

Getting the Word out about the Medicaid Infrastructure Grant

The purpose of the Medicaid Infrastructure Grant is to identify and reduce barriers to employment for people with disabilities and aging workers. Our workgroups continue to create strategies around the transition from school to work; stakeholder education; transportation; and recruitment, hiring, and promotion. But the winter of 2007 has been focused on how to make people aware of the grant's existence and activities and to creating change by sharing critical information. We have been working intensively with our public relations firm to identify key messages for an outreach campaign, and to develop what we believe will be an amazing web site.

There were many meetings and focus groups with people with disabilities, youth, and employers to study responses to sample commercials and written messages. Part of the process was to discuss each message, determine whether it resonated with each member of the audience, and to explore why it did or did not. The resulting information is being used to create a marketing campaign using traditional and nontraditional methods of distribution. Hand-in-hand with the marketing campaign is the development of a comprehensive web site. Innovative resources and tools will be made available to employers, jobseekers with disabilities, providers of employment services, and family members; and the site itself will be studied and changed according to people's responses and needs.

The second Annual Employment Summit is scheduled for June 27. There will be many exciting features to this invitation-only event, including the unveiling of the project's new name, a first look at Phase One of our web site, employer awards, and an announcement regarding the Request for Applications which will award funding for strategic employment planning to local initiatives around the state.

For more information about the Medicaid Infrastructure Grant, or to find out how you can get involved, please contact Amy Porter at amy.porter@ct.gov or 1-800-773-4636.