



Louisiana Developmental Disabilities Council

Post Office Box 3455, Baton Rouge, Louisiana 70821-3455
1-800-450-8108 (225) 342-6804 Fax (225) 342-1970



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Contact: Armondo Frank
225.342.6804
armondo.frank@la.gov

LA DD Council To Begin Employment Campaign

Baton Rouge, La. – The Louisiana Developmental Disabilities Council (Council) is releasing an eight week television campaign of employment Public Service Announcements. Five 30-second PSAs will air state-wide beginning in October promoting the benefits of employing people with developmental disabilities. The primary goal of the campaign is to encourage the hiring of people with developmental disabilities by demonstrating the added value they can bring to the workforce.

“There are so many people with developmental disabilities who want to make meaningful contributions as members of the Louisiana workforce but are never given that opportunity. We are hoping this campaign will address misconceptions and stereotypes that contribute to the under-employment of people with disabilities. The individuals featured in our PSAs and their respective employers are a few examples that demonstrate why many employers have found that people with disabilities can be valued members of their workforce,” said Sandee Winchell, Executive Director of the Council.

A statement released from the La. State Office for Citizens with Developmental Disabilities (OCDD) indicates that OCDD promotes best practices in employment outcomes for individuals with developmental disabilities. The Council advocates for policies that provide incentives for integrated, competitive employment rather than segregated programs. The Council appreciates Chase Bank, JCPenney, Hi Nabor and LSU for their dedication to diversity in the workplace and accommodating the filming of the PSAs. To view the PSAs and access additional resources please visit the Council’s website (www.laddc.org) or call 1-800-450-8108 for more information about the Council.

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