

ASSEMBLY, No. 1015

STATE OF NEW JERSEY

219th LEGISLATURE

PRE-FILED FOR INTRODUCTION IN THE 2020 SESSION

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SYNOPSIS

Establishes public awareness campaign concerning persons with disabilities and employment.

CURRENT VERSION OF TEXT

Introduced Pending Technical Review by Legislative Counsel.



1 AN ACT establishing a public awareness campaign concerning
2 persons with disabilities and employment and supplementing
3 chapter 16 of Title 34 of the Revised Statutes.
4

5 **BE IT ENACTED** *by the Senate and General Assembly of the State*
6 *of New Jersey:*
7

8 1. a. The Division of Vocational Rehabilitation Services in the
9 Department of Labor and Workforce Development, in conjunction
10 with the Division of Developmental Disabilities in the Department
11 of Human Services, shall develop a Statewide public awareness
12 campaign to increase successful employment and to influence the
13 behavior and attitudes about the benefits of work for persons with
14 disabilities.

15 b. The public awareness campaign shall target the general
16 public, persons with disabilities, and employers in New Jersey,
17 through a variety of media, including television, radio, print, and on
18 the internet. The division shall work with existing business groups
19 as well as through mainstream workforce communication channels,
20 including, but not limited to, the Governor's Office of Economic
21 Growth, the New Jersey Economic Development Authority, and the
22 State Employment and Training Commission.

23 c. The campaign shall identify and profile successful
24 participants who have attained employment from every type of
25 program for persons with disabilities and shall include examples of
26 successful relationships between community based service
27 providers and employers that have led to successful employment
28 and employment retention outcomes for persons with disabilities.
29 The persons with disabilities profiled shall include workers across a
30 range of disabilities.

31 d. The campaign shall provide resources and information to
32 employers through the website of the Department of Labor and
33 Workforce Development, including, but not limited to:

34 (1) information on best practices for employers hiring and
35 employing persons with disabilities that showcase positive
36 employer practices that lead to successful work experiences;

37 (2) resources for disability etiquette training for co-workers,
38 supervisors, and managers of persons with disabilities;

39 (3) information addressing questions and concerns frequently
40 raised by the business community, including, but not limited to,
41 safety issues in the event of an emergency, legal issues, and
42 accommodation issues;

43 (4) educational resources concerning adaptive technology
44 available for persons with disabilities in the workplace; and

45 (5) a mechanism that makes it clear and easy for employers to
46 find persons with disabilities looking for employment.
47

48 2. This act shall take effect immediately.

STATEMENT

This bill establishes a public awareness campaign concerning persons with disabilities and employment.

The bill requires the Division of Vocational Rehabilitation Services in the Department of Labor and Workforce Development, in conjunction with the Division of Developmental Disabilities in the Department of Human Services, to develop a Statewide public awareness campaign to increase successful employment and to influence the behavior and attitudes about the benefits of work for persons with disabilities.

Under the bill, the public awareness campaign is required to target the general public, persons with disabilities, and employers in New Jersey, through a variety of media, including television, radio, print, and on the internet. The bill requires the division to work with existing business groups as well as through mainstream workforce communication channels, including, but not limited to, the Governor's Office of Economic Growth, the New Jersey Economic Development Authority, and the State Employment and Training Commission.

The bill requires the campaign to identify and profile successful participants who have attained employment from every type of program for persons with disabilities and to include examples of successful relationships between community based service providers and employers that have led to successful employment and employment retention outcomes for persons with disabilities. The persons with disabilities profiled are to include workers across a range of disabilities.

The bill requires the campaign to provide resources and information to employers through the website of the Department of Labor and Workforce Development, including, but not limited to:

(1) information on best practices for employers hiring and employing persons with disabilities that showcase positive employer practices that lead to successful work experiences;

(2) resources for disability etiquette training for co-workers, supervisors, and managers of persons with disabilities;

(3) information addressing questions and concerns frequently raised by the business community, including, but not limited to, safety issues in the event of an emergency, legal issues, and accommodation issues;

(4) educational resources concerning adaptive technology available for persons with disabilities in the workplace; and

(5) a mechanism that makes it clear and easy for employers to find persons with disabilities looking for employment.