



The “Working Works” PSA



Discussion Guide and Conversation Starters for **Employer Representatives**

Working Works. It lets people earn a living and contribute their skills and experience. For some, it may also be about pursuing a passion, taking on new challenges or being part of a team.

Through the voices of several individuals, the “Working Works” public service announcement (PSA) explores the many reasons people work, including after injury or illness. It also touches upon the important roles different people—including employers, colleagues, healthcare professionals and family members—play in supporting people who acquire disabilities during their working years to stay in the workforce.

In concert with the “Working Works” PSA, the conversation starters on the back of this card are intended to spark discussion about these and other issues among employer representatives in a group setting.

“Working Works” is a production of the Campaign for Disability Employment (CDE), a collaborative effort among several disability and business organizations that is working to change attitudes about disability and employment. It is the fourth in a series of PSAs exploring different angles of disability employment, each of which has its own discussion guide.

To access these resources or learn more, visit
[WhatCanYouDoCampaign.org](https://www.WhatCanYouDoCampaign.org).



Talking About How “Working Works”

Conversation Starters for Employers and Employer Representatives

The following questions may be useful in sparking conversation after showing the “Working Works” PSA to employer representatives (for example, human resource professionals, diversity and inclusion professionals, employee assistance professionals, business executives and supervisors/managers) in a group setting. It is recommended that the 60-second version of the PSA be used.



What are your initial reactions after watching the video? What do you feel was its main message?



Why do you work? What are the main benefits you derive from your job?



Without naming names, can you think of a colleague or employee who had to take extended time off work or alter his or her job and/or schedule for health reasons? If so, did he or she receive the accommodations and encouragement needed to stay at or return to work?



How do you view your role in supporting employees in continuing or returning to work following onset of a disability, whether due to injury or illness?



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