The Irish Association of Supported Employment (IASE) Job Shadow Initiative: A National Success Story

EITHNE JARRETT
IASE
Roscommon Supported Employment
Who are the IASE?

- National voluntary organisation
- Promote Supported Employment
- Build an inclusive Ireland
- Promote Best Practice
- Equal employment opportunities
- Influence policy makers
What is Job Shadow?

• Opportunity to shadow a workplace mentor
• 1 day/week per year
• Use key principles of Supported Employment
• Role of the Job Coach

• Advantages of hosting a Job Shadow Initiative
## Job Shadow Statistics

<table>
<thead>
<tr>
<th>YEAR</th>
<th># PARTICIPANTS</th>
<th># EMPLOYERS</th>
<th># JOBS SECURED</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>358</td>
<td>238</td>
<td>24</td>
</tr>
<tr>
<td>2009</td>
<td>427</td>
<td>322</td>
<td>25</td>
</tr>
<tr>
<td>2010</td>
<td>213</td>
<td>191</td>
<td>2</td>
</tr>
<tr>
<td>2011</td>
<td>345</td>
<td>324</td>
<td>3</td>
</tr>
<tr>
<td>2012</td>
<td>351</td>
<td>291</td>
<td>12</td>
</tr>
<tr>
<td>2013</td>
<td>375</td>
<td>351</td>
<td>13 so far</td>
</tr>
<tr>
<td><strong>OVERALL</strong></td>
<td><strong>2069</strong></td>
<td><strong>1717</strong></td>
<td><strong>79</strong></td>
</tr>
</tbody>
</table>
Roscommon Supported Employment

Set up in 2001:
Voluntary Board of Directors:
• National Learning Network
• Brothers of Charity Services
• Health Service Executive - Western Region
• Rehabcare
Challenges

Enormous challenges

- Rural Area
- Extremely tough labour market
- Cost issues within companies – Mainly SME’s
- Limited Budget for Promotion of Service
Employer Perspectives:

- Fear, lack of knowledge, lack of experience, time factors.

- Hand holding required: where employers have used a supported scheme, feedback has been positive.
How does Job Shadow benefit Roscommon and its people?

• Increases public awareness of the ability of people to work in mainstream paid jobs.

• Promotes Social inclusion

• Promotes Equality and Diversity in the community

• Creates economic independence for people with disability

• Promotes Job Creation /Job Matching
How does Job Shadow increase Employment in Co. Roscommon

• Public recognition of the value of SE service
• Public Acknowledgement of Employer support
• Increased Employment Opportunities: - Roscommon 2012 – 73 People supported into employment.
• Long Term Benefits (e.g. some employers now contact the SE service directly when they are recruiting.)
Job Shadow in Flanders

Nathalie Peeters
Wannes Marivoet
Jobshadow in Flanders: Why?

To promote and increase employment of people with disabilities in Flanders.
DUODag 2010 - 2013
21 maart 2013
doedag voor mensen met een arbeidsbeperking

www.duodag.be

www.facebook.com/duodag
Key succes factors

• Positive belief in the competence, talents of people with disabilities
• Positive belief in the concept ‘simple - action oriented - connection ’
• Invest in a strong partnership and communication ‘Together we can…’
• No fear of engaging with employers, thinking in terms of opportunities, creating jobs and longterm relationships.
• Good organisation and follow-up with regional key-persons
• Clear targets (national-regional), monitoring and measurements
## DUOdag Statistics

<table>
<thead>
<tr>
<th>Year</th>
<th>companies</th>
<th>Jobseekers</th>
<th>results</th>
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</thead>
<tbody>
<tr>
<td>2010</td>
<td>45</td>
<td>37</td>
<td>Employment : 2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Internship : 3</td>
</tr>
<tr>
<td>2011</td>
<td>316</td>
<td>443</td>
<td>Employment : 7</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Internship : 25</td>
</tr>
<tr>
<td>2012</td>
<td>369</td>
<td>438</td>
<td>Employment : 10</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Internship : 10</td>
</tr>
<tr>
<td>2013</td>
<td>422</td>
<td>500</td>
<td>Employment :</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Internship :</td>
</tr>
</tbody>
</table>
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More information?

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Job Shadow in Sweden

Bengt Eklund
Public Employment Service
Sweden

• 762 job coaches employed at PES
• Proposed extension 2013 of the job coaches 90 pcs
• 38 pc job coaches specialize in visually impaired, hearing impaired and deaf
• Europe's biggest employer - Supported Employment
• The number of starts of new job seekers in the supported employment program 2012 about 7750
• Total number of job seekers with SIUS support approximately 10,300
Jobshadow

- Jobshadow for young adults
- Workplace guidance
- Possibility of meeting between young adults and employers
- Understanding of young adults what it means to work
- Understanding of employers how it is to have young adult workers
- Marketing of PES opportunities
- Opportunity for young people to have positive contact with employers
Target group:

• Young people with disabilities who are 18 years old.
• Young people with long-term exclusion from the labour market aged 18
Evaluation

• Positive experience
  Relative little effort
  Much information about the young adults' ability
  Opened doors to employment

• Negative experience
  Much information to the young adults
  Has not had strength throughout the day
Our staff's thoughts on jobshadow

• It was easy to find participants 100%
• It was easy to find employers 80%
• What audience is jobshadow suitable for?
  Young adults without labour experience
• Appreciate the work you put in jobshadow
  8 hour 60%
  1 day 20%
  3 days 20%
• Will you use jobshadow again?
  Yes 100%
Job Shadow Framework

EITHNE JARRETT
IASE
First European Wide Job Shadow April 22\textsuperscript{nd} 2015

Opportunity to run a pilot Job Shadow in 2014

Contact IASE for further advice

EUSE Partnership project led by the IASE
Implementation Framework

1. Decide to do it
2. Run a comprehensive PR campaign
3. Identify the role of the Job Coach within the Framework
4. Build on the success of the first year
Part 1: Decide to do it!

- National group established
- Secure a source of funding
- National Administrator assigned
- Key people in place
- Marketing strategy
- Employers sign up
- Job seekers sign up
Part 2: Public Relation Campaign

- Flagging Job Shadow on all Online Channels
- Press Notices to TV, Radio and Print
- Press Releases to National Print Media
- Nationwide local radio coverage
- Social Media campaign with timely updates.
- Post-Event follow up with regional newspapers
Part 3: Role of the Job Coach

Use key principles from Supported Employment

Stage 1: Skills Assessment

Stage 2: Job Matching

Stage 3: Job Seeking

Stage 4: Other Support
Part 4: Build on the success

• Follow up with an Awards day
• Increase numbers for following year
• Create awareness throughout the year
• Set the date early for the next year
• Encourage job coaches to promote it
A short film of Job Shadow success stories from around Ireland followed by a question and answer session

Thank You