

Case Study:

Oregon Department of Human Services *Employment Equity for Hispanic Individuals with I/DD*



Objective:

The Oregon Department of Human Services (ODHS), through the Office of Developmental Disabilities Services (ODDS), supports Oregonians with intellectual and developmental disabilities (I/DD) through services that promote independence, employment, and community participation. ODDS engaged Applichat's research, marketing, and community engagement services to expand awareness and access to Employment Services among Hispanic communities.

The project aimed to identify barriers, analyze participation gaps, strengthen community and provider engagement, and develop culturally responsive resources and marketing strategies to improve awareness, trust, and access.

Performance:

Applichat developed a Barriers and Capacities Report informed by engagement with 68 employment providers, 23 Hispanic-serving organizations, and two surveys that collected 92 responses. This work identified community needs and service barriers, while secondary research revealed a participation gap: Hispanic individuals represented 14% of Oregon's population and 8% of Oregon's I/DD population eligible for ODDS Case Management services, but only 4% accessed Employment Services.

Building on these findings, Applichat developed a Marketing Strategy Report that translated the research into a practical roadmap for outreach, messaging, and resource development. Applichat then created culturally responsive materials, including an English/Spanish employment guide with an infographic, FAQ, and glossary; three success stories; Spanish-language video transcreations; client outreach materials; and an Employment Provider Guide and poster. The Final Report summarized outcomes and recommendations to help ODDS strengthen bilingual outreach, community partnerships, and access to employment services.

