

Capitalizing on National Disability Employment Awareness Month (NDEAM)



During National Disability Employment Awareness Month (NDEAM) each October, we celebrate the contributions of workers with disabilities to the American workforce. The annual campaign is led at the national level by the U.S. Department of Labor’s Office of Disability Employment Policy (ODEP), but events and observances take place in workplaces and communities across the nation. In this spirit, organizations involved in the RETAIN Demonstration Projects are encouraged to share information about NDEAM with their stakeholders, and tie their RETAIN efforts to the campaign. Possibilities include, but are not limited to, the following:

✓ Promote NDEAM via Social Media

If applicable, we highly encourage you to feature NDEAM in your social media activities. Sample language for an “opening day” (Oct. 1) Tweet and Facebook/LinkedIn post is included below, but feel free to tailor it to your stakeholder audience and make connections to your RETAIN programming. The NDEAM poster makes a perfect visual for these posts.

Twitter

October is National Disability Employment Awareness Month & organizations across the nation are encouraged to participate. This year’s theme is “Increasing Access and Opportunity.” To get involved, visit dol.gov/ndeam. #NDEAM

Facebook/LinkedIn

October marks the 75th annual National Disability Employment Awareness Month (NDEAM), and organizations across the country are encouraged to participate. Observed annually, NDEAM is a nationwide campaign that celebrates the contributions of workers with disabilities both past and present, and educates about the value of a workforce inclusive of their skills and talents. This year’s theme is “Increasing Access and Opportunity.” Learn how you can get involved at dol.gov/ndeam.

✓ Feature NDEAM in Your Newsletter

If your organization publishes a newsletter, you can include articles about NDEAM in your October issue. Sample language might be similar to that provided above, but tailored and lengthened as appropriate for particular publications and tied to specifics about your RETAIN project. For more sample language, including ready-to-publish “drop-in” articles about NDEAM, visit the [NDEAM resources webpage](#).

✓ Highlight NDEAM on Your Website

We also encourage you to feature NDEAM on your website for all or part of October, using the official NDEAM poster as the graphic.

✓ Publish an NDEAM Blog Post/Op-Ed/Leader Statement

For organizations with their own blogs or similar outlets, NDEAM provides a timely “hook” for new content. You can also consider pitching opinion-editorial articles about NDEAM to local news outlets. All can draw the connection between your organization’s participation in RETAIN and NDEAM’s 2020 theme, “Increasing Access and Opportunity.” In addition, leaders can record video statements that can be posted on your websites and/or social media platforms.

✓ Sponsor Internal Observances

RETAIN team members are also encouraged to observe NDEAM internally within their organizations. A few ideas for doing so include:

- Posting the official [NDEAM poster](#) (available in both English and Spanish) at main entrances or other common areas.
- Distributing an email from your organization head about NDEAM to all employees (and mentioning your participation in RETAIN).
- Hosting an internal NDEAM event. This event might feature employees with disabilities talking about their experiences, and/or individuals outside the organization who represent the spirit of NDEAM and RETAIN in the context of your mission.

REMEMBER:

- ✓ View NDEAM as an opportunity to amplify and enhance your outreach efforts around RETAIN.
- ✓ Use NDEAM to help your stakeholders understand the broader, more inclusive definition of disability—one that includes people with acquired injuries and illnesses.
- ✓ Visit dol.gov/ndeam for background, tools, and sample outreach language.
- ✓ Contact the RETAIN Technical Assistance team to brainstorm NDEAM-related outreach strategies.