



Let's Work!

Designed to increase access to information for Californians with Intellectual and Developmental Disabilities (I/DD), their families and supporters to obtain competitive integrated employment (CIE), Let's Work! is a unique video-based initiative of the California Transition Alliance. Funded by the California State Council on Developmental Disabilities Council (SCDD), the project is consistent with the SCDD mission to advocate, promote and implement policies and practices that achieve self-determination, independence, productivity and inclusion in all aspects of community life for Californians with IDD and their families.

Let's Work! supports the [SCDD State Plan](#) goals for Employment and Self-Advocacy and supports the Individual and Family Advocacy performance objective of increasing awareness of how to make decisions to work for a minimum of 5,000 people. Importantly, this project is also enhancing four best practices as identified by the National Technical Assistance Center on Transition and the Workforce Innovation Technical Assistance Center:



Telling

personal stories to help youth with I/DD to visualize the possibility for work;



Developing

interviewing skills through informational interviews; and,



Building

a network of adult allies through mentoring;



Providing

work experience.

Project Elements



YouTube

Create and launch the *Let's Work!* California YouTube Channel.



Documentaries

Produce documentaries about young adults working in customized, integrated settings.



Instructional Videos

Produce instructional videos.



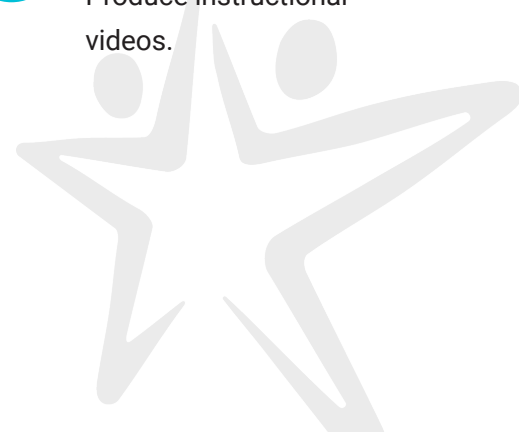
Inclusion

Employ young adults with I/DD in the creation of documentaries and other marketing and outreach tools.



Outreach

Conduct outreach to increase awareness of the new resources.



Documentaries

The initiative employs young adults with I/DDs to create videos to provide access to information, training and support to help young Californians with I/DDs and their families/adult allies and teachers to achieve CIE. The digital stories will highlight their own pathways to CIE and the young adults will also help create instructional videos for their peers. The tools will highlight how youth:

- Found their passion and interests
- Prepare and interview for jobs
- Showcase their talents and skills
- Present their disability as an asset
- Handle their decision to disclose their disability
- Partner with adult allies
- Tell their own stories
- Help others find their voices and employment pathways

Each documentary profile will end with a call-to-action to learn more and learn how, connecting the documentaries to an online dedicated YouTube channel housing the instructional videos on networking, building confidence, peer mentoring and more.

The videos that are created and posted will be captioned and available in English, Spanish and Mandarin. A “plain language” Networking Activity Guide will also be published and available through the CA Transition Alliance website.

About the Let’s Work Team



[California Transition Alliance](#) is a non-profit organization of youth-serving professionals dedicated to helping youth make positive transitions to adult life.



[Inclusion Films](#) teaches filmmaking to individuals with developmental disabilities in six dedicated production studios throughout California. Started in 2007 by veteran filmmaker Joey Travolta, Inclusion Films also provides filmmaking camps across the nation.



[EIN SOF Communications](#) is a leading disability-focused strategic marketing company, specializing in branding, employment consultation and qualitative market research for public, corporate and non-profit sector clients, and specializing in media. ForwardWorks Consulting, National Disability Mentoring Coalition and PolicyWorks are EIN SOF partners on the project.

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