



*Achieving Equal Employment Opportunities for People with Disabilities through Legislation  
An Education and Training Guide*

# Planning for implementation



# Learning Objectives

- Understand the role of information campaigns in implementing laws to promote the employment of persons with disabilities.
- Identify different employment support measures:
  - Specialized work and daily living equipment;
  - Transportation;
  - Advisory and information services;
  - Financial measures.

# Information Campaign

- A well-designed information campaign could:
  - send the message that workplace diversity makes good business sense;
  - reduce the stigma often attached to disability by:
    - highlighting the working capacity of people with disabilities,
    - the fact that many employers find their employees with disabilities are excellent workers and an asset to the company,
  - aim to inform people with disabilities about their legal rights under the employment legislation;
  - aim to inform trade unions about their role in enabling workers with disabilities access their rights;
  - link to company Corporate Social Responsibility policies.

# Information Campaign Exercise

- Optional Exercise: Design an information campaign based on the stakeholder group you have been assigned.
- Your campaign design should indicate:
  - the specific message(s) to be delivered;
  - why it is important; and
  - any anticipated outcome you think your proposed message might have.

# Employment Support Measures

## Overview

- In-kind benefits (e.g. specialized equipment, job training support).
- Financial support or incentives, for employers or persons with disabilities.
- Advisory or information services.

# Types of Financial Measures

- Cover extra costs to the employer – such as reasonable accommodation.
- Cover extra expenses to the worker.
- Provide incentive to employer or person with a disability.

# Employment Support Measures (1)

- In-kind benefits
  - Specialized work-related equipment.
  - Specialized equipment for daily living.
  - Transportation facilities.

# Specialized Work Equipment

- Examples:
  - computer keyboard with a Braille reader for a blind person;
  - adapted agricultural equipment for a person with cerebral palsy, in order to work on a farm.
- Role of public authorities:
  - Temporary or permanent loan of equipment
    - free of charge, or at a fee;
    - means-tested or not?
  - Centralized library of information or samples.
- Other financial arrangements:
  - private funding;
  - Insurance;
  - funding by foundations, private agencies.



# Examples of Daily Living Equipment

- Wheelchairs
- Canes
- Walkers
- Crutches
- Prosthetic devices
- Hearing aids
- Telecommunication devices for the Deaf
- Communication boards
- Hand controls
- Braces
- Corrective clothing and foot wear
- Corrective eye wear
- Magnifying glass
- Hand rails

# Transportation

## ■ Issues

- Lack of accessible transport restricts the ability of a person with a disability to travel to and from work and to other locations.
- Many people with disabilities unable to afford own car, use taxis.

## ■ Solutions

- Develop an accessible public transport system.
- Ensure that some private taxis are accessible to people with disabilities.
- Provide vouchers which can be exchanged for taxi journeys to and from work.
- Provide individuals with a disability financial support to enable them to make their own transport arrangements.
- Provide specific, separate transport systems to allow people with disabilities to travel to and from work.

# Financial incentives and supports for persons with disabilities

- Provision to combine disability benefits with earnings up to a specified threshold.
- Allowance to cover additional costs associated with starting work.
- Financial incentive to top up earnings for those in low-paid jobs.
- Transport costs.
- Provision to automatically reclaim their disability benefits if unable to remain in employment.

# Employment Support Measures (2)

- Financial incentives and supports for employers:
  - To cover any extra costs associated with hiring, training, retaining or advancing an employee with a disability (e.g. associated with reasonable accommodation).
  - Can include:
    - » Grants.
    - » Tax credit.
    - » Tax deduction.
    - » Wage subsidy.

# Example

“A person with a severe disability or without an established work history may be regarded as more difficult to employ than a person with a mild disability, or with an established work history.”

- Why might it be particularly important to provide a financial incentive to employers to hire this individual?
- Is there a benefit to the individual with a disability?
- Do you see any negatives or downsides to providing the employer a financial incentive?
- How would you determine who to make eligible for this type of financial incentives?

# Potential Problems with Incentives

- Where the schemes are temporary, employers may tend to dismiss disabled workers employed under the scheme as soon as possible, and to take on a new worker with a disability who is eligible for financial support.
- Workers with disabilities who are employed under such schemes may be stigmatized, and regarded as less able or less productive.
- Non-disabled workers may resent the employment of subsidized workers with disabilities, if they perceive them as a threat to their own jobs.

# Technical Advisory Support

- Pre-employment services.
- Job placement services.
- Employment supports.

# Pre-employment services

- Vocational assessment.
- Work trials.
- Functional assessment.
- Skills training.
- Career counselling.



# Four Critical Job Placement Services

- Job development and job seeking support.
- Job matching inclusive of job and work analysis.
- Technical consultation with employers.
- Negotiating accommodations and work adaptations.

# Employment Services

- On-the-job training.
- Job coaching.
- Job advancement support.
- Ongoing career counselling.
- Follow-along supports.