work strategies—for the benefit of individuals, families, employers and our nation.

“Working Works” is the campaign’s fourth in a series of PSAs, each of which has a suite of accompanying materials, such as posters and discussion guides. The CDE also offers badges that organizations can display on their own websites and blogs to show support for the campaign.

Funded by the U.S. Department of Labor’s Office of Disability Employment Policy, the CDE is a collaborative of several disability and business organizations committed to changing attitudes about disability and employment. Members include the American Association of People with Disabilities (AAPD), Disability:IN, the Employer Assistance and Resource Network on Disability Inclusion (EARN), the Job Accommodation Network (JAN), the National Business and Disability Council (NBDC), the National LGBT Chamber of Commerce (NGLCC), the National Organization on Disability (NOD), the Society for Human Resource Management (SHRM), and Special Olympics (SO).

Learn more by visiting [WhatCanYouDoCampaign.org](#).

## Videos & Other Links:

- **PSA Download Center:** Find links to MP4s of “Working Works” in various lengths and accessible formats (including Spanish, captioned and audio-introduced versions) in the CDE’s [PSA Download Center](#).
- **“Working Works” Toolkit:** The PSA’s [outreach toolkit](#) features links to the PSA, as well as a suite of complementary materials. (The Discussion Guide is coming soon!)
- **“Working Works” Posters:** The complementary [poster series](#) can be downloaded or ordered by mail.
- **Meet the Cast:** Find PSA [cast members’ photos and bios](#). (Soon, we will also be posting video interviews with the cast.)

**Note:** Any CDE webpage can quickly be shared by clicking on the social media icons along the right-hand side bar. (See vertical “SHARE” bar image at right.)



## Social Media Posts:

### Pinned Posts:

For easy reference, our pinned Facebook posts and tweets can be found at:

<https://www.facebook.com/CampaignforDisabilityEmployment>

<https://twitter.com/CDEtweets>

### Sample Facebook/Linked In Posts:

The Campaign for Disability Employment’s latest public service announcement (PSA) is now available! “Working Works” explores the many reasons people work, including after injury or illness. View and download the PSA in various formats, including closed captioned, audio-introduced and Spanish, on the CDE website. #WorkingWorks <https://www.whatcanyoudocampaign.org/psa-campaigns/working-works-psa/>

Check out “Working Works,” the latest public service announcement from the Campaign for Disability Employment, which explores the many reasons people work, including after injury or illness. Visit the CDE website to view and download the PSA and posters. #WorkingWorks <https://www.whatcanyoudocampaign.org/psa-campaigns/working-works-psa/>

In the Campaign for Disability Employment’s latest public service announcement (PSA), you’ll hear from individuals who worked with their employers and health-care professionals to make a plan to stay at or return to work following illness or injury. Their stories emphasize the importance of working together on effective stay-at-work/return-to-work strategies—for the benefit of individuals, families, employers and our nation. Visit the CDE website to view the PSA. #WorkingWorks <https://www.whatcanyoudocampaign.org/psa-campaigns/working-works-psa/>

*Sample Tweets:*

The new #WorkingWorks PSA from @CDEtweets is now available! It explores the many reasons people work, including after illness or injury. View & download the PSA in various formats, including closed captioned, audio-introduced & Spanish. <https://bit.ly/2CDzg3l>

#WorkingWorks, the latest PSA from @CDEtweets, explores the many reasons people work, including after injury or illness. Visit the CDE website to view and download the PSA and posters. <https://bit.ly/2CDzg3l>

In @CDEtweets' new PSA, you'll hear from individuals who worked with their employers and health-care professionals to make a plan to stay at or return to work following illness or injury. #WorkingWorks <https://bit.ly/2CDzg3l>

*Share Our Instagram Content:*

Please visit the CDE's Instagram page to view and share our "Working Works" content series:

[https://www.instagram.com/cde\\_gram/](https://www.instagram.com/cde_gram/)