

# BASE Conference Brighton 2010



Fred Bowen

Training and Development Officer

Let's talk about disability –  
be bold, be brave –no surprises!

## A role for supported employment?

- Working with employers
- Research and preparation – fact finding
- Organising events, seminars, meetings, award ceremonies
- Changing attitudes, behaviour
- Support to do it
- Subject talks in the workplace
- Trade publications

# Getting the message through

- Preparing information leaflets, brochures etc
- Newsletters – value – impact
- Case studies
- Testimonials
- Employer champions
- Celebrate success

# What's the issue?

- Physical, sensory,
- Reasonable adjustments, aids and adaptations – often obvious
- Stigma, lack of knowledge, stereotyping
- Tall order for some people to embrace, fears, myths, misconceptions, attitudes, perceptions, assumptions
- Understanding, patience
- Acceptance

‘Sticks and stones may break my bones  
- but words can also harm me’

# Campaigning





# Words can also harm me

- Loony's
- Nutters
- Weirdos

“There is a misconception that people with mental ill health are unemployable, unintelligent and redundant in today’s society, everyone, with the right support, has a contribution to offer.”

*Alastair Campbell*

# EU – Treaty of Amsterdam

*“No amount of quotas and laws will force an employer to take on a disabled worker if they do not wish too”*

*“It is more about a society and a culture which can make things happen, than it is about European legislation”*

Quotes:

*BBC Scotland reporter*

*Ian Hamilton*



- Benefits
  - Request adjustments
  - Flexible working opportunities
  - Acceptance and understanding
- Consequences
  - Dishonesty, could cost a job, dismissal risk
  - Unnecessary victim of unacceptable behaviour
  - Affects CV, future job opportunities
- Respect
  - Gain understanding and support from work colleagues
  - Social inclusion

Be bold, be brave  
- talk about disability!

# BASE Conference Brighton 2010



Fred Bowen

Training and Development Officer