

Celebrate National Disability Employment Awareness



What can you do for #NDEAM and #BAM?

- Hire people with disabilities.
- Use #NDEAM on social media to raise awareness.
- Provide accessible tools and technology in the workplace and insure your businesses are accessible.
- Generate awareness through recruitment efforts, disability education programs and grass-roots-led initiatives
- Connect with disabled friends and colleagues.
- Hang this poster where others will see it.

Why are #NDEAM and #BAM important?

- Americans with a significant visual impairment have a 70% unemployment rate.¹
- 15% of the global population lives with a disability.¹
- Companies that champion people with disabilities outperform others with +28% revenue, +200 net income, and +30 profit margins.²
- Hiring 1% of the 10.7 million people with disabilities has the potential to boost the G.D.P. by \$25 billion.²

1. <https://www.afb.org/research-and-initiatives/statistics/key-employment-statistics>
2. <https://www.nytimes.com/2018/12/27/opinion/disability-rights-employment.html>

Resources

- @zoetheseeingeyedog on FB and IG.
- #ZoesPack #SeeingZoe
- www.kristinfleschner.com
- U.S. Dept. of Labor: www.dol.gov/odep/topics/ndeam