

Conas atá tú?
Is mise Des Balmer



Hej , God dag
Jag heter Des Balmer
Jag pratar inte Svenska



National Job Shadow Day

I'm here to share with you my experience of **Job Shadow** and how it helps people with Disability find employment in the labour market



About Me

My primary role is **Coordinator of Day Services** with St John of God that includes Supported Employment, Rehabilitative Training, Day Activation and Lifelong learning. www.sjog.ie



I have been a member, the Eastern Region Chairperson and Public Relations Officer for IASE



I manage and own an electronic music company called Nice & Nasty records



About Me

I am a Psychology graduate and Media post-Graduate. I worked as a Job Coach for 10 years.



My work with IASE is voluntary.

I Manage a Day service with approx. 107 WTE staff (125 people); provide support and care to 268 men and women from 18-75yrs with intellectual disability across 20 different day programmes for Saint John of God Community Services.



WHAT IS SUPPORTED EMPLOYMENT?

Supported Employment has been successfully used for decades as a personalised model for supporting people with significant disabilities to secure and retain paid employment.

Supported employment was developed in the United States in the 1970s.

20 Years later it grew in Ireland in the 1990s.



In Ireland Supported Employment is provided by Voluntary bodies, such as St John of God, KARE, St Michaels' House all of whom are funded by our **National Health services**.

There is also a national programme of Supported Employment is called '**Employ Ability**' and is provided FREE to anyone in who has a disability or health issue and seeks support funded by **Department of Employment & Social Protection**.

WHY DO WE DO IT?

"No matter whether they live in the most prosperous nations of the world or the least, people with disabilities are among the most economically disadvantaged groups in society." (Schriner, 2001)

Competitive employment – Salary, Choice
Integrated work setting – Inclusion, Status
Human Rights Approach – better than being
in an institution

WHY DO WE DO IT?

Employment is a **Highly Valued Social Role**

It makes economic and moral sense and in my opinion the best Day Service available.

Employment is my Day service

OUR job is OUR day service – it helps define us

MOVING PEOPLE FROM DOING TO BEING!

HOW DO WE DO IT?

Supported Employment is key

It needs investment

It requires commitment

It involves Promotion, Support, Engagement, Fun, Success, Determination, a **'never give up attitude'** and a creative and single-minded approach to using all the tools and tricks available.



Job Shadow Day in Ireland is a creative and successful approach that we should all use. Job Shadow is more than a trick, it is a deliberate strategic approach . . . And really good fun.

Social Services and Supported Employment providers need to invest time and energy

Governments and Politicians need to be committed to participation and funding.

Employers and participants must be ready to play their part in the Promotion, Engagement and the Fun. We all have to be ready to celebrate Success

National Job Shadow Day

Job Shadowing did not originate in Ireland but **Job Shadow Day and National Supported Employment week originated in Ireland by IASE** and in 2018 and its annual event in April has become recognized as an **International day of employment for people with disability.**

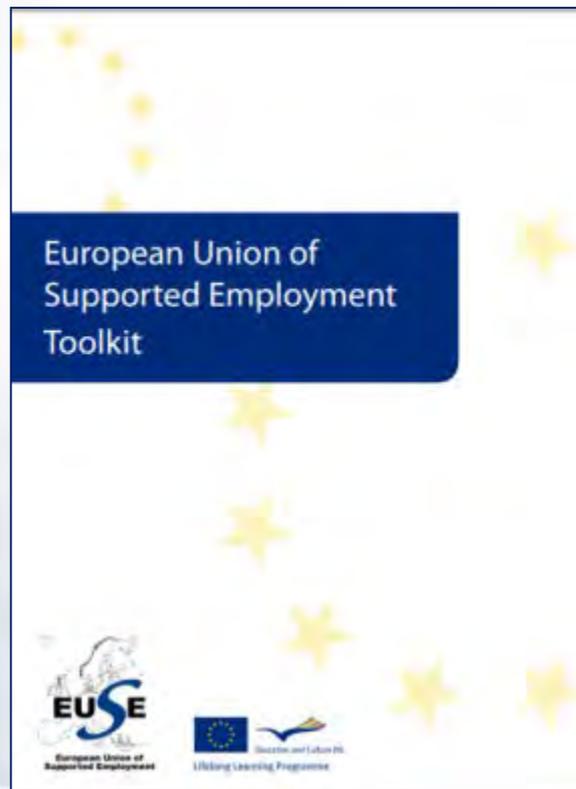
Job Shadow Day is a national week/day of awareness to promote equal employment opportunities for people with disabilities.

Participants explore the world of work by 'shadowing' someone for a day in the workplace as they go about their normal working routine.

Job Shadow Day is all about highlighting the valuable contribution people with disabilities can and do make at work.

It also gives employers an opportunity to express their commitment to inclusion in the workplace.

Taking part is easy, fun and **rewarding for all involved.**



- IASE , other organizations via EUSE have created a tool kit that is a wonderful guideline to Support Employment providers.
- <http://www.euse.org/content/supported-employment-toolkit/EUSE-Toolkit-2010.pdf>



WHAT HAVE BEEN THE BENEFITS?

RAISING PUBLIC AWARENESS

POSITIVE PR: LOCAL & NATIONAL MEDIA

OPPORTUNITIES

SKILLS DEVELOPMENT OF SUPPORT STAFF

ENERGY AND MOTIVATION TO SUPPORT TEAMS

ACTUAL PAID JOBS



On the left you have Ciaran working with Senator Fergal Quinn in the Irish House of Parliament (Leinster House)



Above you have Aileen and Noel working for the President of Ireland as Ushers at a state function



Above you have David sorting and delivering the post in An Post for the day

Below you have Jenny working in an Office for the day



Across Different Services, Government Departments and myriad Employers **people come together.**

Together we practice a shared vision and quite often this one day, this one week of collaboration results in long term positive outcomes



The photo to the left is a photo from an Employment EXPO that SJOG organised alongside Employ Ability, Citizens Information, Irish National Organisation of Unemployed and South Dublin County Council

- **STRATEGY**
- How many of you and your service has a Marketing budget? A communications department? Staff with social media skills, advertising skills and links to local and national media outlets? In fact, even if you have the skills ask yourself to the staff have the time?
- **Job Shadow Day was our OPPORTUNITY.**
- **Job Shadow is YOUR opportunity.**

All types of Job in all sectors

- *Radio, Admin, Nursing Home, Gardening, Hospitality, Retail, Civil and Public service*

Across a range of times

- *For one hour of one day*
- *For one whole day*
- *For one week*

The Shadow experience depends upon

The individuals participating



STRATEGY

- We always worked and continue to work with employers and the Job Matching process; however, we targeted,
- **Government Dept** - *to get as many people out as possible across the entire country. This made it relevant and the numbers double and tripled within 2 years.*
- **Politicians/Celebrities** - *lets face it they love a photo opportunity and the Media tend to love them back.*
- **Media Companies** - We found that the people we support enjoyed radio, TV stations. They in turn linked to promote it and they also provided FREE media training to our staff which improved our strategy and ability each year.



- Job Shadow Day actually comes in two main parts:
- The Day itself when people go out into the world of work for the day;
- The day of celebration when all participants receive certificates and plaques.



Award Certificates to participants

- There is no better motivating force than reward
- Everyone likes a 'Gold Star'
- Encourage people to try it again and again
- Encourage people to tell their friends to try it



Award Plaques to Employers

- There is no better motivating force than reward
- Everyone likes to receive THANKS!
- Helps promote the concept and brand
- Encourage employers to take part next year



Involve people and business of High Profile

- Participants, their families and employers all like to mix and mingle with politicians and celebs.
- Media like to print photos that have famous people
- It all adds to the 'prestige' of the event



Having a Job Shadow Day and an **Awards Day** a few months later simply reinforces the message and affords you to:

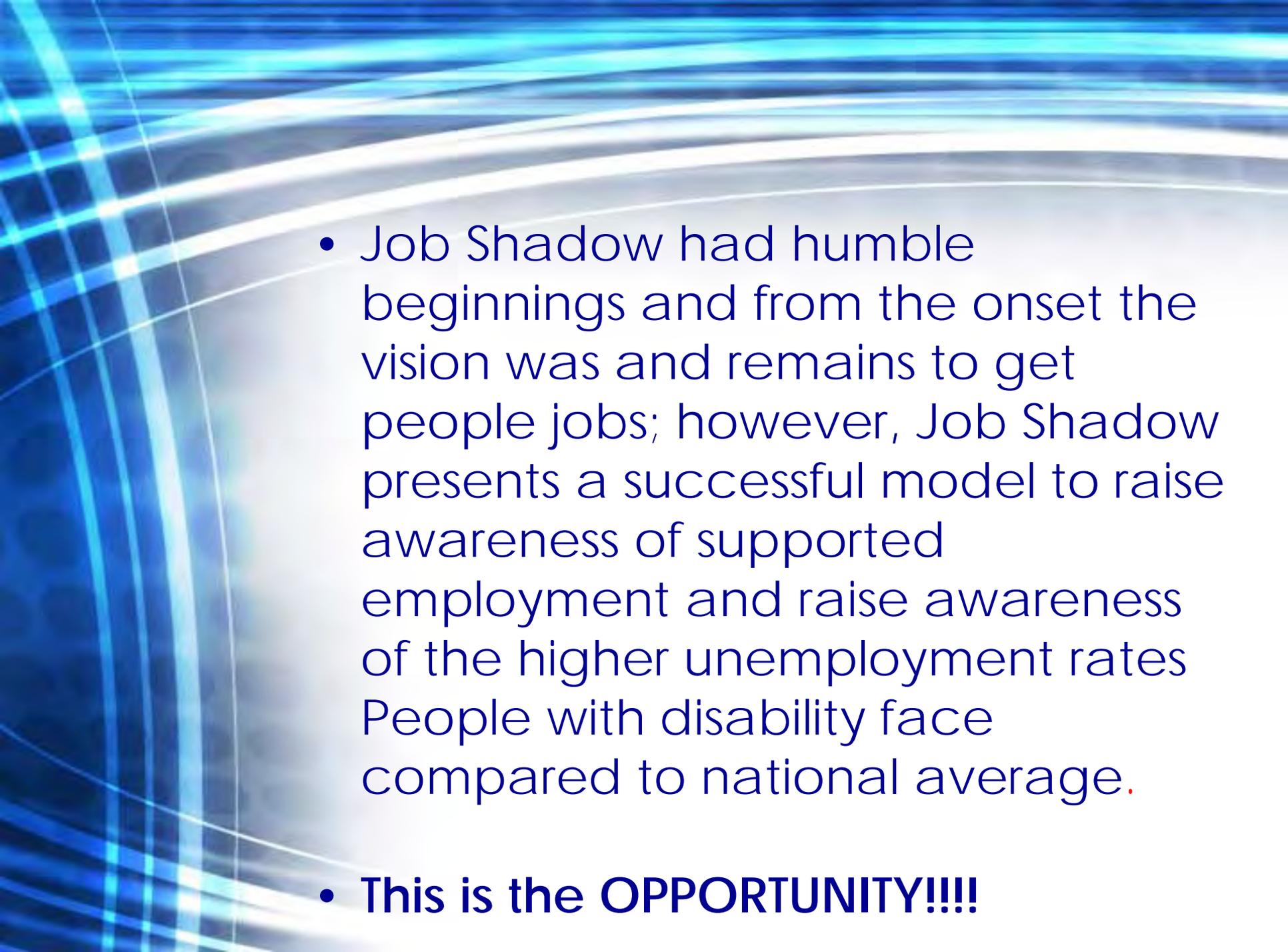


Celebrate and Affirm all the participants



Gain publicity twice in the year and compound the awareness

- imagine acting in a movie and then being nominated for an award. You see actors in magazines again & again.

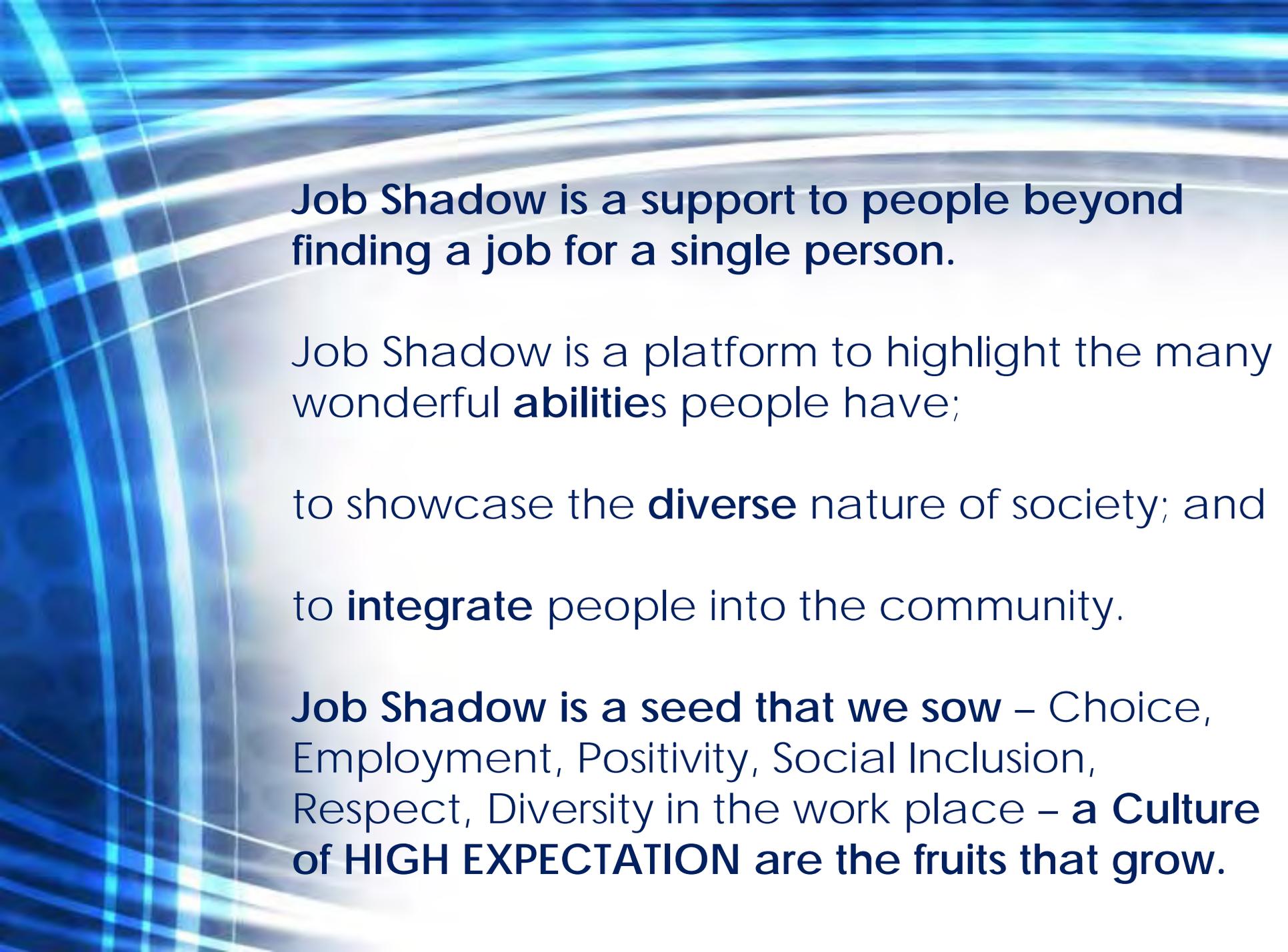
- 
- Job Shadow had humble beginnings and from the onset the vision was and remains to get people jobs; however, Job Shadow presents a successful model to raise awareness of supported employment and raise awareness of the higher unemployment rates People with disability face compared to national average.
 - **This is the OPPORTUNITY!!!!**

Job Shadow Facts

Since 2007, there have been 4000 Job Shadows. An average of 350 per year but since 2011 the figure is closer to 600 per year.

With the Politician and the Celebrity we make the TV, Radio and Print news and for that news cycle and days and weeks later Supported Employment is on the agenda.

You simply can't buy the publicity or good will in generates



Job Shadow is a support to people beyond finding a job for a single person.

Job Shadow is a platform to highlight the many wonderful **abilities** people have;

to showcase the **diverse** nature of society; and

to **integrate** people into the community.

Job Shadow is a seed that we sow – Choice, Employment, Positivity, Social Inclusion, Respect, Diversity in the work place – **a Culture of HIGH EXPECTATION** are the fruits that grow.

Job Shadow Outcomes



- **Society Goals**
- Highly Valued Role
- Public Awareness
- Inter Agency Collaboration
- Innovation
- Social Inclusion
- Community Spirit
- Best Practice



- **Individual Goals**
- Highly Valued Role
- Reaching personal goals
- Increased self-esteem
- Independence
- Self Awareness
- Greater Capacity to make choices
- Less risk of poverty

Job Shadow offers Employers

- Promote and encourage an inclusive and diverse workplace
- Access a pool of potential employees:
Save on HR costs
- Demonstrate your commitment to equal employment opportunities
- Become a Community and Business Leader
- Build a better society that values everyone's contribution

Job Shadow offers Job Seekers

- Gain Experience of the workplace
- Develop wealth of experience to Improve capacity to make your own informed decisions and choice
- Meet new people and have fun
- Highlight your personal goals and lift the culture of expectation.
- Raise public awareness and showcase ability not disability

Job Shadow offers Public

- A Recognised brand & familiar concept
- An opportunity to put disability on the discussion table and raise awareness about the high levels of unemployment for people with disability
- A **POSITIVE**, good news story
- A chance to participate in making the world a tiny little bit better for all of us!

Job Shadow offers Agencies

- A moment to '**COLLABORATE to INNOVATE**'
- An opportunity to work together and network inter agency
- An opportunity to work together and network with local and wider community
- An opportunity to develop new skills
- Positive PR , Free publicity and raise awareness among general public

Job Shadow Summary

Job Shadow is not difficult and can be good fun for all. Its is a massive unifying and motivating force for staff, services, public & private

Job Shadow Day in Ireland is hugely successful, annual event. It costs very little, It offers great rewards

Job Shadow has kept the Supported Employment model on the table

Just do it! Don't hesitate. Just do it!!!

What are you waiting for?
Don't hesitate. Just do it!!!



Desmond.balmer@sjog.ie
for any further questions.

Thank You!



Tack för att ni kom idag.

Tack så mycket!

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