



Employment and
Social Development Canada

Emploi et
Développement social Canada

Inclusive Workplaces – Creative Testing

Report

Prepared for Employment and Social Development Canada

Supplier Name: Environics Research
Contract Number: CW22236197
Contract Value: \$192,320.35 (including HST)
Award Date: 2022-07-13
Delivery Date: 2023-08-09
Registration Number: POR 015-22

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Canada

Inclusive Workplaces – Creative Testing

REPORT

Prepared for Employment and Social Development Canada by Environics Research

AUGUST 2023

Employment and Social Development Canada (ESDC) commissioned Environics Research to conduct six online focus groups with persons playing leadership roles in SMEs in order to test reaction to creative materials.

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Cat. No. Em4-27/1-2023E-PDF

ISBN: 978-0-660-47592-9

Cette publication est aussi disponible en français sous le titre *Milieux de travail inclusifs - test de concepts créatifs*

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Executive summary

Background and objectives

The mandate of ESDC includes taking measures to encourage and assist businesses across Canada in having workplaces that are inclusive and a key feature of this is to be inclusive of people living with disabilities. The 2020 Throne Speech and the 2022 federal budget both made commitments to accomplish the following objectives:

- increase participation by Persons with Disabilities in the labour market and make workplaces more inclusive and accessible;
- ensure fair and inclusive working conditions that remove barriers to accessibility for Canadians with Disabilities and allow all Canadians to participate in an inclusive and efficient labour market; and
- develop a robust employment strategy for Canadians with Disabilities, as part of a Disability Inclusion Plan.

ESDC's Inclusive Workplaces Phase 4 Campaign is a plan to support these commitments and builds on the initial success and lessons learned from the previous three campaign phases (2019-2022). It will contribute to reducing cultural employment barriers and creating workplaces that are more inclusive for Persons with Disabilities. A small media buy will also launch in 2023 that will target Canadian small and medium-sized employers. The goal of the campaign is to increase awareness and knowledge among employers that 1) persons with disabilities are a significant untapped source of labour and 2) tools and resources are available to help hire persons with disabilities. Prior to designing new creatives for the campaign, ESDC wishes to test the creative concepts with small and medium-sized employers using online focus groups to ensure they resonate with their intended target audience and meet objectives. Insights from the creative testing will inform further development of the campaign. ESDC also wishes to test the creative materials among persons with disabilities to ensure that they feel that the campaign is respectful of them.

Methodology

Focus Groups with SME decision makers. Environics Research conducted a series of six online focus groups in January 2023. The groups were conducted using the Zoom platform and were composed of Canadian business owners, C-level administrators, employers, senior leaders, and hiring and human resources managers. Each session consisted of 6 to 8 participants and lasted 90 minutes. Environics recruited participants via industry-standard methods to ensure participation in all the sessions across all regions. Participants were offered a \$200 incentive to thank them for their time.

Half of the focus groups were composed of participants working for small businesses with less than 100 employees and the other half were composed of participants working for medium-sized businesses with 100 to 499 employees. Two of the focus groups were composed of participants from Ontario and Atlantic Canada, two were with participants from the Prairie provinces and BC and two were composed of participants from Quebec. The two Quebec sessions were conducted in French and the other four were conducted in English.

The following topics were explored in each focus group:

- Current human resource challenges facing SMEs
- Attitudes toward hiring persons with disabilities
- Reaction to creative concepts
- Reaction to website mock-up

Focus Groups and Individual Interviews with Persons with Disabilities. Environics Research also conducted four online focus groups and six individual interviews with persons across Canada who are living with a range of physical, developmental, and/or mental-health related disabilities, to test their reactions to the “Right Here” campaign materials. The groups and interviews were conducted via the Zoom platform. Each of the four groups was conducted with participants from a specific region of Canada, including Atlantic Canada (June 20th), Ontario (June 20th), Québec (June 21st) and Western Canada (June 21st). Each focus group lasted from 70 to 90 minutes and consisted of 7 to 8 participants.

The six individual interviews were conducted among those who qualified for the study but for whom a focus groups environment was not appropriate, such as those with mental health or developmental issues, or disabilities related to vision and hearing that would make an individual interview more accommodating. These interviews lasted a maximum of 60 minutes and took place between June 20th and June 26th, 2023. Environics recruited participants via industry-standard methods to ensure participation in all the sessions across all regions. An incentive of \$125 was offered to participants to thank them for their time.

The following topics were explored in each focus group and interview:

- Experience as Persons with Disabilities in the workplace
- Reactions to “Right Here” social media posts
- Reactions to “Right Here” overall video and three scenes
- Perceived respectfulness of the ads and portrayal of Persons with Disabilities

Statement of limitations: Qualitative research provides insight into the range of opinions held within a population, rather than the weights of the opinions held, as measured in a quantitative study. The results of this type of research should be viewed as indicative rather than projectable to the population.

Contract value

The total contract value was \$192,320.35 (including HST).

- Quantitative research phase value: \$85,315.00 (including HST).
- Qualitative research phase 1 value: \$53,556.35 (including HST).
- Qualitative research phase 2 value: \$53,449.00 (including HST).

Key findings – Small and Medium Sized Enterprises

Human resource challenges

- Virtually all participants experience challenges in hiring staff at this time, regardless of location and size of business. It was stated in the majority of the groups that hiring has become more difficult in recent years, with only one group from BC/Prairies feeling this had been a more longstanding problem.
- Participants discussed the lower response rate to online job postings than has been seen in the past, and a shift in attitudes among potential candidates. They also attributed these challenges to changes in expectations on the part of prospective employees.
- Beyond the general challenge of finding candidates, participants also noted challenges recruiting individuals with specialist skillsets, especially at the senior level.
- When asked directly if there were categories of potential employees that might be “untapped resources”, participants identified groups such as new graduates and referenced hiring strategies they have used. There was little spontaneous mention of persons with disabilities in this context.

Attitudes toward hiring persons with disabilities

- Participants were asked what comes to mind when they think of hiring someone with a disability. Most of the initial responses were focused on physical disabilities, particularly those relating to mobility.
- Participants were very positive when speaking about the idea of hiring persons with disabilities, using words such as “opportunity”, “inclusivity”, and “unique perspectives” and many were open to the idea. There was some concern about safety, particularly among those working in industries involving physical labour.
- Experiences hiring persons with disabilities were limited within these groups.
- There was little to no awareness of where to find resources to help employers hire persons with disabilities, but a high level of interest in learning.

Reaction to creative concepts

- Participants were shown scripts for video ads from three creative concepts along with associated social media and banner ads and asked to use their imaginations about what each completed ads might look like. They were known as Concept One: Ready to Hire, Concept Two: Right Here and Concept Three: We Can.
- Concept One: Ready to Hire was seen as having a clear main message related to resources available for employers, but the slogan was confusing and participants found the video to be too focused on the employer. The message did not feel especially authentic, and it made participants feel like they were already behind on hiring persons with disabilities.
- Concept Two: Right Here had a clear message that presented a problem and offered a solution. Participants found the video ad script to be engaging and understood the message that talent is out

there, employers just need to be more open-minded in how they look. The digital ads held a clear call-to-action and participants appreciated the web URL that was present on each asset. They noted that images would enhance this concept overall.

- Concept Three: We Can was viewed as a more positive, holistic message encouraging employers to create a more inclusive workplace in order to open up new possibilities and allow for diverse perspectives. This ad was viewed as more positive in that it showcased the advantages of hiring persons with disabilities and presented the point of view of both the employer and the candidate.
- There was an overall preference for Concept Three: We Can, though there were aspects of each of the concepts that were appealing to the groups. When asked to mix-and-match, participants preferred Concept Two: Right Here with images from Concepts 1 (Ready to Hire) or 3 (We Can), or Concept Three (We Can) with video from Concept Two (Right Here).
- While Concept Three as a whole received the most votes, there were several aspects of the other two concepts that were favoured. Other important aspects to include that were seen in concepts one and two were large images, stating a problem and providing a solution, and an obvious call-to-action that directs people to the website.
- The preferred messages used language focusing on being an inclusive employer in general, and how doing so could help solve their own hiring issues. This focus on the positive was apparent in both concepts two and three. People want to see non-stereotypical images representing persons with disabilities but also felt confused when the disability was not readily apparent.
- The website mock-up met participants' expectations and was generally reviewed in a neutral to positive way. Suggestions were made to move the important information (e.g., Steps to hiring persons with disabilities) closer to the top of the page, to change the first image on the webpage, and to include testimonials.

Key findings - Persons with Disabilities

Experiences in the workplace

- Most participants initially focused on the degree to which their disabilities had been accommodated in the workplace, as opposed to how their disability had an impact during the hiring process. They reported varying experiences when it came to requesting and receiving accommodations from their employers and co-workers.
- When asked specifically about the experience of job searching and interviewing, almost all participants expressed a feeling of stigma and of being at a disadvantage in the hiring process as a result of having a disability.
- Many believed that employers would perceive them as unreliable or as a potential liability. For this reason, some felt reservations about disclosing their disability to potential employers.

“Right Here” social media posts

- Reactions to the three “Right Here” social media posts were largely positive. Almost all participants agreed that these social media posts were respectful towards persons with disabilities.
- Most participants understood the goal of the ads and felt that the message was clear. There was some preference for posts 2 and 3, which featured images of persons with disabilities working and collaborating with others.
- Some participants were critical of the text in Post 1 because they felt that it presented hiring persons with disabilities as a “last resort” in the eyes of the employer.
- Participants were appreciative of the inclusion of people with both visible and invisible disabilities in the posts, though some expressed a desire to see persons with disabilities represented in more skilled or high-level positions.

“Right Here” digital ad

- Most participants had a positive initial reaction to the ad with many finding it to be a refreshingly light-hearted portrayal of persons with disabilities. They enjoyed the metaphor of “looking in places where you don’t usually look” and considered the ad, as a whole, to be witty and entertaining.
- A small minority of participants had a more negative reaction and objected to the way persons with disabilities were portrayed. They felt it trivialized persons with disabilities by showing them in unrealistic situations such as standing on a roof or hanging outside a window.
- The initial theatre scene was well-received by most participants who appreciated how it was amusing and light-hearted, as opposed to more stereotypical “tragic” portrayals of persons with disabilities.
- A minority of participants found the theatre to be inappropriate. They felt it was condescending toward persons with disabilities such as Down’s Syndrome and portrayed them as ridiculous and childish.
- Participants had the most positive reaction to the construction scene, which was viewed as more serious than the other scenes. The man with a disability was represented in a positive way and he seemed ready and able to do the job.
- There were some negative comments about the construction scene focused on how the man was not wearing a hard hat or other safety equipment and that it did not show him working at first. There were mixed reactions to the employer not noticing him at all.
- Most participants had a positive reaction to the boardroom scene. It was described by some as “sad but meaningful” due to the woman with an apparent hearing disability being shown outside of the building. They found this scene relatable and congruent with their own experiences.
- Some participants were confused by the boardroom scene. They did not understand why the individual was hanging in the window and was then inside the building. It was unclear what type of job the individual was applying for, with some thinking she was supposed to be a window cleaner as opposed to wanting to work in the boardroom.

- Participants had some suggestions to improve the digital ad that mainly relating to the depiction of activities being performed by the persons with disabilities. They wanted to see the inclusion of depictions of persons with disabilities in jobs with more responsibility, in roles that showcased their skills, or in leadership positions, and not portraying them in unrealistic situations such as on the roof or hanging in the window.
- Most participants felt that the depictions of persons with disabilities in the digital ad were respectful and positive.
- A small minority expressed negative views of the representation of persons with disabilities in the digital ad and felt these representations were disrespectful. They felt the ad depicted them in roles that were limiting, that it seemed to treat them as not being first-choice candidates, and that it showed them in unrealistic situations that were seen as ridiculous or demeaning.

Political neutrality statement and contact information

I hereby certify as senior officer of Environics that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada, and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.

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Original contract date: 2022-07-13
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Introduction

Background

The mandate of ESDC includes taking measures to encourage and assist businesses across Canada in having workplaces that are inclusive and a key feature of this is to be inclusive of people living with disabilities. The 2020 Throne Speech and the 2022 federal budget both made commitments to accomplish the following objectives:

- increase participation by Persons with Disabilities in the labour market and make workplaces more inclusive and accessible;
- ensure fair and inclusive working conditions that remove barriers to accessibility for Canadians with Disabilities and allow all Canadians to participate in an inclusive and efficient labour market; and
- develop a robust employment strategy for Canadians with Disabilities, as part of a Disability Inclusion Plan.

ESDC's Inclusive Workplaces Phase 4 Campaign is a plan to support these commitments and builds on the initial success and lessons learned from the previous three campaign phases (2019-2022). It will contribute to reducing cultural employment barriers and creating workplaces that are more inclusive for Persons with Disabilities. A small media buy will also launch in 2023 that will target Canadian small and medium-sized employers. The goal of the campaign is to increase awareness and knowledge among employers that 1) persons with disabilities are a significant untapped source of labour and 2) tools and resources are available to help hire persons with disabilities. Prior to designing new creatives for the campaign, ESDC wishes to test the creative concepts with the small and medium-sized employers using online focus groups to ensure they resonate with their intended target audience and meet objectives. Insights from the creative testing will inform further development of the campaign. ESDC also wished to test the creative materials among persons with disabilities to ensure that they feel that the campaign is respectful of them.

Objectives

The objectives of the qualitative research component were to:

- Test potential creative concepts for the inclusive workplace ad campaigns with small and medium-sized employers;
- Ensure the ad campaigns resonate with their target audience and meet objectives;
- Insights from the creative testing also informed further development of the campaign.
- Ensure that persons with disabilities feel that the campaign materials are respectful of them

The research with SME decision makers took place in each of the following regions:

- Ontario and Atlantic Canada (2 groups in English)
- British Columbia and Prairies (2 groups in English)
- Québec (2 groups in French)

The research with persons with disabilities took place in each of the following regions:

- Atlantic Canada, Ontario and western Canada (1 group in English in each)
- Québec (1 group in French)
- Six in-depth interviews (4 in English and 2 in French)

Detailed findings – Small and Medium Sized Businesses

A. Human resources challenges facing businesses today

To begin each group, participants were asked to describe their key human resource challenges, particularly when it comes to hiring. Virtually all participants expressed challenges hiring at this time, regardless of location and size of business. Businesses within the service industry seem to be experiencing this challenge more acutely than other industries, though there was consensus across groups that hiring is difficult. It was stated in the majority of the groups that hiring has become more difficult in recent years, with only one group from British Columbia/Prairies feeling that this has been a problem for some time. Employers discussed generally the lower response rate to online job postings than has been seen in the past, and a shift in attitudes among potential candidates.

Participants also attributed these challenges to changes in expectations on the part of prospective employees. For example, many noted people have become acclimatized to flexible work situations including working from home and have come to expect this from employers. Applicants are also expecting higher pay to reflect the overall rising cost of living across the country.

Beyond the general challenge of finding candidates, participants also noted challenges recruiting individuals with specialist skillsets, especially at the senior level.

When asked directly if there are categories of potential employees that might be “untapped resources”, participants identified groups such as new graduates and referenced hiring strategies they have used, including recruiters, and hiring pools. It was notable that none of the participants made any spontaneous mention of persons with disabilities as an example of a category of potential employees that are currently an untapped resource.

B. Hiring persons with disabilities

Participants were asked what comes to mind when they think of hiring someone with a disability. Most of the initial responses were focused on physical disabilities; words that were used included “accommodations”, “accessibility”, “organizational supports”. The groups were very positive when speaking about hiring persons with disabilities, using words such as “opportunity”, “inclusivity”, and “unique perspectives” and many were open to the idea. Others brought up a concern for safety, particularly industries involving physical labour, and disappointment they aren’t able to provide more opportunities for persons with disabilities.

Experiences hiring persons with disabilities were limited within the groups. Those with experience spoke solely of physical disabilities and noted the workplace accommodations that were made. There was little top of mind acknowledgement of the wide range of disabilities that prospective employees might have, many of which are not physical disabilities and that may not be visible at all.

Advantages to hiring persons with disabilities included allowing for different and unique perspectives, identifying problems before they arise, improving ways of working, and providing opportunity. Obstacles included cost of accommodations and the complexity and logistics of making it work.

There was little to no awareness of where to find resources to help employers hire persons with disabilities, but high level of interest in learning about this.

C. Reaction to Creative Concepts

Three creative concepts were presented to each group, each containing the script for a video ad, two digital ads, and a social media post. The three concepts were referred to as follows:

Concept One: Ready to Hire

Concept Two: Right Here

Concept Three: We Can

Participants were guided to discuss their reaction to the creatives in terms of their main message, credibility, and overall preference. For each concept, a video script was read and described to participants, after which a discussion was held. Following the discussion about the video, groups were shown digital ads and a social media post that would also be associated with that specific concept. Below are the reactions to each concept, beginning with the post-video discussion and followed by the post-digital ad discussion. Note that all the materials that were shown to participants in these focus groups can be found in the appendix at the conclusion of this report.

1. Concept One: Ready to Hire

A. Video Ad Script

Overall, participants understood the core message of this video ad script and were able to articulate in their own words that the purpose of the ad is to inform employers of resources available online about hiring persons with disabilities. It was clear to participants that the video ad was aimed at hiring managers, particularly because the ad was from the perspective of the employer. This, however, was not perceived as positive by everyone, and many noted that the ad should feature the perspective of a person with a disability, or a balance of both sides of the story. Participants were also interested in knowing more about the types of resources they will find by going to the website.

"I actually like the ad. I thought it was clear on the message... This points right away to the Government site that gives you all this information on how to do it."

"I understand from it that the Government is able to provide the resources, and the knowledge, or at least point people in the right direction to be able to look at hiring workers with disabilities."

"The focus is on Michael as a person without a disability, and I recognize he's the one with the challenge in this instance but in my mind it felt like it was almost too centred on him and it might be better to find a bit more of a balance between Michael and someone with a disability."

Discussing credibility and authenticity, some found the ad to be disingenuous and believed the language implied the hiring manager was looking to hire persons with disabilities just to meet a certain requirement. It was noted by some Québec participants that an employer doesn't suddenly decide to hire people with disabilities, making this concept seem somewhat unrealistic. Participants were very clear that they did not want to feel like

employers in the ads, or they themselves, were “checking a box”. Suggestions were made to change the language to address the idea of an inclusive workplace more broadly and showing hiring persons with disabilities as one component of that.

“The opening line doesn’t sound authentic.”

“It’s checking the box... [Saying] ‘we wanted to’ is a passive stance to begin with, almost like ‘we felt obligated to’, but it’s not articulating or demonstrating on how one’s life is enriched or fulfilled by being able to be a part of the workforce.”

“I definitely felt like it was almost like, I’m going to go and hire five people with disabilities. And then we’re going to be an inclusive employer.” (Translated)

When asked if the ad would grab their attention, many participants said it would not, commenting that the video ad script seemed generic. Others agreed that it didn’t steal their attention right away, something that is important in marketing today.

“It wasn’t punchy and I didn’t get the message right away... It doesn’t grab my attention right away.”

“The ad is good but very generic.”

“I checked out a bit during the first little bit... it wasn’t punchy, it didn’t hit me until later on, as long as I’m still listening to the ad. It was okay, it eventually got the message across, but it might not grab your attention right away.”

“We’ve got a small [attention span] as consumers so you’ve got to do something to grab attention right away... it does [grab attention] but it needs to be a lot sooner.”

The slogan “Ready to Hire” that was presented at the end of the script was confusing to many participants and it was unclear who was “ready to hire”, the employer or the persons with disabilities. This was the case for businesses of all sizes and across all regions. While some of the participants from Québec did like “prêts pour l’embauche” because it spoke to their hiring challenges, most did not find it clear who was ready for hiring, the employer or the employee.

B. Digital Ads

When shown the accompanying digital ads for Concept One: Ready to Hire, participants had mixed reactions. Some expressed that the ads did not feel applicable to them or their industry, or that the digital ads do not accurately reflect the video ad concept.

“This one seems a little bit different from the video other than the tag line, ready to hire.”

Participants found the digital ads to not be as effective as the video ad script for concept one, and participants indicated they would not be likely to click on the ads based on the text. The images, however, were appealing to the groups.

“I thought that the digital ad didn’t... give me the ‘why’ in terms of why I should click the link.”

While the overall concepts were not as strong, participants did like the large imagery of concept one and that the images showed persons with disabilities in the workplace. Most liked the image of the woman in the grocery store because it was inspiring and grabbed their attention, making them more interested in hiring a person with a disability. When compared to concept three which also contained images, participants found the larger photos

to be more eye-catching and appealing. Some did not notice there was a person with a disability in the social media ad.

“I like how they all look like they’re ready to work. All these exciting new things are happening. Shows enjoyment of work.”

“I do like the static digital image.”

“[The image] makes it real, concrete”

As in the video ad script, the slogan “Ready to Hire” confused participants, particularly when asked about the duality of the phrase. Participants became less aware of who the slogan was referring to and didn’t appreciate the subtlety. The ads did not directly identify what resources are available, something that would help to entice people to click on link.

The call out “Get Ready” was received both positively and negatively. Many appreciated it as a direct call-to-action that was missing from some of the other concepts, but others noted the ad was assuming – they do not feel unprepared to hire persons with disabilities, but the ads implied they were. This was true for most groups; participants from one Québec group reacted negatively to “Préparez-vous” because it communicates that employers need to put a lot of effort in order to make this work. Suggestions were made to make the ads seem more helpful than authoritative by using a button that says, “We can help” as opposed to “Get Ready”.

“I find myself confused about what ‘get ready’ means. Our business is ready to hire at any point in time. It’s unclear to me why I need to do anything differently to hire someone with a disability. Why am I so unprepared? Why do I need to get ready? I’m a little confused by it”.

Comparing the text of the three digital ads, participants preferred the messaging that spoke about making their workplace more inclusive rather than specifically hiring people with disabilities. Participants were more focused on resources that would help them prepare to welcome persons with disabilities into the workplace, not resources that would guide them through the hiring process.

“Hiring is the easy part... it’s accommodating that concerns me. How do I get this person safe and support them with everything they need in order to them to be successful. I can hire someone with a disability, it’s managing it that’s the hard part.”

“I like the text that says ‘ready to make your workplace more inclusive?’. I liked that; I would click on that.”

2. Concept Two: Right Here

A. Video Ad Script

The video ad script for Concept Two “Right Here” was seen as having a clear message that was easily understood by most of the participants. The common message identified was that there are people available to hire, but that employers may be overlooking persons with disabilities as a viable labour pool. Participants organically identified that the ads were providing a solution to a challenge many employers are currently facing. This message was well-received, because it spoke to them as employers. It was obvious the message was to think outside the box or think outside of traditional hiring avenues in order to overcome recruitment challenges.

“The message is that there is skilled labour available that I haven’t considered. We’ve had major challenges hiring... this speaks to me directly.”

“It demonstrates the possibilities.” (Translated)

“That ad is clearly speaking to employers. It provides concrete examples.” (Translated)

To some, the message was less clear: They took the ad to be the government directing them that they need to do more work in order to hire persons with disabilities. It wasn't clear to them why their traditional way of hiring is inaccessible to persons with disabilities.

“I'm still struggling to figure out why or how someone with a disability wouldn't be able to get hired by us through our normal hiring process.”

Concept Two's video ad script had a very clear call to action that seemed to be offering support to employers. Participants liked this because it made them feel as though the resources are there to support them rather than identify where they are doing something wrong by not hiring persons with disabilities. Concept Two's video ad script carried with it credibility and was seen as useful to employers.

“It highlights that there's an untapped resource potentially where employers wouldn't typically be looking for people. So, I would take it as a reminder or something to take note of when searching for future employees.”

People liked the story of the video ad script for Concept Two: it highlighted both the perspective of the employer and persons with disabilities, it showcased a problem and provided a solution. It was the consensus that this storytelling style would be effective in grabbing viewers' attention.

“There're so many boring advertisements ... it's a grabber, it's cute. I just like the way this one is presented. There's a person with a problem, and then there's the solution 'I'm right here'.... I just like how this one works a lot, this one will grab my attention up there for sure”

The slogan “Right Here” was favoured by most of the groups because it was catchy, it matched what the ad was trying to convey, and it spoke directly to employers by providing a solution to their challenge. Participants from Québec also appreciated “Je suis là” for those same reasons: it provides a solution and invokes an action.

“It's a lot catchier... You feel like as a hiring manager or somebody that hires individuals, you're following the right path. You know your goal is to hire, and your solution is right here.”

“I'll remember 'Right here'.”

Participants were skeptical about the phrase “Hundreds of thousands of Canadians with disabilities are ready to work,” both in English and French groups. This statistic was not resonating and did not seem realistic that there are that many people available to be hired.

B. Digital Ads

When shown the accompanying digital ads for Concept Two: Right Here, participants were not especially impressed, partly because of the lack of imagery. Participants noted the concept did not grab their attention right away. That being said, feedback was quite positive despite the lack of imagery, pointing to a solid message in the concept. The main message of the digital ads was reflective of the video concept in that it was telling employers that there are people out there willing to work, employers just need to be more openminded in how they think about talent.

“The ad's clear message is that hiring managers should look at candidates with disabilities as they have the same or better skills than other potential candidates. It really resonated with me.”

“I think if you round it out and bring in that human aspect and reflect those moments in the [digital ads] it might resonate with me a little bit more.”

Some of the text included in the digital ads did not resonate with participants. It was noted that the ads were assuming employers were already wondering about hiring persons with disabilities, which often is not the case. For many, persons with disabilities are seen as an overlooked labour pool so the questions included in the digital ads weren't reflective of something an employer would be asking at this time. Suggestions were also made to reframe the text into a more positive, strength-based approach.

"I think overall that these ads assume that the hiring manager is already asking these questions. But as we heard earlier, this is an unturned stone or an opportunity that's often overlooked. Starting with that assumption is just not resonating because it's not an insight that I'm already experiencing."

"I'd probably redraft it to say something to the effect of... 'There are people with disabilities with the skills you need'."

Participants noted and appreciated the clear call-to-action that was present in the digital ads. The arrow pointing directly to the website link delivered the message that there are answers to employers' challenges. The social media campaign directly stating "The answer to your problem is right in front of you" accurately and seamlessly reflected the general message and demonstrated a clear solution. Some of the participants from Québec in particular noted bad experiences in the past with government websites and shared this reason for likely not clicking the link. Some Québec participants also interpreted finding the resources as a cumbersome process.

3. Concept Three: We Can

A. Video Ad Script

The main message that was received from Concept Three's video ad script was that hiring persons with disabilities will be a benefit to an organization; that hiring persons with disabilities can create a more inclusive workplace, open new possibilities, and allow for diverse perspectives. This script made participants stop and think about how they may not be offering an accessible workplace to potential candidates and consider how they can do better. It was also appealing in the delivery as it switched from employer to candidate. Participants from Québec medium-sized businesses disagreed slightly saying that the script sounded discouraging and did not make the value to the employer obvious.

"This ad makes it [clear] that there are likely things that I can and should do that will improve my workplace. So, this one, specifically that statement [We Can], resonates more with me than anything I've seen before."

"I think it's a good eye-opener, so people really open their mindset."

"One of the key things in here I find is 'I can inspire and mentor people'. And then the employer saying, 'I can see people for their abilities'."

The groups agreed this concept had a more positive feel to it, focusing on how being a more inclusive employer can benefit all parties involved. The participants agreed that the message felt authentic and demonstrated the reciprocal relationship between employers and candidates, that it was a message of inclusion, open-mindedness, and collaboration.

"This puts the emphasis on the added value in hiring someone with a disability instead of looking at it as a challenge... it seemed to switch the perspective that instead of looking at it as 'I have to accommodate this person because they're different' it's 'Look at what they bring. They can mentor people. They have a different perspective. They have all these different things than your typical employee'."

“It is touching.” (Translated)

“It shows they understand each other.” (Translated)

The slogan “We Can” was highlighted by many participants as especially positive. It lends itself application to the various groups involved: We (employers) can; We (candidates) can; and We (government) can. It was also noted that the video ad would entice participants to follow the link to learn more. The concept of people working together and the government providing a partnership was a better approach than directing employers to do more work to be inclusive.

“I like how ‘We can’ flows through the whole thing so it's showing that everybody, regardless of whether it's a potential applicant with a disability or an employer, can be available and can make the changes and step up to work together.”

“It tells me to be more open-minded and proactive in my hiring... If you weren't already thinking about it, it'll get you thinking about it I think.”

The phrase “je peux commencer demain” was appreciated among the Québec businesses because it directly addressed the problem of labour shortages.

B. Digital Ads

Participants found the digital ads for Concept Three to send the same message as the video ad, but they didn't find the digital ads to be as interesting or appealing. The digital ads also lacked the call-to-action that the other ads had with the websites present on each asset. It was suggested that the website be included on each of the assets, highlighting an important feature of the previous concepts.

“The message is clear, but it could be more detailed and creative.”

“Many employers are unsure what is required to provide accessibility. It needs to include the website in all the ads.”

When asked about the imagery used in the digital assets, some groups acknowledged that the photographs give good representation without being stereotypical. Participants in Québec, however, did appreciate the visuals as demonstrating persons with disabilities in the workplace.

“It does have some that you would normally think of as having obvious disabilities, but they do have a woman there that we can assume... we don't know what her disability is. Those are good and I think that's the best way to represent it. I like all these images.” (Translated)

The slogan was well-received within the context of the digital ads as well, with the continued theme of positivity, inclusivity, and cooperation. Almost all groups agreed that “We can” is an effective slogan that was clear, sent a balanced messages that did not put the onus on either the employer or the candidate, and offered a positive perspective to the campaigns. Some noted that the social media ad text did not reflect the same message of inclusivity and working together. Participants from Québec did not find the slogan “On peut” particularly strong. However, they did like “On peut aider votre entreprise” because it spoke to them as employers and offered them support.

“I like that it's bringing both in, instead of just saying, ‘I'm right here’. It's kind of putting a little more onus on the employer. Not just saying, ‘hey, notice me’, but more like, ‘hey, we can do this thing together’.” (Translated)

4. Preferred Concept

Participants were shown the scripts and imagery of all three concepts again and were asked to consider which one of the three did the best job of convincing them to hire persons with disabilities and/or to look for more information on the topic.

Concept Three: We Can was the clear winner. Some aspects that were strong about Concept Three included: images that are representative without being stereotypical; showcasing the perspective of both the employer and candidate; positive messaging; catchy slogan; design of both video and ad campaign.

While Concept Three as a whole received the most votes, there were several aspects of the other two concepts that were favoured. Other important aspects to include that were seen in concepts one and two were large images, stating a problem and providing a solution, and an obvious call-to-action that directs people to the website.

“I liked Concept Three as a concept, but would have taken the video from Concept Two and the images from Concept One.”

Strengths and weaknesses of concepts

Concept One: Ready to Hire	Concept Two: Right Here	Concept Three: We Can
<p>Strengths</p> <ul style="list-style-type: none"> • Text callouts are clear and direct • Images are large • Video shows employers’ experience <p>Weaknesses</p> <ul style="list-style-type: none"> • Too much text • “Hundreds of thousands” stat did not seem authentic • “Ready to Hire” duality was confusing; Adjust to “Are you ready to hire?” • Message is too directive; adjust to be more supportive/helpful 	<p>Strengths</p> <ul style="list-style-type: none"> • States problem, provides solution • “Right Here” slogan • Shows perspective of employer and candidate • Video from Concept Two most preferred • Positive messaging <p>Weaknesses</p> <ul style="list-style-type: none"> • Does not point to resources in each asset • Won’t grab attention (add images) 	<p>Strengths</p> <ul style="list-style-type: none"> • Shows perspective of employer and candidate • Positive messaging • “We can” slogan • Design grabs attention • Images used <p>Weaknesses</p> <ul style="list-style-type: none"> • Too busy (too much text, too many photos) • Text callouts are not a clear/direct message • Québec participants did not like slogan “On peut”

Some suggestions were made to improve the campaigns overall. For example, some did not appreciate the implication that a company would hire people with disabilities just to “check a box” (this was apparent in Concept One). Others did not appreciate messages related to employers needing to make the workplace more accessible because it implies a challenge; they preferred the positive messaging showing advantages of hiring persons with disabilities as opposed to potential challenges. The preferred messages used language focusing on being an inclusive employer in general, and how doing so could help solve their own hiring issues. This focus on the positive was apparent in both Concepts Two and Three. People want to see non-stereotypical images representing persons with disabilities but also felt confused when the disability was not readily apparent. To

address this, it is suggested to use more visual cues like guide dogs or superimposed text to introduce people, such as “Theo, Barista, lives with Autism” or “Michelle, CEO, diagnosed with Bipolar Disorder”.

5. Website Mock-up

Following the review of the three sets of ads, participants were engaged in a discussion about the inclusive workplaces website and what they would expect to find there. Overall, the website was well-received and met participants’ expectations. Nothing in particular stood out or grabbed anyone’s attention, but it matched what people assume to see on a government website. Opinions ranged from neutral to positive regarding the website. One group paid closest attention to the discrepancy between the imagery used and the content, unsure of whether the images depict what the website is offering and noted it could use more eye-catching colours. A second group appreciated how the website was laid out to display the step-by-step process of hiring persons with disabilities. They were also positive about the website in that it was clear and well-structured.

Considering the content on the website, participants had minor suggestions to be included on the website. These included:

- Showing the “Steps” more prominently, and higher up on the webpage
 - This was the most important feature to participants and they felt it should be one of the first things seen when clicking the link. It was suggested that the “Steps” be moved above the statistic carousel.
- The image at the top of the page was confusing to all groups. Not everyone recognized that this person has a disability and assumed it was a hiring manager. Further, it was noted that the images should be inclusive in terms of race and gender as well as disability.
- Testimonials from employers and employees who have used to program was suggested by a number of participants. They felt the personal aspect of testimonials would help to entice others to learn more.

D. Conclusions

All three of the ad concepts had redeeming qualities that the participants appreciated. While Concept Three received the most votes as a concept overall, it was clear that Concepts 1 and 2 had specific features and elements that were preferred. Overall, the most important elements that should be included in any final ad in order to resonate with employers are: images that are representative without being stereotypical; a story that addresses the perspective of both the employer and candidate; positive messaging that focuses on helping/supporting the employer and providing a solution to their hiring challenges; a catchy slogan; and a clear call-to-action that directs people to the website.

With regard to the website mock-up, only minor suggestions were provided, as the participants had opinions that ranged from neutral to positive. The images used ought to more inclusive in terms of race and gender as well as disability, and the “how-to” section ought to be more strongly highlighted since it was seen to be the most valuable element of the website.

Detailed findings – Persons with Disabilities

This section of the report is a detailed analysis of the second qualitative phase that took place in June 2023 among persons living with disabilities.

A. Perceived attitudes of employers towards people with a disability in the workplace

To begin each group, participants were asked to describe their experience with having a disability in the workplace, as well as how they believe employers in general view persons with disabilities.

Initially, most participants talked about how their disabilities had or had not been accommodated in the workplace, as opposed to in the hiring process. They reported varying experiences when it came to requesting and receiving accommodations from their employers and co-workers. Some reported positive experiences, particularly when it was a relatively straightforward physical accommodation such as a more ergonomic chair or access to computer software that would enable those with hearing or vision-related disabilities to do their jobs. Others reported more negative experiences with requesting accommodations, particularly when the nature of their disability meant they required more absences or time off or the ability to work from home or have more flexible hours. Several also noted that on a personal level, there was a wide range of experiences with some employers and co-workers being very eager to do everything possible to be accommodating and others being more resistant.

When asked specifically about the experience of job searching and interviewing, almost all participants expressed a feeling of stigma and of being at a disadvantage in the hiring process as a result of having a disability. In some cases, this was described as an internalized feeling of stigmatization. In other cases, they described how once they either divulged their disability or it became obvious to the person interviewing them for a job, they would be told they did not get the job for another reason. A few felt that the stigma they felt around their disabilities and the discrimination they experienced in the job market was felt most acutely early in their careers looking for their first jobs when they did not yet have proven experience and expertise in their field. They noted that having a disability became less of an obstacle once they had proven they could do the job and had gotten to know their employers. Though even after years of experience in a job, some of the participants noted that they had felt they had been unfairly passed over for promotions due to their disability.

Many, especially those with mental-health related disabilities, believed that employers would perceive them as unreliable or as a potential liability. For this reason, some felt reservations about disclosing their disability to potential employers. Concerns were mostly related to covert discrimination, as opposed to overt discrimination. The general feeling among participants was that employers would not tell them that they were not being hired because of their disability, but that nonetheless they would not be hired. Conversely, a minority of participants noted that having a disability could sometimes put them at a potential advantage with employers looking to ‘check off a box’ to show they are diverse. This was seen as applying more to public sector jobs.

“It’s definitely an issue...I’ve seen it. I wasn’t as open with my challenges until I got where I wanted to go with my company. I find as a rule there is still hesitation.”

“I do feel kind of a little bit discriminated against because if there’s somebody that’s more able than me, I’m pretty sure they’re going to hire them. And I don’t think it’s personal, it’s just they know that they are more of a guarantee than I am with my health, and then it makes me feel like I’m kind of left behind.”

“A company will never tell you directly straight up that, you know, your disease is going to be a problem for us... it’s the indirect way they do it. They never give it to you straight... when I was younger, as a younger person it haunted me.”

“When it’s not a physical handicap, employers don’t see your limitations.” (Translated)

“When I apply for jobs, there’s a box ‘Tell us if you’re a disabled person’ and I honestly don’t know if it’s a good thing to check Yes. I don’t know if it helps or hurts me. Do they have quotas to fill, or will the manager who sees this figure see this as a problem?” (Translated)

“I feel that the intention is there, from person to person, but there’s nothing concrete being done. It’s often a question of budget limits in the organization to make places more accessible. Employers can feel overwhelmed and helpless, not knowing where to start. An employer has also asked me for more information on people with disabilities – I sent her some, but I don’t know everything about all disabilities, so people have to find out for themselves.” (Translated)

B. Reaction to “Right Here” social media posts

The three “Right Here” social media posts were presented to each group. Note that in Group 3 (Quebec) and 4 (Western Canada), the social media posts were shown first, followed by discussion of the posts before showing the digital video ad. For participants in these groups, context was also provided up front by the moderator as to the objective of the campaign and its intended audience. In Group 1 (Atlantic) and Group 2 (Ontario), the order of presentation was reversed, and the digital video was shown first, followed by discussion of the video and its three scenes before moving on to the social media posts. The three social media posts are described below.

- Post 1: Features three individuals, each with different disabilities, smiling in their respective workplace settings. The caption read, “‘Our biggest problem is filling job openings, and we don’t know how to solve it.’ The answer is right in front of you. Get the tools and resources you need to hire persons with disabilities.”
- Post 2: Features the same three individuals still in their places of work, but now smiling with co-workers. The caption read, “‘Where can I find new candidates?’ The talented labour pool you’re looking for is right in front of you. Learn how to find, hire, and retain persons with disabilities.”
- Post 3: Features the same individuals again in their place of work, this time collaborating with their colleagues on a work task. The caption read, “‘I’m ready to hire people with disabilities. What’s next?’ The tools you’re looking for are right in front of you. Learn how to make your workplace more inclusive.”

Each post also contained a link to the “Right Here” webpage and it was explained to participants that this page would include a variety of information for employers on how to hire more people with disabilities and how to create a more inclusive workplace. The materials that were shown to participants in the focus groups can be found in Appendix B of this report.

Overall, reactions to the three “Right Here” social media posts were largely positive. Most participants understood the goal of the ads and felt that the message was clear. However, there was a notable preference among almost all participants for posts 2 and 3, which featured images of persons with disabilities working and collaborating with others. These images were seen to be more positive and inclusive than the images of persons with disabilities by themselves featured in Post 1. Additionally, some participants were critical of the text in Post 1 because they felt that it presented hiring persons with disabilities as a “last resort” in the eyes of the employer. This was remarked on both in English and in French.

“I think it’s very positive, and employers should be more aware of this labour pool, and they should be more willing to explore it.”

“In general, employers say they don’t know where to find the tools, so here it’s nice to have these kinds of tools.” (Translated)

“I would say I like especially the two latter samples, numbers two and three, because it shows the sense that a lot of the time I think when it comes to people with disabilities there’s a measure of discomfort, it’s like, ‘How do I deal?’, and what this is showing to me is a collaborative environment. These people are good to work with, they’re collaborative, they can be your friends, you can be workmates with them. Whereas being alone, I don’t think that was quite as punchy. I think the final two are better.”

“It shows that they’re part of the team, that they add value to the company, that they’re ready to work.” (Translated)

“It’s not like, ‘okay yeah, you can’t hire people and that sucks so now you should look to people with different abilities. We shouldn’t be like the last resort and that’s how [post 1] makes me feel.”

“The 2nd ad is more positive. It shows that it’s an addition to the team rather than a box to check. It puts everyone on the same level, rather than giving the impression that hiring someone with a disability is a last resort.” (Translated)

“I’d say the best combination would be the copy from sample 2 with the images from sample 3. It’s night and day when it comes to photos. I think image 3 is superb, unlike the other two. It really looks like people are working together. It’s not a supervisor-employee relationship, they look like having fun working together as colleagues and the person with a disability isn’t assisted in doing their job, they really are useful.” (Translated)

During the discussions, participants were appreciative of the inclusion of people with both visible and invisible disabilities in the visual portion of the posts. However, many expressed a desire to see persons with disabilities represented in more skilled or high-level positions, especially with regard to the individual working at the movie theatre concession stand.

“The deaf and hard of hearing person can easily be interpreted as someone with any invisible disability, which is nice because it acknowledges it as any disability, and it could be acknowledged also as mental health. You don’t know, which is great.”

“It’s not very obvious to me what the first person’s disability would be, and I think that really does show that, you know, some people do have disabilities that are not visible.”

“The positions that they are showing people are doing don’t appear to be very high positions. There’s no managerial or supervisor positions.”

“What about elevating the status of the employees? Rather than putting this guy in the service industry, maybe a nurse.”

When asked if they felt that the social media posts were respectful towards persons with disabilities, almost all participants agreed that overall, they were. However, there were some suggestions to change Post 1 to portray persons with disabilities differently. Suggestions for improvement included rewriting the caption to feature more encouraging, and positive language, and replacing the photos of people with disabilities alone with images of them demonstrating their skills and working with others.

C. Reaction to “Right Here” digital ad

The full “Right Here” digital video was played first to gather initial reactions from all groups. Then, each of the three scenes featuring persons with disabilities in the workplace were discussed individually. The three scenes are referred to as follows:

- Scene One: Theatre Scene
- Scene Two: Construction Scene
- Scene Three: Boardroom Scene

Participants were asked to discuss their reaction to the video and then each individual scene in terms of how it made them feel, and whether they thought it was respectful of persons with disabilities. The discussion began by gathering initial reactions to the full video ad. Before this discussion, the full video was played twice for participants, after which a discussion was held. Following this discussion, participants were asked to provide their reactions to each of the three scenes, individually. For each scene, a clip of the scene of interest was played prior to the guided discussion. Below are the initial reactions to the overall video, followed by reactions to each of the three vignettes.

Note that all the materials that were shown to participants in these focus groups can be found in Appendix B of this report.

1. “Right Here” digital video – overall reaction

A majority of participants had a positive initial reaction to the video. Many found it to be a refreshingly light-hearted portrayal of persons with disabilities. They enjoyed the metaphor of “looking in places where you don’t usually look” and considered the ad, as a whole, to be witty and entertaining. However, a small minority, mostly consisting of participants in Ontario, objected to the way persons with disabilities were portrayed in this video. They felt that the ad was trivializing persons with disabilities by showing them in unrealistic situations such as standing on a roof or hanging outside a window. They were troubled by the whimsical tone of the ad and called for more realistic representations of persons with disabilities in the workplace such as wearing proper safety gear and not standing on the roof of a marquee.

“I really liked the sense of humour, it kind of lightened things up because so often it gets so serious.”

“I liked that it was a playful metaphor saying that there are people right in front of you if you’re just willing to open your eyes and look. I do agree that it would be nice to see more advanced roles as well, but yeah, I really liked the overall ad.”

“It’s not being disrespectful. It’s not putting them up as props... It’s putting us in a very good light and positively. It’s very respectful.”

“The point direction was there but the realism behind it was not there. How they were depicting it, if they made it more sensible and realistic, having a person sit on top of a roof, that’s unrealistic. Or having a deaf lady on a swing as a window cleaner like that saying, “I’m here”. You know, having her in the office and giving a little more realism to it, I think it would have drove the point across a little bit stronger.”

“None of the placements of the people made sense, and it just, it was kind of exploitative.”

“It’s ridiculous that the guy was up on the roof... it’s also ridiculous that the woman was hanging outside the window when she was looking for an office job. The only one that kind of made sense was the contractor one but... everybody’s in the background and shouting for attention.”

“It underlines what we deplore: that disabled people lack visibility. Because it’s true that employers don’t always see them. So, it’s perfect to say that they’re there.” (Translated)

“I didn’t like that we were there begging to get a job. As if it was normal that we had to try harder to get hired.” (Translated)

“The biggest reason I think advertising doesn’t come looking for most of us is that we weren’t born with the disability we have right now. We’re all in the process of developing it. Someone who was born with a disability could answer that better. You’re going to talk to me in 5-6 years’ time and I might have a different speech.” (Translated)

Almost all participants found the message of the video to be clear, and many felt that it addresses an important issue of persons with disabilities feeling overlooked and invisible in workplace settings. There was a strong appreciation across all groups for the representation of a variety of types of disabilities, although a few participants expressed a desire to see more depictions of persons with disabilities doing higher skilled work or occupying leadership positions.

“I think it’s very limiting. It doesn’t really show anybody in any leadership roles or professional positions.”

“It’s good to see, from an ad perspective, seeing people with disabilities featuring in the ad, and maybe they could feature more in the ad, but just seeing that type of representation, you don’t see it often, especially like people with deafness and amputees who are also POC.”

2. Scene One: Theatre

The theatre scene was well-received by most participants as they found it to be positive with a very clear message. Those who enjoyed the scene described it using words such as “delightful” and “whimsical,” and there was an appreciation for how this scene was more amusing and light-hearted, as opposed to more stereotypical “tragic” portrayals of persons with disabilities. Some noted that in the past they felt persons with disabilities were depicted as objects of pity or as being helpless, though it was not clear where exactly they had seen those depictions. Some also felt the scene had very clear messaging in that it is aimed at employers and depicts an individual trying to get an employer’s attention.

“The reason I thought it was really cute and delightful is that oftentimes people with disabilities are portrayed as being tragic... and I don’t know that we need to be portrayed as tragic people yet again, so I like the playfulness.”

“Many people with disabilities have a measure of levity about it. It doesn’t have to be dark, sad, and tragic. Also emphasizes the message... these people are employable.”

Some participants from Ontario found this scene to be inappropriate. They felt it was condescending toward persons with disabilities such as Down’s Syndrome and portrayed them as ridiculous and childish. There was also some confusion about the individual with a disability standing on the roof. Some wanted to see him in a higher-skilled role and perceived placing him doing menial work in a movie theatre concession as stereotypical.

“I’m very sceptical that they put the person with Down’s Syndrome in a movie theatre and that kind of limits [them]... Also, with the fist bump at the end that’s propelling an idea of people with similar disabilities as being childish.”

“The person on the roof is a bit superpowered, superhero. However, we read in the theory that people with disabilities are sometimes put on a pedestal, on a podium, and this has a negative effect, where people with disabilities are seen as superheroes who are up high, when in fact they are human too. It’s better to see people in their everyday lives.” (Translated)

3. Scene Two: Construction

The construction scene received the most widespread positive reaction from participants. The scene was viewed as more serious than the others and participants appreciated the creativity of the arrow lighting up to point to the candidate. The consensus was that the person with a disability was represented in a positive way and that the candidate seemed ready and able to do the job. Several participants did not notice he had prosthetic legs until they viewed the scene multiple times.

“In that really short period of time, you pick up that this is a person who does have prosthetics, but also, he’s very able. He’s wearing the hard hat, he’s got the steel toed boots on, he’s got the safety vest. He’s a man who’s really ready and able to do the job. And I thought that was very, very clear.”

“The fact that I didn’t notice is his disability or his prosthetic until the last time I thought that was good, actually... because I thought we were focusing on the person and not the disability.”

“It makes people realize that employers can pass over candidates while solutions are right in front of them. It shows the reality that many people with disabilities aren’t visible in workplaces, on the bus, and so on.” (Translated)

Negative feedback about the construction scene focused on a lack of realism because in the first part of the scene. It was sometimes noted that the man was not wearing a hard hat or other safety equipment and that it did not show him working at first. Others also noted that the employer was ignoring or not noticing the candidate in the clip; this received mixed views, with some seeing it as offensive and others perceiving it as an apt metaphor for employers not noticing persons with disabilities during the hiring process.

“It’s a bit insulting that she doesn’t see him. Plus, there’s the yellow arrow pointing at him. She doesn’t seem to be trying very hard.” (Translated)

“When you think of a guy working on a site or in renovation, he has tools, a hat or something. Here he’s saying I’m ready to work, but he’s not showing that he’s capable of doing something, that he’s qualified.” (Translated)

“The disabled people say, ‘we are right here’ and the employer doesn’t even acknowledge them or look at them.”

4. Scene Three: Boardroom

The boardroom scene resonated strongly with some participants; the scene was described by some as “sad but meaningful” due to the woman with a hearing disability being shown outside of the building. Participants perceived this to be symbolic of persons with disabilities being excluded by employers. Many found the scene relatable and congruent with their own experiences. Participants also identified and appreciated the fact that this scene depicted someone with an invisible disability.

“There is a sadness to this clip... It bothers me, but I think it needs to be included because it’s reality. It’s a reality we deal with – we’re excluded for things we have little or no control over.”

“It’s kind of bizarre but the metaphor in there is cool... We have to look at things from just a difference perspective.”

“It’s the best scene, vivid and cheerful. The message is that we want to make these people visible.” (Translated)

“It was a nice surprise to realize that she’s deaf and hard of hearing. I thought she couldn’t walk.” (Translated)

However, this scene also caused confusion among some participants who felt the scene was disjointed and did not understand why the individual was hanging in the window and was then inside the building. It was unclear what type of job the individual was applying for, with some thinking she was supposed to be a window cleaner as opposed to wanting to work in the boardroom. Compared to the other scenes, this one seemed to cause the most confusion. Others found the scene to be unrealistic and felt the expression on the woman’s face had an air of desperation.

“Why is the person hanging like that and behind glass?” (Translated)

“You want to work in your field, not change career because of your disability. You don’t go from window cleaner to office worker.” (Translated)

“I have a disability and I get my jobs through Indeed, stuff like that. I’m not hanging out a window saying ‘I’m right here’... I’m putting my resume in, as are a lot of people... It looks like the issue is we’re not looking for jobs in the right way, so they have to look in different places, but the real issue is that they’re looking at our resumes in different ways.”

5. Suggested improvements to digital ad

Participants made a few suggestions for ways to improve the “Right Here” digital ad that mainly relate to the actual activities depicted by the persons with disabilities. For example, wanting to see the inclusion of persons with disabilities in jobs with more responsibility, in roles that showcased their skills, or in leadership positions, and not portraying them in unrealistic situations such as on the roof or hanging in the window. It was felt that this type of change would be more validating for persons with disabilities.

“It’s ridiculous that the kid is on the roof... it’s also ridiculous that they had the woman hanging outside the office building when she was looking for an office job. They only one that kind of made sense was the contractor one.”

Summary of suggested for Improvement for each scene

Scene One: Theatre	Scene Two: Construction	Scene Three: Boardroom
<ul style="list-style-type: none"> • Lower the volume of the background music to make dialogue clearer and brighten the scene. • Some found the French audio of the manager particularly hard to understand. • Show the person vying for a job with more responsibility. • Put applicant in a more realistic scenario in the theatre rather than on a roof. 	<ul style="list-style-type: none"> • Show that he has skills to do the job. • Have him wearing safety equipment (e.g., a helmet) and/or holding tools throughout the entire scene. • Have the prospective employer notice him. 	<ul style="list-style-type: none"> • Have her wearing safety equipment or have her knocking on the window at ground level (less confusing). • Have her applying in a more realistic scenario (e.g., with a resume in the office). • Have her occupy more of a leadership role once she is inside the boardroom.

6. Negative reactions to portrayal of Persons with Disabilities

While only a small minority expressed negative views of the representation of persons with disabilities in the digital ad and felt these representations were disrespectful, these are important and critical views to consider.

Those who found the ad to be portraying persons with disabilities in a disrespectful way noted that the scenes showed them in roles that were limiting, that it seemed to treat them as not being first-choice candidates, and that it showed them in unrealistic situations that were seen as ridiculous or demeaning.

“The ad itself was a bit exploitative because they're saying they're looking for disabled people. But literally all the disabled people were like in the background, like they didn't matter.”

“I think they could do a little bit more work and make it a little bit more realistic to hiring somebody with a disability as opposed to making them a comic show.”

The theatre scene garnered the most negative reaction from these participants. Some perceived the scene depicted persons with disabilities as “lesser than” and not fit for jobs above minimum wage or for leadership positions. They also found it offensive to show the man with Down’s Syndrome on the roof, perceiving this to be making fun of him and potentially causing viewers to laugh at his expense. Further, the fist bump toward the end of the ad between the employer and the employee was seen to be childish and belittling.

“Why is the kid with Down’s Syndrome only able to work in a minimum wage job, and not an office job or as a contractor like the others?”

“I have a real problem with how they featured the kid with Down Syndrome... it was really confusing to me and offensive that they had the poor kid with Down’s Syndrome on the roof of the movie theatre... It was ridiculous, and it was almost making fun of his disability... To me it was exploiting people with a disability, and I feel like people would laugh at that or misinterpret that.”

The construction scene received the least negative reaction because of its more realistic portrayal of a person in a workplace. However, some took issue with the fact that the person with a disability went unnoticed by the employer and that he was simply plugging in an extension cord rather than being given a more complex task.

“So, the message was good, but it was also confusing as to – yes, we're here, but we're here to do what?”

“I got the metaphor; I just didn't think it was practical or tasteful.”

The boardroom scene was also perceived by some participants as representing persons with disabilities in a negative light. Some saw this scene to be making a spectacle of persons with disabilities by showing them in an unlikely situation, and as having to hang outside a window just to be noticed.

“It's also ridiculous that they had the woman hanging outside the office building when she was looking for an office job.”

“What if they had her as a messenger delivering something but she wants to get a better job. Something where she's a lower-ranking person, who has the education and wants to apply, instead of putting her in a ridiculous situation on the side of a building.”

“It makes us look like as people with disabilities, we're begging for jobs. She's literally hanging outside a window to get this job.”

D. Final Thoughts

Following the review of the “Right Here” social media posts and digital video, participants were given the opportunity to give their final feedback on the ad campaign as a whole, or on specific aspects of the campaign which stood out to them and the degree to which they felt the campaign materials were respectful of people with disabilities. This final feedback was generally quite positive with most reiterating what they had said during the earlier discussion about the digital video in particular. Some repeated earlier comments about the need to find ways to depict persons with less visible disabilities in the workplace, particularly those related to mental health. However, it was also noted that it would be challenging to find a way to depict people with disabilities that are invisible, such as most mental health related disabilities.

Some also would have liked more depictions of persons with disabilities in highly skilled roles, and some reiterated comments about the contrast between portraying persons with disabilities more realistically as opposed to with a nuance of levity. Overall, though, participants were happy to see efforts being made by the Government of Canada to promote hiring persons with disabilities and were happy to be included in the consultation, though some were cynical as to whether an ad campaign like this would make a tangible difference to the attitudes of employers.

Appendix A: Methodology

Phase One – focus groups with small and medium sized enterprises

This qualitative focus group phase consisted of six online focus groups to test reactions and gain feedback on three sets of video, digital and social media ads about inclusive workplaces in Canada. In each discussion, participants were shown all three ad concepts (video, digital, and social media) in rotating order. Participants discussed the main message of each concept, whether the ads were clear and seemed authentic, what they liked/did not like about the ads, and whether the ads would grab their attention. The groups also looked at a website mock-up and provided general feedback.

1. Group composition

Environics Research conducted a series of six online focus groups in January 2023 for Employment and Social Development Canada to assess reactions to a set of video, digital, social media ad concepts. Two sessions were conducted with small and medium business decision makers from each of the following regions: Ontario and Atlantic Canada (January 16 and 17), British Columbia and Prairies (January 16 and 17), and Québec (January 18). The groups were conducted using the Zoom platform and were composed of Canadian business owners, decision makers, and human resources professionals. Each session consisted of 6 to 8 participants.

The primary objective was to explore the reactions to the ad concepts designed to promote an inclusive workplace campaign by the Government of Canada. A secondary objective was to explore attitudes towards hiring persons with disabilities.

The following topics were explored in each focus group:

- Human resources challenges
- Attitudes toward hiring persons with disabilities
- Concept One: Ready to Hire
- Concept Two: Right Here
- Concept Three: We Can
- Website mock-up
- Final comments

Environics recruited participants via a combination of industry-standard methods to ensure participation in all the sessions across all provinces. Participants were offered a \$200 incentive to thank them for their time. Environics invited eight (8) participants to each session. The sessions were hosted using the Zoom conferencing platform.

The sessions were distributed as follows:

Dates	Participant Locations and Times
Mon, Jan 16, 2023	5pm EST – Group #1 (Ontario and Atlantic Small Businesses) 7pm EST (5pm MST) – Group #2 (BC and Prairies Small Businesses)
Tue, Jan 17, 2023	5pm EST – Group #3 (Ontario and Atlantic Medium Businesses) 7pm EST (5pm MST) – Group #4 (BC and Prairies Medium Businesses)
Wed, Jan 18, 2023	6pm EST – Group #5 (Québec Small Businesses) 8pm EST – Group #6 (Québec Medium Businesses)

NB: Groups 5 and 6 were conducted in French. All other focus groups were conducted in English.

2. Recruitment

Environics developed the recruitment screener and provided it to Employment and Social Development Canada for review prior to finalizing. While qualitative research does not give every member of the target population a chance to participate, and its results are not intended to be statistically representative of target population of small to medium business owners, it does aim to collect information that is broadly reflective of the target population. Potential participants were screened to reflect a distribution of factors to ensure a wide variety of perspectives. Factors included gender, age, ability to attend the online focus group session, and willingness to read, assess and share feedback on the creative materials. Participants were screened to ensure all exclusions and specifications required by the Government of Canada were followed. All participants were offered a \$200 honorarium to encourage participation and thank them for their commitment.

Environics subcontracted Trend Research to recruit the focus group participants. In total, there were 48 participants invited to take part in the six focus groups, 45 of whom participated.

3. Moderation and conduct

Stephanie Coulter, Senior Researcher – Public Affairs at Environics Research, moderated four English-language sessions (January 16 and 17). France Mercier moderated the two French sessions on January 18. Each focus group session lasted 90 minutes and was conducted according to a discussion guide developed in consultation with Employment and Social Development Canada. All qualitative research work was conducted in accordance with professional standards and applicable government legislation (e.g., PIPEDA).

All groups were video- and audio-recorded for use in subsequent analysis by the research team. During the recruitment process, participants provided consent to such recording and were given assurances of anonymity. Environics arranged for the screener and discussion guide to be translated into French. Industry and Government of Canada standards for qualitative research were followed.

Phase Two – focus groups with persons with disabilities

This qualitative portion of the ad testing study consisted of four online focus groups and six individual interviews to test reactions of persons with disabilities to the near-final “Right Here” ad campaign materials. In each discussion, participants were shown the three social media posts and the “Right Here” digital video. The Ontario and Atlantic groups were shown the video first, followed by the social media ads. The order of presentation was then reversed for the Québec and Western Canada groups. Participants discussed how the ads made them feel, and whether or not they felt that they were respectful of persons with disabilities.

1. Group Composition

Environics Research conducted a series of four online focus groups and six individual interviews in June 2023 for Employment and Social Development Canada to assess reactions to the “Right Here” campaign social media posts and digital video advertisement. The groups consisted of Canadians living with a wide range of disabilities from each of the following regions: Atlantic Canada (June 20th), Ontario (June 20th), Québec (June 21st), and Western Canada (June 21st). Each group consisted of 7 to 8 participants and lasted a maximum of 90 minutes. Additional interviews were provided for those who qualified for the study but for whom a focus group scenario was not appropriate, or an individual interview would be more accommodating. Interviews lasted a maximum of 60 minutes and were conducted between June 20th and June 26th, 2023.

All groups and interviews were conducted using the Zoom platform. This platform was chosen for this audience because it is the most commonly used videoconference platform and therefore most participants would already be familiar with it or have already used it in their personal or professional lives. It offers a very seamless way to share creative materials and allows participants to express their opinions both verbally and in writing by using the “chat” feature.

The primary objective was to gather reactions from persons with disabilities to the “Right Here” ad campaign materials, which were designed to encourage and support employers in hiring persons with disabilities. The following topics were explored in each focus group and interview:

- Experience as Persons with Disabilities in the workplace
- Reactions to “Right Here” social media posts
- Reactions to “Right Here” overall video and three scenes
- Perceived respectfulness of the ads and portrayal of Persons with Disabilities

Environics’ partner Trend Research recruited participants via industry standard methods to ensure participation in all the sessions across all regions. This involved a combination of online recruitment from Trend’s regularly replenished panel of individuals who have indicated their willingness to take part in qualitative research, as well as referrals from panellists who had friends or family members with disabilities who would qualify for this research project. Note that it is currently estimated that between 15 and 20 percent of Canadians are currently living with a disability. Participants were offered a \$125 incentive to thank them for their time. Eight (8) participants were invited to each focus group session. The sessions were hosted using the Zoom conferencing platform.

The focus group sessions were distributed as follows:

Dates	Participant Locations and Times
Tuesday, June 20 th , 2023	4pm EST – Group #1 Atlantic Canada 6pm EST – Group #2 Ontario
Wednesday, June 21 st , 2023	5pm EST – Group #3 Québec 7pm EST – Group #4 Western Canada

NB: Group #3 was conducted in French. All other focus groups were conducted in English.

2. Recruitment

Environics developed the recruitment screener and provided it to Employment and Social Development Canada for review prior to finalizing. While qualitative research does not give every member of the target population a chance to participate, and its results are not intended to be statistically representative of the population of Persons with Disabilities in Canada, it does aim to be broadly reflective of this target population. Participants living with a wide range of disabilities were recruited, these ranged from physical and sensory disabilities to mental health and developmental disabilities.

Participants were also asked if they required any accommodations in order to take part in the research. Some participants asked to be interviewed individually as opposed to being in a focus group because they had hearing-related disabilities that could more easily be addressed in a one-on-one situation. Several participants already made use of assistive devices such as hearing aids. The moderators also made sure to verbally describe materials and read scripts to any participants with vision-related disabilities. Some with disabilities relating to their ability to speak clearly were reassured that they could always express their opinions using the “chat” feature in Zoom.

Attention was also paid to age, gender, ability to attend the online focus group or schedule an individual interview, and willingness to read, assess, and share feedback on the creative materials. Participants were also required to be over 18 years of age and looking to enter or advance in the labour force, including those currently working and/or unemployed. Participants were screened to ensure all exclusions and specifications required by the Government of Canada were followed. All participants were offered a \$125 honorarium to encourage participation and thank them for their commitment.

During recruitment, if an eligible participant from Quebec asked to participate in English, or if an eligible participant from one of the regions outside Quebec asked to participate in French, those persons could have been included in the language group of their choice in the nearest time zone to where they live. This provided the opportunity for potential Official Language Minority Community (OLMC) members to participate in the language of their choice, though there were no instances of any participants making this request for this project.

Environics subcontracted Trend Research to recruit the focus group participants. In total, 38 participants were invited to take part in focus groups or individual interviews, 36 of whom actually participated.

3. Moderation

Derek Leebosh, Vice President – Public Affairs at Environics Research, moderated the three English-language sessions (June 20th and 21st), as well as conducting the four English-language in-depth interviews. France Mercier, Consultant, moderated the French session on June 21st, as well as conducting the two French-language interviews. Each focus group lasted a maximum of 90 minutes, and each interview lasted a maximum of 60 minutes. Discussions were conducted according to a discussion guide developed in consultation with Employment and Social Development Canada. All qualitative research work was conducted in accordance with professional standards and applicable government legislation (e.g., PIPEDA).

All groups and interviews were video- and audio- recorded for use in subsequent analysis by the research team. During the recruitment process, participants provided consent to such recording and were given assurances of anonymity. Environics arranges for the screener and discussion guide to be translated into French. Industry and Government of Canada standards for qualitative research were followed.

Appendix B: Research Instruments

November 9, 2022

Enviro-nics Research Group Limited
Focus Groups with SMEs to Test Creative Materials
Employment and Social Development Canada
PN11573

Recruitment for Group Discussion

Respondent Name:

Home #:

Business #:

Group #:

Recruiter:

<p>GROUP 1 (English) Atlantic/Ontario – Small Businesses (Less than 100 employees) Monday, January 16 5pm EST 6pm AST</p>	<p>GROUP 2 (English) Prairies/BC – Small Businesses (Less than 100 employees) Monday, January 16 7pm EST 6pm CST/5pm MST/ 4pm PST</p>	<p>GROUP 3 (English) Atlantic/Ontario – Medium Businesses (100 to 499 employees) Tuesday, January 17 5pm EST 6pm AST</p>	<p>GROUP 4 (English) Prairies/BC – Small Medium Businesses (100 to 499 employees) Tuesday, January 17 7pm EST 6pm CST/5pm MST/ 4pm PST</p>
<p>GROUP 5 (French) Quebec – Small Businesses (Less than 100 employees) Wednesday, January 18 6pm EST</p>	<p>GROUP 6 (French) Quebec – Medium Businesses (100 to 499 employees) Wednesday, January 18 8pm EST</p>		

Four (4) English groups – two (2) groups in each of Ontario & Atlantic Canada (NL/NS/NB/PE); Prairies & Western Canada (MB/SK/AB/BC); Two (2) French groups in Quebec

Small-sized business groups: 1, 2 and 5; Medium-sized business groups: 3, 4, and 6. Can include not-for-profit organizations, but public sector is excluded.

All participants must hold a middle management or executive level position with some HR knowledge/responsibilities

- All must have experience with hiring decisions.
- Mix of age, gender, industry, business experience and number of employees (within range)
- Incentive: \$200 per participant
- Eight (8) recruited per group

- Group discussion lasts up to 90 minutes

Hello/Bonjour, my name is _____ from Trend Research, a partner of Environics Research. We are conducting a series of online video-conference focus group discussions among people with management roles in businesses or organizations in Canada. This project is being conducted on behalf of the Government of Canada. Would you like to continue this discussion in English? / Voulez-vous continuer cette conversation en français? [NB: Anglophones from Quebec may join one of the Atlantic/Ontario sessions and Francophones from outside Quebec may join one of the Quebec sessions.]

We are looking for decision-makers who play an important role in the day-to-day operations and direction of their company or organization in a management position with HR responsibilities. Participants will need to be involved in making hiring decisions. Does this broadly describe the type of role you currently have within your organization?

Yes 1 CONTINUE

No 2 THANK/ASK FOR SOMEONE ELSE OR TERMINATE IF NO ONE QUALIFIES

REPEAT THE INTRODUCTION

This study is a research project, not an attempt to sell or market anything. The purpose of the research is to explore the views of decision makers on advertising materials currently being developed on the topic of inclusiveness and accessibility in hiring. Your participation in the research is completely voluntary, confidential and your decision to participate or not will not affect any dealings you may have with the government of Canada.

The format will be a video-conference call discussion using the Zoom platform led by a research professional from Environics that will involve you and some other decision makers from your region. May we have your permission to ask you or someone else in your household some further questions to see if you/they fit in our study? This will take about 5 minutes.

Yes 1 **CONTINUE**

No 2 **THANK/DISCONTINUE**

The session will last a maximum of 1.5 hours and you will receive \$200 as a thanks for participating in the session.

A recording of the session will be produced for research purposes. The recording will be used only by the research professional to assist in preparing a report on the research findings and will be destroyed once the report is completed. All information collected, used and/or disclosed will be used for research purposes only and administered as per the requirements of the Privacy Act. Environics Research has a privacy policy which can be consulted at <https://environicsresearch.com/privacy-policy/>

[INTERVIEWER NOTE: IF ASKED ABOUT PRIVACY LAWS, SAY: “The information collected through the research is subject to the provisions of the Privacy Act, legislation of the Government of Canada, and to the provisions of relevant provincial privacy legislation.] Environics is a member of the Canadian Research Insights Council (CRIC) and adheres to all its standards; the project is registered with the CRIC with the number **20220905-EN255**

NB: If a participant asks for information on the research company conducting the research they can be told: Environics Research is located at 33 Bloor Street East, Suite 900, Toronto Ontario and can be reached at 416-920-9010.

1. Including yourself, how many employees work for your business or organization in Canada? [Note that if you are a franchisee, we would like to know how many employees work for your franchise only].

One, just me	1	THANK AND TERMINATE
2 to 4 employees	2	GROUPS 1, 2 OR 5 – MAX 3 PER GROUP
5 to 24 employees	3	GROUPS 1, 2 OR 5
25 to 49 employees	4	GROUPS 1, 2 OR 5
50 to 99 employees	5	GROUPS 1, 2 OR 5
100 to 249 employees	6	GROUPS 3, 4 OR 6
250 to 499 employees	7	GROUPS 3, 4 OR 6
500 employees or more	8	THANK AND TERMINATE

RECRUIT MIX OF NUMBER OF EMPLOYEES IN EACH GROUP (WITHIN RANGE); MAX 3 PER SMALL BUSINESS GROUPS WHO HAVE 2-4 EMPLOYEES.

2. What is your title or position in your organization?

Record Response: _____

INSTRUCTIONS: CONSIDER POSITIONS SUCH AS: PRESIDENT / CEO / OWNER / PARTNER / FRANCHISEE / MANAGER / HUMAN RESOURCES MANAGER, DIRECTOR, OR VICE PRESIDENT / DEPARTMENT LEAD

3. Are you involved in and/or do you make decisions in the hiring and recruitment of staff within your organization?

Yes	1	CONTINUE
No	2	THANK/DISCONTINUE

4. In which sector is your company or organization? Is it in the . . . ?

Private sector 1

X

_____ sector of your business/organization?

TRY TO GET A MIX OF BUSINESS TYPES (E.G., RETAIL, HOSPITALITY, PERSONAL CARE, EDUCATION, HEALTH CARE, MANUFACTURING, ARTS/ENTERTAINMENT, PRIMARY INDUSTRY, TRANSPORTATION, REAL ESTATE, CONSULTING ETC....)

6. INDICATE:

Male	1	
Female	2	GET MIX
Gender diverse	3	
Prefer not to respond	4	

7. We have been asked to speak to participants from all different ages. So that we may do this accurately, could you tell me which age category you are in? READ

Under 18		TERMINATE
18-24 years of age	1	
25-34 years of age	2	
35-44 years of age	3	GET MIX
45-54 years of age	4	
55-64 years of age	5	
65-74 years of age	6	
75 years or more		TERMINATE

8. Could you please tell me what is the last level of education that you completed? GET MIX

Some High School only	1	
Completed High School	2	
Trade School certificate	3	GET MIX
Some Post secondary	4	
Completed Post secondary	5	
Graduate degree	6	

9. Participants in group discussions are asked to voice their opinions and thoughts, how comfortable are you in voicing your opinions in front of others? Are you... (read list)

Very comfortable	1- MINIMUM 5 PER GROUP
Fairly comfortable	2
Not very comfortable	3 - TERMINATE

Not at all comfortable 4 - TERMINATE

10. Have you ever attended a focus group or a one-to-one discussion for which you have received a sum of money, here or elsewhere?

Yes 1 MAXIMUM 5 PER GROUP

No 2 (SKIP TO Q.13)

IF YES ASK:

11. When did you last attend one of these discussions?

(TERMINATE IF IN THE PAST 6 MONTHS)

12. How many focus groups or one-to-one discussions have you attended in the past 5 years?

(SPECIFY)

IF 5 OR MORE, TERMINATE

ASK ALL

13. This focus group will require participants to join a videoconference using the Zoom platform using a desktop or laptop computer or a tablet. You will need internet access in a private and quiet location to take part in the study. We cannot provide this technology for you. Will you be able to access the Internet for a 1.5-hour audio-visual discussion using a desktop or laptop computer or tablet?

Yes CONTINUE

No TERMINATE

NOTE: A MOBILE PHONE WILL NOT WORK FOR THIS EXERCISE

14. The focus group will take place using a video-conference platform called Zoom. If you are not already a user, Zoom may request you to install some software at the site <https://zoom.us/download> . You can delete it after the focus group if you wish. How experienced and comfortable are you with using Zoom videoconferencing?

Very comfortable 1- CONTINUE

Fairly comfortable 2 - CONTINUE

Not very comfortable 3 - TERMINATE

Not at all comfortable 4 – TERMINATE

15. Sometimes participants in the online focus group are also asked to type their responses to questions in the “chat” function. Are you still able to participate? If you need glasses to read or a hearing aid, please remember to have them handy.

Yes **CONTINUE**

No **TERMINATE**

16. I would like to invite you to attend the focus group session where you will exchange your opinions in a moderated discussion with other participants. The session will be recorded, and some other members of the research team may also observe the session, but your participation will be confidential. If you attend the session, you will receive \$200 to thank you for your time. It will be sent to you electronically. Do you consent to take part in the focus group? By agreeing to participate you are giving your consent to these procedures.

Yes **CONTINUE**

No **TERMINATE**

17. We will contact you again before the date of the session to confirm your attendance. Note that this invitation is to you personally and you cannot have anyone else substitute for you. Do you consent to this?

Yes **CONTINUE**

No **TERMINATE**

18. The session is about an hour and a half (i.e., 90-minutes), but we are asking that all participants log into the Zoom online meeting 5 minutes prior to the start of the session. Are you able to log-in about 5 minutes prior to the start time?

Yes **CONTINUE**

No **TERMINATE**

Could you please confirm your email address so I can send you login details for the Zoom web conference application?

Email address: _____

PLEASE RE-READ THE FULL ADDRESS BACK TO CONFIRM CORRECT SPELLING.

(NB: We will send the links to you early next week)

PLEASE ENSURE PARTICIPANTS ARE TOLD THE TIME OF SESSION IN THEIR TIME ZONE

SEE TIMES AND DATES ON PAGE 1

INTERVIEWERS: Tell respondent that it is a small group and anyone who does not show or cancels at the last minute will compromise the project. Make sure they know we feel their opinions are valuable and we are serious about finding out what they have to offer.

NOTE: PLEASE TELL ALL RESPONDENTS THAT THEY WILL RECEIVE A CONFIRMATION CALL AND/OR E-MAIL THE DAY PRIOR TO THE SESSION. IF FOR SOME REASON THEY HAVE NOT HEARD FROM US THEY SHOULD CONTACT US AT _____. IF THEIR NAME IS NOT ON THE ATTENDANCE FORM THEY WILL NOT BE ADMITTED TO THE GROUP. IF A RESPONDENT HAS ANY OTHER QUESTIONS ABOUT THE RESEARCH, THEY SHOULD ALSO CONTACT US AT THIS NUMBER

May 29, 2023

**Environics Research Group Limited
Focus Groups/IDIs with people living with a disability
Employment and Social Development Canada
PN11847
Recruitment for Group Discussion**

Respondent Name:

Home #:

Business #:

Group #:

Recruiter:

GROUP 1 (English)	GROUP 2 (English)	GROUP 3 (French)	GROUP 4 (English)
Atlantic – People living with a disability Tuesday, June 20 4pm EST 5pm AST	Ontario – People living with a disability Tuesday, June 20 6pm EST	Quebec – People living with a disability Wednesday, June 21 5pm EST	Prairies/BC/Territories – People living with a disability Wednesday, June 21 7pm EST 6pm CST/5pm MST/ 4pm PST

Three (3) groups in English – one in each of Atlantic Canada (NL/NS/NB/PEI); Ontario; Western Canada/Territories (MB/SK/AB/BC/Territories); One (1) group in French in Quebec

Up to six (6) 60-minute 1-on-1 in-depth interviews (IDIs) (3+ in English and 1+ in French) to be conducted with participants who request it.

All must be 18+ , living with a disability and looking to enter or advance in the labour force; including those currently working and/or unemployed.

Need representation across types of disabilities (i.e., physical, mental health-related, intellectual, learning, communication, or sensory impairment).

- Mix of age, gender, and disabilities
- Incentive: \$125 per participant
- Eight (8) recruited per group
- Online group discussion lasts up to 90 minutes; IDIs last up to 60 minutes

Hello/Bonjour, my name is _____ from Trend Research, a partner of Envionics Research. We are conducting a series of online video-conference focus group discussions among people with living with a disability. This project is being conducted on behalf of the Government of Canada. Would you like to continue this discussion in English or French? / Voulez-vous continuer cette conversation en français ou en anglais? [NB: Anglophones from Quebec may join one of the Atlantic/Ontario/West sessions and Francophones from outside Quebec may join the Quebec session.]

Does this sound like something you would be interested in?

- Yes 1 **CONTINUE**
- No 2 **THANK/ASK FOR SOMEONE ELSE OR TERMINATE IF NO ONE QUALIFIES**

REPEAT THE INTRODUCTION

This study is a research project, not an attempt to sell or market anything. The purpose of the research is to explore the views of people in Canada who are living with a disability on an upcoming advertising campaign. Your participation in the research is completely voluntary, confidential and your decision to participate or not will not affect any dealings you may have with the Government of Canada.

The format will be a video-conference call discussion using the Zoom platform led by a research professional from Environics that will involve you and some other people with disabilities from your region.

NB: If you feel that your disability would make it difficult for you to take part in an online group discussion, we could also accommodate you in an individual 1-on-1 online interview/chat or find some other way to accommodate you. (For example, someone who is deaf/hearing impaired could be interviewed individually in an online chat).

May we have your permission to ask you or someone else in your household some further questions to see if you/they fit in our study? This will take about 5 minutes.

- Yes 1 **CONTINUE**
- No 2 **THANK/DISCONTINUE**

The session will last a maximum of 1.5 hours and you will receive \$125 as thanks for participating in the session.

A recording of the session will be produced for research purposes. The recording will be used only by the research professional to assist in preparing a report on the research findings and will be destroyed once the report is completed. All information collected, used and/or disclosed will be used for research purposes only and administered as per the requirements of the Privacy Act. Environics Research has a privacy policy which can be consulted at <https://environicsresearch.com/privacy-policy/>

[INTERVIEWER NOTE: IF ASKED ABOUT PRIVACY LAWS, SAY: “The information collected through the research is subject to the provisions of the Privacy Act, legislation of the Government of Canada, and to the provisions of relevant provincial privacy legislation.] Environics is a member of the Canadian Research Insights Council (CRIC) and adheres to all its standards; the project is registered with the CRIC with the number **20220905-EN255**

NB: If a participant asks for information on the research company conducting the research they can be told: Environics Research is located at 366 Adelaide St. West, Suite 101, Toronto, Ontario and can be reached at 416-920-9010.

1. Do you or does anyone in your immediate family or household work in any of the following areas?

A market research, advertising, graphic design, or public relations firm

A media company, such as a magazine, newspaper, radio or television station

An online media company or as a blog writer

IF “YES” TO ANY OF THE ABOVE, THANK AND TERMINATE

2. **As I mentioned earlier, this study focuses on the opinions of people in Canada who are living with a disability. Do you identify as a person living with a disability? (NB: A person with a disability is a person who has a long-term or recurring impairment (such as vision, hearing, mobility, flexibility, dexterity, pain, learning, developmental, memory or mental health-related) which limits their daily activities inside or outside the home (such as at school, work, or in the community in general)."**

Yes ASK Q. 3 ABOUT TYPES

No TERMINATE

Don't know READ EXAMPLES IN Q. 3

Prefer not to answer TERMINATE

3. **How would you describe your disability? USE CHECK LIST BELOW TO ENSURE A MIX OF TYPES OF DISABILITY**
-

- a. **Sight/vision - also known as visual impairment** (includes being blind or visually impaired even when wearing glasses or contact lenses)
- b. **Hearing - also known as D/deaf or hard of hearing** (includes tinnitus)
- c. **Mobility – that affects your ability to walk or move** (includes being in a wheelchair etc.)
- d. **Flexibility or dexterity affects a person's ability to move their joints** (includes severe arthritis, paralysis, loss of a limb)
- e. **Pain - also known as chronic pain syndrome or disability,** (Pain that continues over a long period of time and disrupts your life.)
- f. **Learning - also known as learning disabilities,** (can include Dyslexia, Aphasia, Hyperactivity, Dyscalculia, dysgraphia, ADHD, etc.)
- g. **Developmental - also known as intellectual disabilities** (can include Down syndrome, autism, Asperger syndrome, etc.)
- h. **Memory - also known as a memory disability that affects your ability to remember information.** [can include dementia, Alzheimer's etc.]
- i. **Mental health-related – also known as mental illness** (can include depression, schizophrenia, bipolar, borderline, obsessive-compulsive (OCD) etc.)
- j. **Other disabilities** (could include chronic long-term conditions such as Long Covid, cancer etc... that have an ongoing effect on ability to function)

4. **Do you believe you have any other type of disability, other health problem, or temporary, episodic or long-term condition that has lasted or is expected to last for six months or more? IF YES, PLEASE ELABORATE**
-
-

5. How would you describe your current employment status? Are you...?

- Working Full Time (30 hrs. +)
- Working Part Time (under 30 hrs.)
- On leave from work
- Unemployed and looking for work
- Full-time student
- Retired
- Not in the workforce (e.g., fulltime homemaker, unemployed and not looking for work)

IF WORKING FULL OR PART-TIME, ASK:

6. What sort of work do you currently do?

IF ON LEAVE, UNEMPLOYED, STUDENT, RETIRED, OR NOT IN THE WORKFORCE ASK:

7. Do you intend to return to the workforce and/or look for a job in the coming year?

- Yes **CONTINUE**
- No **TERMINATE**

8. This research project is mainly being conducted through a series of group online videoconference focus groups on Zoom. If the nature of your disability would make it challenging for you to take part in a group video-conference, we could arrange to interview or chat with you individually. Are you able to take part in a group discussion or would you prefer to be interviewed individually?

- Group focus group
- Prefer 1-on-1 interview **MAXIMUM 6**

9. What gender do you identify as?

- Male 1
- Female 2 **GET MIX**
- Other (SPECIFY)____ 3
- Prefer not to respond 4

10. We have been asked to speak to participants from all different ages. So that we may do this accurately, could you tell me which age category you are in? READ

- Under 18 **TERMINATE**
- 18-24 years of age 1
- 25-34 years of age 2

35-44 years of age	3	GET MIX
45-54 years of age	4	
55-64 years of age	5	
65-74 years of age	6	
75 years or more		TERMINATE

11. Could you please tell me what is the last level of education that you completed? GET MIX

Some High School only	1	
Completed High School	2	
Trade School certificate	3	GET MIX
Some Post secondary	4	
Completed Post secondary	5	
Graduate degree	6	

12. Participants in group discussions or interviews are asked to voice their opinions and thoughts, how comfortable are you in voicing your opinions in front of others? Are you... (read list)

Very comfortable	1	MINIMUM 5 PER GROUP
Fairly comfortable	2	
Not very comfortable	3	ASK IF WILLING TO DO A ONE ON ONE INTERVIEW
Not at all comfortable	4	ASK IF WILLING TO DO A ONE ON ONE INTERVIEW

13. Have you ever attended a focus group or a one-to-one discussion for which you have received a sum of money, here or elsewhere?

Yes	1	MAXIMUM 5 PER GROUP
No	2	(SKIP TO Q.16)

IF YES ASK:

14. When did you last attend one of these discussions?

(TERMINATE IF IN THE PAST 6 MONTHS)

15. How many focus groups or one-to-one discussions have you attended in the past 5 years?

(SPECIFY)

IF 5 OR MORE, TERMINATE

20. We will contact you again before the date of the session to confirm your attendance. Note that this invitation is to you personally and you cannot have anyone else substitute for you. Do you consent to this?

- Yes **CONTINUE**
- No **TERMINATE**

21. The [group session will last at most an hour and a half (i.e., 90-minutes)/interview will last at most one hour], but we are asking that all participants/interviewees log into the Zoom online meeting 5 minutes prior to the start of the session. Are you able to log-in about 5 minutes prior to the start time?

- Yes **CONTINUE**
- No **TERMINATE**

Could you please confirm your email address so I can send you login details for the Zoom web conference application?

Email address: _____

PLEASE RE-READ THE FULL ADDRESS BACK TO CONFIRM CORRECT SPELLING.
 (NB: We will send the links to you early next week)

**PLEASE ENSURE PARTICIPANTS ARE TOLD THE TIME OF SESSION IN THEIR TIME ZONE
 SEE TIMES AND DATES ON PAGE 1**

INTERVIEWERS: Tell respondent that it is a small group and anyone who does not show or cancels at the last minute will compromise the project. Make sure they know we feel their opinions are valuable and we are serious about finding out what they have to offer.

NOTE: PLEASE TELL ALL RESPONDENTS THAT THEY WILL RECEIVE A CONFIRMATION CALL AND/OR E-MAIL THE DAY PRIOR TO THE SESSION. IF FOR SOME REASON THEY HAVE NOT HEARD FROM US THEY SHOULD CONTACT US AT _____. IF THEIR NAME IS NOT ON THE ATTENDANCE FORM THEY WILL NOT BE ADMITTED TO THE GROUP. IF A RESPONDENT HAS ANY OTHER QUESTIONS ABOUT THE RESEARCH, THEY SHOULD ALSO CONTACT US AT THIS NUMBER.

December 14, 2022

Environics Research Group Limited
Focus Groups with SMEs on Inclusive Workplaces – Discussion Agenda
Employment and Social Development Canada
PN11573

1.0 Introduction to procedures (10 minutes)

Hello everyone, my name is [NAME] and I work for Environics Research, a public opinion research company. Welcome to this online focus group. I will be moderating the session. This is one of a series of online focus groups we are conducting on behalf of Employment and Social Development Canada with leaders of organizations from across the country. Please note that I do not work for the Government of Canada and therefore I do not represent any of the policies or materials we will be discussing today.

The session should last about an hour and a half.

We want to hear your opinions so please feel free to agree or disagree with one another. For the most part, I will be showing you materials and asking you questions. You don't have to direct all your comments to me; you can exchange opinions with each other as well.

I want to inform you that we are recording this session to help me write my report. The recording will only be used internally to analyse the research and will not be released to anyone else. **MODERATOR TO PRESS "RECORD" ON ZOOM SCREEN**

There are also some observers from the research team and from the Government of Canada who are observing the session and taking notes while muted. I would also like to remind you that anything you say here will remain confidential and anonymous and any comments you make will not be linked to you by name in any reporting we do on this project.

I'm sure most of you are quite familiar with how Zoom works. For the most part we will be video chatting, but I will also be sharing my screen to show you some things and we will also use the "chat" function from time to time when I ask you to react to things in writing. I will type "hello" in the chat – can everyone see that and respond "Hi" to "everyone" just to make sure that the "chat" feature works for everyone?

I also want to say that if you feel you didn't have a chance to express your opinion on anything during the session, you can feel free to comment in writing in the "chat". Please chat with "everyone" unless you feel you need to send me a private message.

Before we get started, I just wanted to also say that if you think there may be a lot of noise at your end (i.e., kids, dog barking etc.) please click the "mute" button and just "unmute" when you want to say something. You will get the cash compensation gift we promised you electronically in the next few days.

Let's go around the imaginary table and introduce ourselves. Tell us your name, where you are joining us from and a bit about yourself. I know that all of you have important roles with businesses or organizations so tell us a bit about what type of business or organization you work for and what your responsibilities are.

PROBE: In what way does your job involve human resources (i.e., recruiting staff, hiring, firing etc.)

2.0 Challenges in finding personnel/hiring persons with disabilities (15 minutes)

I want to talk more about your biggest challenges from an HR perspective. What you each say is the biggest challenge you face when it comes to human resources and finding the staff you need?

PROBE: Is it getting any harder (or easier) to find competent staff?

Are there types or categories of potential employees who you think could be an untapped resource, or that you may have neglected to think of?

I want to explore the issue of hiring persons with disabilities. I will type a question in the CHAT that's I'd like you to each type in an answer to. **MODERATOR TO TYPE IN CHAT:** *What comes to mind when you think of hiring someone with a disability?*

Let's go round the room and I'd like you each elaborate on what you wrote

PROBE: What has been your experience with hiring persons with disabilities, if any?

What are the biggest advantages to your organization hiring people with disabilities?

What are the biggest obstacles, if any?

If you wanted to look into hiring more people with disabilities, what would you do? Where would you seek information?

3.0 Reaction to Concepts (30 minutes total – 10 minutes per concept)

We are going to be looking at a few ads in this session that Employment and Social Development Canada is currently developing. They will be in a variety of formats. These would be digital ads that you might see on your phone or on your PC while on Facebook, Twitter, YouTube, or on a Google search etc. They are not necessarily final and could be changed based on your input.

Concept One: Ready to Hire

Concept Two: Right Here

Concept Three: We Can

NB: ORDER OF PRESENTATION OF CONCEPTS TO BE ROTATED

Concept One: Ready to Hire (10 minutes)

I will share a script with you for an ad that could be produced as part of this first concept. You will have to use your imagination and try to picture a digital video ad that would be produced with real people in it.

SHOW "MICHAEL IS READY" SCRIPT AND MODERATOR WILL READ ALOUD:

MODERATOR WILL TYPE IN THE CHAT: *"What is the main message you got from this ad? What is it telling you?"*

Can you each elaborate on what you felt the main message of this ad is?

Is the ad clear in terms of the point it is trying to make?

Who do you think this ad is aimed at? Is it aimed at someone like you?

Is this ad credible and believable? Does it ring true for you?

Were there specific things you liked or did not like in the ad script?

Would you say this would grab your attention?

Is it a memorable ad?

PROBE: Are there any specific lines or facts from the ad that sticks in your mind?

PROBE: To what extent would it make you want to learn more on the topic?

Here are some web banner ads and social media posts that would tie-in to this concept.

SHOW “READY TO HIRE” WEB BANNER AND SOCIAL MEDIA STATIC ADS

What are your thoughts on those? Would you click on them if they appeared in your social media feed or as you were browsing a website? Is there anything that catches your eye in particular?

What do you think of the “Ready to Hire” slogan that is featured in all the material for this concept?

Concept Two: Right Here (10 minutes)

I will share a script with you for another ad that could be produced as part of this concept, and again you will have to use your imagination and try to picture a digital video ad that would be produced with real people in it.

SHOW “I’M RIGHT HERE” SCRIPT AND MODERATOR WILL READ ALOUD:

MODERATOR WILL TYPE IN THE CHAT: *“What is the main message you got from this ad? What is it telling you?”*
Can you each elaborate on what you felt the main message of this ad is?

Is the ad clear in terms of the point it is trying to make?

Who do you think this ad is aimed at? Is it aimed at someone like you?

Is this ad credible and believable? Does it ring true for you?

Were there specific things you liked or did not like in the ad script?

Would you say this would grab your attention?

Is it a memorable ad?

PROBE: Are there any specific lines or facts from the ad that sticks in your mind?

PROBE: To what extent would it make you want to learn more on the topic?

Here are some web banner ads and social media posts that would tie-in to this concept.

SHOW “RIGHT HERE” WEB BANNER AND SOCIAL MEDIA STATIC ADS

What are your thoughts on those? Would you click on them if they appeared in your social media feed or as you were browsing a website? Is there anything that catches your eye in particular?

What do you think of the “Right Here” slogan that is featured in all the material for this concept?

Concept Three: We Can (10 minutes)

I will share a script with you for another ad that could be produced as part of this concept, and again you will have to use your imagination and try to picture a digital video ad that would be produced with real people in it.

SHOW “WHAT CAN I DO” SCRIPT AND MODERATOR WILL READ ALOUD:

MODERATOR WILL TYPE IN THE CHAT: *“What is the main message you got from this ad? What is it telling you?”*

Can you each elaborate on what you felt the main message of this ad is?

Is the ad clear in terms of the point it is trying to make?

Who do you think this ad is aimed at? Is it aimed at someone like you?

Is this ad credible and believable? Does it ring true for you?

Were there specific things you liked or did not like in the ad script?

Would you say this would grab your attention?

Is it a memorable ad?

PROBE: Are there any specific lines or facts from the ad that sticks in your mind?

PROBE: To what extent would it make you want to learn more on the topic?

Here are some web banner ads and social media posts that would tie-in to this concept.

SHOW “WE CAN” WEB BANNER AND SOCIAL MEDIA STATIC ADS

What are your thoughts on those? Would you click on them if they appeared in your social media feed or as you were browsing a website? Is there anything that catches your eye in particular?

What do you think of the “We Can” slogan that is featured in all the material for this concept?

4.0 Preferred concept (10 mins)

We have looked in detail at three ad concepts that are each aimed at encouraging organizations like yours to be more inclusive and to think about hiring more people with disabilities. Let’s look back at the three concepts again and then I’d like you to each choose which of the three concepts you personally feel is the most effective when it comes to convincing you to hire persons with disabilities and/or to look for more information?

SHARE THE SCRIPTS AND IMAGES AGAIN AND THEN SHOW PAGE WITH REPRESENTATIVE IMAGERY FROM EACH CONCEPT

TYPE INTO CHAT “Which concept does the best job of convincing you to hire persons with disabilities and/or to look for more information?” Each participant should respond with 1, 2 or 3. How many of you picked each as the most effective and please tell us why?

Concept One: Ready to Hire

Concept Two: Right Here

Concept Three: We Can

Are there elements from each concept that you like and might want to be able to mix or incorporate?

What about if we are looking just at the slogans? Which is your favourite?

Slogan 1: Ready to Hire

Slogan 2: Right Here

Slogan 3: We Can

5.0 Website mock-up (10 mins)

Now the last thing we are going to look at is a mock-up of the website that these ads would direct you to. Before I show that to you, could you tell me what sort of material and information you would expect to find on a Government of Canada website on this topic?

Of course, if you were visiting this site yourself, you would be able to interact with it and click on the links and menu items etc. But I’m just going to show you some of it in static form.

SHOW MOCKUP OF WEB PAGE: What are your first reactions to the web page?

PROBE: Does it meet your expectations of what you would find if you clicked on the ad?

Is anything missing?

Do the menu items and links make sense to you?

What do you think of the main sections of the web page?

PROBE: How to Hire Persons with Disabilities (5 steps)?

Get help from community partners?

Find benefits and programs?

What are you most drawn to?

What do you think of the images and colours?

6.0 Wrap Up (5 mins)

Let's go around the room one last time and you can each give us any final comments you might have on the ads, and on the whole issue of accessible workplaces and hiring more persons with disabilities.

On behalf of Employment and Social Development Canada, I would like to thank you for taking part in this focus group discussion. The cash incentive we promised you will be sent electronically in the coming week. The report on this project will be available on the Library and Archives Canada website later in 2023.

June 21, 2023

Environics Research Group Limited
Focus Groups with Persons with Disabilities on Inclusive Workplaces
Advertising Campaign – Discussion Agenda
Employment and Social Development Canada
PN11847

1.0 Introduction to procedures (10 minutes)

Hello everyone, my name is [NAME] and I work for Environics Research, a public opinion research company. Welcome to this online focus group. I will be moderating the session. This is one of a series of online focus groups we are conducting on behalf of Employment and Social Development Canada with persons with disabilities from across the country. Please note that I do not work for the Government of Canada and therefore I do not represent any of the policies or materials we will be discussing today.

The session should last at about an hour and a half.

We want to hear your opinions so please feel free to agree or disagree with one another. For the most part, I will be showing you materials and asking you questions. You don't have to direct all your comments to me; you can exchange opinions with each other as well.

I want to inform you that we are recording this session to help me write my report. The recording will only be used internally to analyse the research and will not be released to anyone else. **MODERATOR TO PRESS "RECORD" ON ZOOM SCREEN**

There are also some observers from the research team and from the Government of Canada who are observing the session and taking notes while muted. NB: You can select "show only video participants" and they will disappear from your screen. I would also like to remind you that anything you say here will remain confidential and anonymous and any comments you make will not be linked to you by name in any reporting we do on this project.

I'm sure most of you are quite familiar with how Zoom works. For the most part we will be video chatting, but I will also be sharing my screen to show you some things and we will also use the "chat" function from time to time when I ask you to react to things in writing, though you can always express your view verbally if you have any problem with using the chat. I will type "hello" in the chat – can everyone see that and respond "Hi" to "everyone" just to make sure that the "chat" feature works for everyone?

I also want to say that if you feel you didn't have a chance to express your opinion on anything during the session, you can feel free to comment in writing in the "chat". Please chat with "everyone" unless you feel you need to send me a private message.

Before we get started, I just wanted to also say that if you think there may be a lot of noise at your end (i.e., kids, dog barking etc.) please click the "mute" button and just "unmute" when you want to say something. You will receive the cash incentive we promised you electronically in the next few days.

Let's go around the imaginary table and introduce ourselves. Tell us your name, where you are joining us from and a bit about yourself such as what you like to do with your time, either for work or leisure. Also, I know that all of you are living with a disability of some sort, so could you tell us a bit about that as well, but only what you are comfortable sharing.

2.0 Warm-up – having a disability in the workplace (15 minutes)

I want to explore how having a disability may or may not affect you when it comes to work. I'm thinking of when you might be looking for a job or advancing in your current job. Could you each tell us a bit about your experience with having a disability in the workplace?

How do you think employers view people with your type of disability or people with disabilities in general?

3.0 Reaction to “Right Here” Video Ad and Social Posts (60 minutes)

EXPLAIN CONTEXT TO PARTICIPANTS: We are going to be looking at some social media posts and a digital ad in this session that Employment and Social Development Canada is currently developing and that are aimed at employers.

These days many employers are struggling to find staff and the purpose of the ads is to let them know that persons with disabilities are available for them to hire and that they can learn more about how to hire people with disabilities by visiting the website. On the website they would find practical tools and resources to help employers learn how to hire persons with disabilities and how to create an inclusive workplace.

Social media posts

I'm now going to show you some social media posts for this campaign. They would appear in an employer's social media feed (i.e., Facebook, Twitter, LinkedIn etc.). If they were to click on the ad it would take them to the website.

SHOW AND READ OUT “RIGHT HERE” SOCIAL MEDIA POSTS

What do you think of these posts? Anything you particularly like or dislike? **PROBE:** What about the text? The images?

How do you feel about how these posts depict people with disabilities? Is it respectful?

Is there anything you would change or want to improve in the visuals or wording or text of these posts from your point of view as a person with a disability?

“Right Here” – video

We are now going to be looking at an ad in this session that Employment and Social Development Canada is currently developing. This would be a digital ad that someone might see on their phone or on their PC while on Facebook, Twitter or LinkedIn. The ad is not necessarily final and could be changed based on your input.

I'm going to share my screen and show you all a 30-second ad and I will play it twice for you. Note that there is also a version of the ad with closed captioning of the ad, would anyone need to see that version as well?. Please don't say or write anything while I'm playing the ad for you. I will want to get your first reactions to it, and I will play it again later as we discuss it further.

MODERATOR TO PLAY “RIGHT HERE AD” TWICE

I'm going to type a question in the "chat" for you to each respond to. We will then discuss as a group. If you have any difficulty using the chat you can give your answer verbally after people have had a chance to type in their responses.

MODERATOR TO TYPE IN THE CHAT: "What is your first reaction to the ad? How does it make you feel?"

Let's go around the room and so you can each elaborate on what you wrote about your first reaction to the ad.

In general, do you feel the ad is respectful of persons with disabilities?

Let's discuss some specific scenes in the ad.

Theatre scene

In the first scene in a theatre, there is a man with a disability standing on top of a theatre marquee who says, "I'm right here!". **MODERATOR TO REPLAY THAT SCENE**

What was your reaction to that scene?

How do you feel it portrays persons with disabilities? **PROBE:** Positively/negatively? Is it respectful/disrespectful?

Do you have any concerns about having this scene in the ad?

Construction scene

In the second scene in a construction site, there is a man with a disability standing in an unfinished house who says, "I'm right here!". **MODERATOR TO REPLAY THAT SCENE**

What was your reaction to that scene?

How do you feel it portrays persons with disabilities? **PROBE:** Positively/negatively? Is it respectful/disrespectful?

Do you have any concerns about having this scene in the ad?

Boardroom scene

In the boardroom scene towards the end, there is a woman with a disability who appears in a harness outside the boardroom window, and she signs, "I'm right here". **MODERATOR TO REPLAY THAT SCENE**

What was your reaction to that scene?

How do you feel it portrays persons with disabilities? **PROBE:** Positively/negatively? Is it respectful/disrespectful?

Do you have any concerns about having this scene in the ad?

4.0 Wrap Up (5 mins)

Let's go around the room one last time and you can each give us any final comments you might have on the ads, and on the whole issue of inclusive workplaces and getting employers to hire more persons with disabilities.

On behalf of Employment and Social Development Canada, I would like to thank you for taking part in this focus group discussion. The cash incentive we promised you will be sent electronically in the coming week. The report on this project will be available on the Library and Archives Canada website later in 2023.

Appendix D: Creative Materials

Part One: Small and medium sized enterprises

Concept One: Ready to Hire

Video Script

We open on Michael Clark, the founder of an organization, walking through his office space.

MICHAEL: We wanted to hire more workers with disabilities for quite some time. But I wasn't sure our workplace was inclusive enough. Thankfully, lots of resources were available. We went online and used some of the tools. We got connected to a disability employment partner. Now I'm confident our workplace is accessible and we have some amazing new employees.

Michael faces the camera and as he speaks his line, a graphic overlay says: Ready to Hire

MICHAEL: My name is Michael Clark, and I'm definitely ready to hire.

We watch as Michael goes back to work.

SUPER: Hundreds of thousands of Canadians with disabilities are ready to be hired. Get the resources to help.
Canada.ca/ready-to-hire

VO/SUPER: A message from the Government of Canada.

Static Digital Ad



READY TO HIRE

Hundreds of thousands of Canadians with disabilities are ready to be hired.

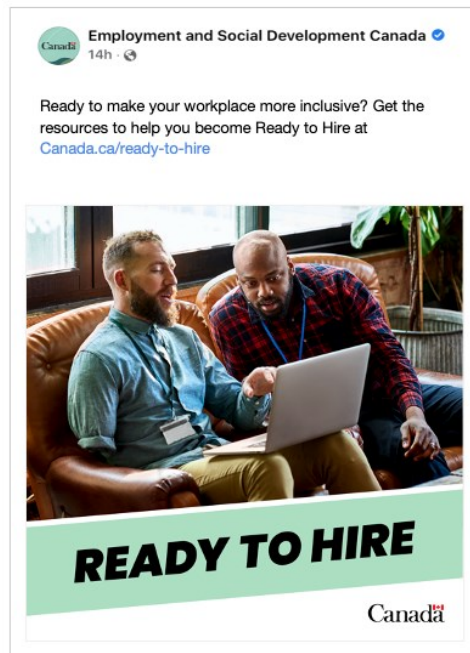
With tools and partners, your business can be ready to hire.

GET READY 

Animated Digital Ad



Social Media Ad



Concept Two: Right Here

Video Script

*We open on Marcus Hollister, a theatre chain manager.
He's walking through the lobby and makes his way outside.*

MARCUS: I'm hiring—but where are all the potential candidates?

The camera pans up to reveal Dyson, a person with a disability, wearing business casual attire. Dyson is standing on top of the theatre marquee. The movie titles have been replaced by the phrase, "I'm Right Here."

DYSON: I'm right here!

We cut to Costa Olivieri, construction company owner, standing in a house that's currently under construction.

COSTA: Show me where I can find skilled labour.

The camera moves over to reveal Stan, a person with a disability wearing work clothes and a hard hat. Stan plugs a wire into an extension cord. A hanging arrow light display turns on.

STAN: I'm right here!

We cut to Margaret Thornton, an accounting firm co-founder, talking about her problems hiring in a large boardroom.

MARGARET: I'm always looking to bring fresh perspectives around the table.

In the windows behind Margaret we see Jane, a person with a disability, appears out of nowhere on a rising window cleaner lift. Jane is dressed in professional business attire. Jane uses sign language to say, "I'm right here."

SUPER: I'm right here!

We cut to a scene of the three persons with disabilities standing in a group.

VO: Hundreds of thousands of Canadians with disabilities are ready to work. And the resources you need to help hire them are right here.

SUPER: Canada.ca/right-here

VO/SUPER: A message from the Government of Canada.

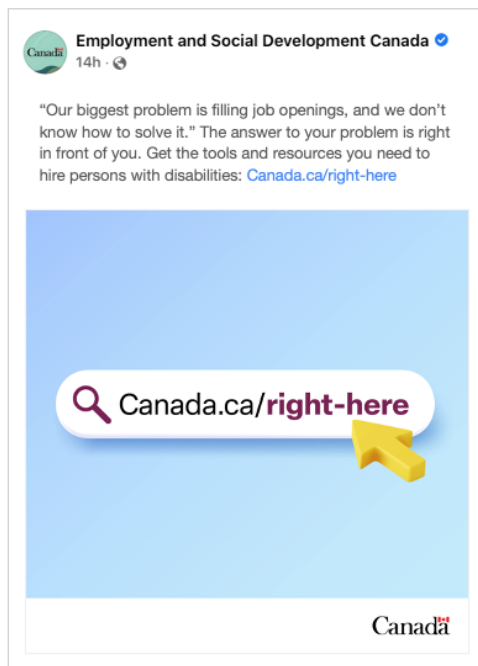
Static Digital Ad



Animated Digital Ad



Social Media Ad



Concept Three: We Can

Video Script

Open on a person with a disability working in a warehouse setting, moving boxes. They turn to the camera.

PERSON: *I can be the employee you're looking for.*

Cut to an office manager, looking out over an open concept office.

EMPLOYER: *I can make this place more accessible.*

From here we cut back and forth between more people with disabilities in their work setting, and employers.

PERSON: *I can inspire and mentor people.*

EMPLOYER: *I can see people for their abilities.*

PERSON: *I can bring new perspectives.*

EMPLOYER: *I can get the resources and help I need.*

PERSON: *I can start tomorrow.*

EMPLOYER/PERSON: *Together we can create more inclusive workplaces across Canada.*

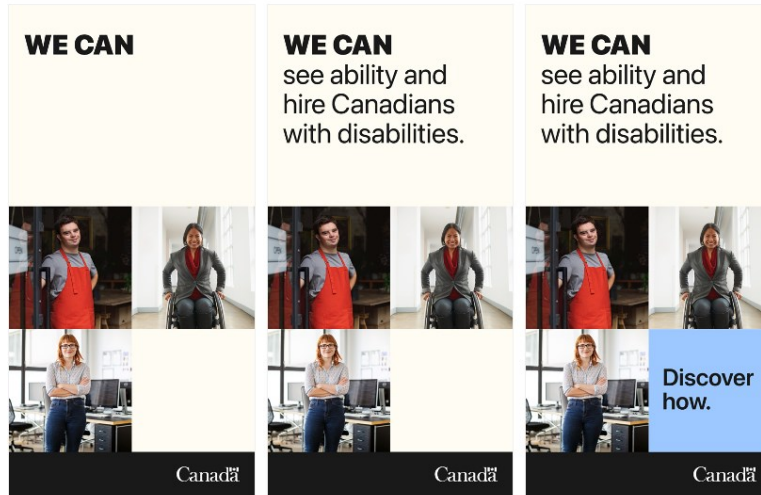
SUPER: *Find out how to hire persons with disabilities at Canada.ca/we-can*

VO/SUPER: *A message from the Government of Canada.*

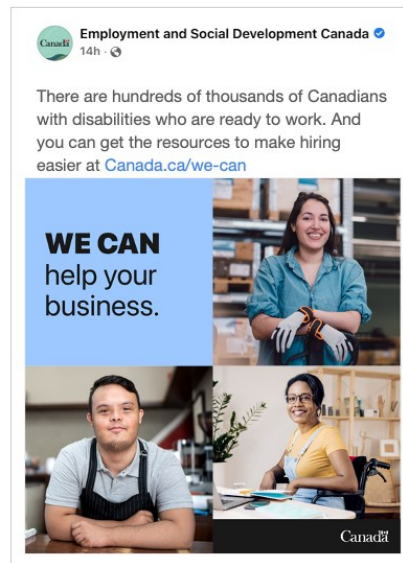
Static Digital Ad



Animated Digital Ad



Social Media Ad



Part Two: Creative Materials – Persons with Disabilities

“Right Here” Social Media Posts

Post 1



Post 2



Post 3

**“Right Here” Descriptive Transcript of Digital Ad**

Fast-paced music plays in the background throughout the video.

A manager at a busy movie theatre wipes the snack bar counter, smiles at the camera, walking and says, “I’m hiring.” Then walks off screen.

He walks outside the theatre entrance, holding a sign and says, “But where are all the potential candidates?” It is evening and the sky is dark.

The camera pans up over the manager’s head to the theatre marquee. Standing above the marquee is a man with a disability. He looks down at the manager, raises his arms in the air and says, “I’m right here!” Displayed on the theatre marquee in bright letters are the words “I’m right here!” The theatre manager looks up at the man and smiles.

The next scene shows a general contractor walking through an unfinished house that is under construction. She speaks directly to the camera and says, “Show me where I can find skilled labour.” before walking out of the frame.

Standing behind her is a man with a disability with an oversized arrow marquee pointing directly at him. He smiles, connects an electrical cord illuminating the arrow marquee and raises his arms and says to the general contractor walking off screen, “I’m right here!”

A manager sits in a boardroom in front of her laptop with paperwork piled in front of her. She says to the camera, “I’m always looking to bring fresh perspectives around the table.” Behind her, outside the boardroom window is a woman with a disability sitting in a harness on a hanging platform. She smiles and signs, “I’m right here!” to the manager. The caption on the screen reads, “I’m right here.”

The voiceover says, “Hundreds of thousands of Canadians with disabilities are ready to work. And the resources you need to help hire them are right here.” Meanwhile the video shows:

- The theatre manager and the man with a disability now dressed as a theatre employee, smiling and bumping fists.

- The general contractor and the man with a disability now dressed in a hardhat and construction vest, standing over a table discussing their construction project.
- The woman with a disability sitting at a boardroom table with her manager and colleagues having a meeting. She smiles at her manager and signs, “thank you.”

The Government of Canada wordmark appears on a black background with the URL below: Canada.ca/right-here. The voiceover says, “A message from the Government of Canada.” The Government of Canada’s musical signature plays.

“Right Here” Video Stills

