

# the wave

A NEWSLETTER OF SPRINGBOARD CONSULTING

[www.consultspringboard.com](http://www.consultspringboard.com)

March 2014, Volume 5, Issue 1



Dear friends,

Welcome to the 7th issue of THE WAVE. This is always an exciting time of year for Springboard with the Disability Matters NA Conference and Disability ERG Summit just around the corner; taking place April 8-10 in San Antonio, Texas. We are also just coming off the excitement of our first ever Disability Connect Forum which brought together corporate leaders to address the issues, intersections and opportunities between LGBT and Disability ERG's: you will hear more about Disability Connect in this issue (pg 10) from Lisa Tealer at Genentech who served as our Host.

No matter the event, Springboard is committed to deliver on its four pillars of **E**ducation, **I**nspiration, **C**elebration and **N**etworking. We hope you will benefit from this commitment by joining us and our Hosts in San Antonio, Texas for...

### **The Disability ERG Summit**

**HOSTED BY:** Time Warner Cable

**Held:** Tuesday, April 8, 2014,

for more information and to attend, please visit >> <http://www.consultspringboard.com/erg-pdl-summit-2014/>.

### **The 2014 Disability Matters N.A. Conference**

**HOSTED BY:** Toyota Motor Sales USA, Inc

**Held:** beginning the evening of

Tuesday, April 8, 2013 through Thursday, April 10, 2014

For more information and to attend, please visit >> <http://www.consultspringboard.com/2014nadm-reg-singletkt-welcome/>.

Please enjoy this issue of The Wave and travel safe to Texas. See you there!  
Your friend and Springboard's CEO,

Nadine

### **2014 Disability Matters Events**

**US - San Antonio, TX**

**April 8-10th, 2014**

*Asia-Pac — Tokyo, Japan*

*EU — Coming Soon*

### **2014 NA Disability ERG Summit**

**San Antonio, TX**

**April 8th**

### **2014 Disability Connect**

**San Francisco, CA**

**February 25th, 2014**

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## The ADA Inquirer:

*Jana Burke, Manager, ADA Services, Springboard Consulting, LLC*

### Mental Health in the Workplace

Mental health problems affect many employees. According to the National Alliance on Mental Illness one in four adults—approximately 57.7 million Americans— experience a mental health disorder in a given year. This fact is usually overlooked and employers struggle addressing it because these conditions tend to be hidden at work. Some people are surprised to learn that the Americans with Disabilities Act (ADA) covers individuals with psychiatric, as well as physical, disabilities. The ADA protects qualified individuals with disabilities that fall into one of three categories:

- Have a physical or mental impairment that substantially limits one or more major life activities
- Have a record of such an impairment
- Or are regarded as having such an impairment.

Mental impairment includes psychiatric disabilities. There are more than 200 classified forms of mental illness. Some of the more common disorders are depression, bipolar disorder, anxiety disorders (which include panic disorder, obsessive compulsive disorder, and post-traumatic stress disorder), schizophrenia, and personality disorders. One of the ADA's primary goals is to promote equal employment opportunity for people with disabilities. Achieving this goal requires employers to move beyond mental health stereotypes and to assess the qualifications and performance of workers on an individual basis. Employees with psychiatric disabilities can bring unique skills and sensitivities that significantly add to the quality and diversity of the workplace. The following five tactics will help you create a mentally healthy workplace that is open and welcoming so that employees can be at their best, free from judgment.

1. **Be proactive:** Don't wait for problems to come to you. Examine culture, norms, policies and expectations to find out what you can change to create an environment that's conducive to promoting mental health. Be sure to train all levels of management on mental health matters and make sure they are actively involved with your mental health messaging. Let employees know you recognize and understand the challenges they face, and that leadership is there to support them.
2. **Break down the barriers:** An employer can play a vital role in reducing the stigma associated with mental health conditions. Stigma begins with stereotypes and hurtful labels. Challenge negative assumptions about mental health problems and recovery from them. Employees and managers at all levels of the organization need to learn about mental health conditions, stress and wellness. Encourage staff at all levels to look past the label and use "people-first" language

## The ADA Inquirer - Continued

*Jana Burke, Manager, ADA Services, Springboard Consulting, LLC*

(i.e., “a person with schizophrenia,” as opposed to the dehumanizing term, “a schizophrenic”).

3. **Make mental health a priority:** Invest in mental health benefits, including prevention and educational programs. Innovative employers recognize that they play an essential role in their employees’ mental health not only by paying for a large portion of treatment but also by creating an environment in which people feel comfortable accessing care.
4. **Promote well-being:** Provide supervisors with information and strategies on how to foster a mentally healthy work environment. Some ways employers can promote well-being include ensuring that employees have a good work/life balance, engaging employees in their work, introducing flexible work hours, promoting positive working relationships, clearly communicating staff responsibilities and expectations, and encouraging exercise and social events.
5. **Encourage dialogue:** Foster a safe environment where people feel comfortable discussing wellness concerns. Send the message that mental health conditions are real and treatable. Provide employees with the skills and confidence to talk to a colleague about mental health issues. Organizations that can talk candidly about mental health help set a positive tone.

Springboard is a valuable resource for employers and employees as they seek ways to accommodate people with psychiatric disabilities. Get in touch now to discuss training opportunities and other services to address mental health in the workplace.

## The Travel Spot:

*Scott Rains—The Rolling Rains Report*

### Translator's commentary on the “Brazilian Study of the Profile of Tourists with Disabilities”

With this study of travel by Brazilians with disabilities Brazil joins an elite group. To date Australia, Brazil, Germany, and the USA have undertaken major national studies of the travel behavior and preferences of travelers with disabilities.

It would be unfair to hold this small scale non-quantitative study of only 68 respondents in too close a comparison to Simon Darcy's groundbreaking 1998 study “From Anxiety to Access” or SATH/Open Door's 2002 Market Study of Americans with Disabilities. However, undertaking this study manifests a good faith commitment to Inclusive Tourism and Inclusive Destination Development on a small scale by two consecutive presidential administrations. This, the “**Brazilian Study of the Profile of Tourists with Disabilities**” (Original title in Portuguese: “**Estudo do Perfil de Turistas – Pessoas com Deficiência**”), is a valuable preliminary to a more comprehensive and actionable study which we hope will follow.

In a certain sense this study, because of its limited sample size and geographic restrictions, could also have been called “Setting a Research Agenda for Understanding the Market that is Brazilian Travelers with Disabilities.” Other countries wishing to undertake a similar study would do well to imitate the methodology that uses both in depth interviews and focus groups. Focus groups were reserved for what the study calls “real” tourists – those who had traveled within the past 12 months. In depth interviews were given to respondents who were considered potential travelers but had not traveled in the past year. Holding these information gathering sessions at five locations around the country was critical to sampling regional differences.

However, other countries wishing to undertake a similar study would also do well to consider running a separate and parallel set of interviews with regional travel and hospitality suppliers. This would provide a binocular view of venue accessibility and the levels of competency of consumer facing personnel to accommodate travel by persons with disabilities. Such a two party source of initial data would facilitate what must be the next step for Brazil. This next step would look like the sort of consumer and industry listening and planning sessions undertaken by Darcy across Australia in 2005. Further detail on that methodology is available in “Setting a Research Agenda for Accessible Tourism” (<http://www.sustainabletourisonline.com/137/universalaccess/settingaresearchagendaforaccessibletourism>)

None of the findings of this study are surprising to those familiar with the systemic global lack of reliable tourism product, accurate and relevant information, or training of tourism professionals in the rights and consumer preferences of travelers with disabilities. What stands out to me as different by way of degree was the apparent unanimity around what the Asian disabled traveler cohort have come to call “rights based tourism” influenced by their decades long tradition promulgated by the United Nations ESCAP– a clear and unyielding rejection of discrimina-

## The Travel Spot—Continued

*Scott Rains—The Rolling Rains Report*

tion by the travel industry (including being charged extra for medical equipment.) Also noteworthy as a Brazilian emphasis is the high frequency of friends (rather than family, personal care assistants, or business colleagues) being identified as travel companions and travel-influencers.

## Breaking Physical Barriers:

*Ingrid M. Kanics, OTR/L —Springboard Consulting, LLC*

### Creating Work Spaces that are Efficient for All

In the previous newsletter we focused on three of the principles that often create a sense of security for those who engage in the environment. These were Simple & Intuitive Use, Perceptible Information and Tolerance for Error.

In this final installment we will focus on the last two principles which will address how employees use their energy throughout the work day and how we can create space that allow them to have enough room to comfortably do the jobs they have complete throughout their work day. When we look at the work environment it is important to look beyond the cubicle or office space and consider the areas that connect employees like pathways, restrooms, copy areas and break areas. All of these areas make the functional work environment for employees.

#### PRINCIPLE SIX: Low Physical Effort

**The design can be used efficiently and comfortably and with a minimum of fatigue.**

##### Guidelines:

- Allow user to maintain a neutral body position.
- Use reasonable operating forces.
- Minimize repetitive actions.
- Minimize sustained physical effort.

This principle is about creating environments that reduce the level of fatigue for all employees. Regardless of age or ability energy is a limited commodity that should not be wasted in getting to and around the work area or completing job tasks. There are a wide variety of design choices that fall under this principle.

One of the most recognizable examples of this principle is a lever door knob (photo right). These have now become the standard in most commercial building. They make it easier for anyone to open the door whether they have limited grip strength or their hands are full.



Other examples include sensory operated restroom hardware like soap dispensers, faucets (photo left) and paper towel dispensers. These are all examples of design elements that are often put in to reduce cost and save of resources that also has the universal design benefit of reducing fatigue for the employee who might have limited

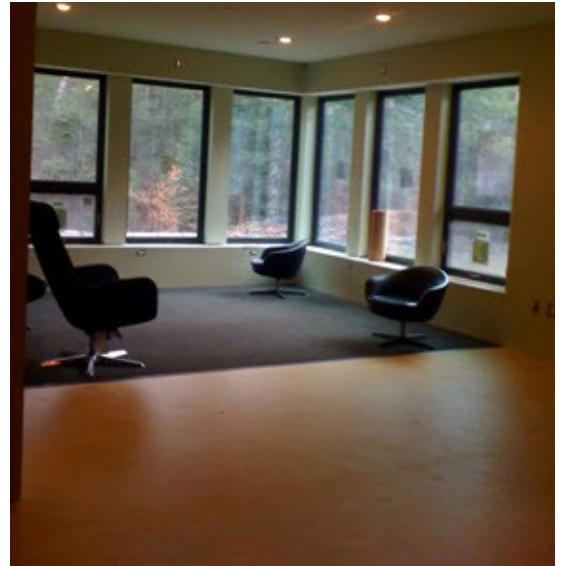


## Breaking Physical Barriers:

*Ingrid M. Kanics,—Springboard Consulting, LLC*

reach or strength.

Another design consideration that falls under this principle is the choice of surfacing throughout the facility. Low pile carpeting and hard flooring surfaces are easier to roll on for those using wheeled mobility devices. It is very important to be sure that changes from one surfacing to another are as seamless as possible to reduce tripping hazards and ease with transition from surface to surface (photo right).



Ramps are another way to reduce physical effort depending on their design. Unlike ADA which has 12 inch run to 1 inch rise standard; universal design recommends a 16-20 inch run to 1 inch rise (photo left). This difference reduced ramp angle results in a longer, much more gradual ramp system which reduces overall fatigue for those using a manual wheelchair or pushing a cart from building to building.

All of these are simple ways to reduce the energy expended by all in the work environment.

### **PRINCIPLE SEVEN: Size and Space for Approach and Use**

**Appropriate size and space is provided for approach, reach, manipulation, and use regardless of user's body size, posture, or mobility.**

#### **Guidelines:**

- Provide a clear line of sight to important elements for any seated or standing user.
- Make reach to all components comfortable for any seated or standing user.
- Accommodate variations in hand and grip size.
- Provide adequate space for the use of assistive devices or personal assistance.

## Breaking Physical Barriers:

*Ingrid M. Kanics,—Springboard Consulting, LLC*

This principle is about making sure there is enough space to travel through the environment as well as enough space to stop and complete the assorted tasks of one's job without being in the way of others.

The first place that needs to be considered with this principle is the reception area. This is the first space that most visitors will experience in your organization and what the reception area looks like will quickly let them know where you stand on inclusive design.

Consider the reception desk to the right. This desk includes multiple height counter tops that allow easy access for all visitors. The lower counter is front and center increases line of sight for the seated receptions as well as the approaching visitor who might be using a wheel chair. There is ample room to engage with the receptionist and go through the required check-in process.



Once in the work environment it is important maintain space for all to be able to maneuver and function. Areas that tend to have bottle necks are pathways through office cubicle areas, copy areas and break areas. In a pathway it is important to have occasional areas where someone using a wheelchair can turn around along the pathway. Depending on the size of the wheelchair this will require a turning radius for five to six feet. There is nothing more difficult as having to back a wheelchair out of a pathway because there is nowhere to turn around.

Copy areas and break areas also can be areas that do not have enough space to use the equipment in the area. A typical wheelchair has a 30 inch by 48 inch foot print which can quickly block traffic in a copy or break area. Often there is enough room to get into the area but not enough space to actually use the copier or the microwave. This requires some space planning when deciding where to place the copier or kitchen appliances that require people to stop and access the appliance.

A simple solution in a break area is to include side-by-side refrigerator freezers (photo right) instead of the standard refrigerator. This simple design choice results in a refrigerator freezer that can be accessed by everyone regardless of stature, reach or mobility device used. Another simple solution is having several microwaves in a break area at different heights. One could be mounted above the counter while a second could be located below the counter.





## Breaking Physical Barriers:

*Ingrid M. Kanics,—Springboard Consulting, LLC*

It is important that they be located on different areas of the counter so that a person using one microwave does not block the access to someone needing to use the other microwave.

Both of these principles have the opportunity to make the work environment more efficient and functional for all employees regardless of their abilities. With some simple space planning and good choices of furnishings it is quite easy to create spaces where all employees can thrive in your organization.

### References & Resources

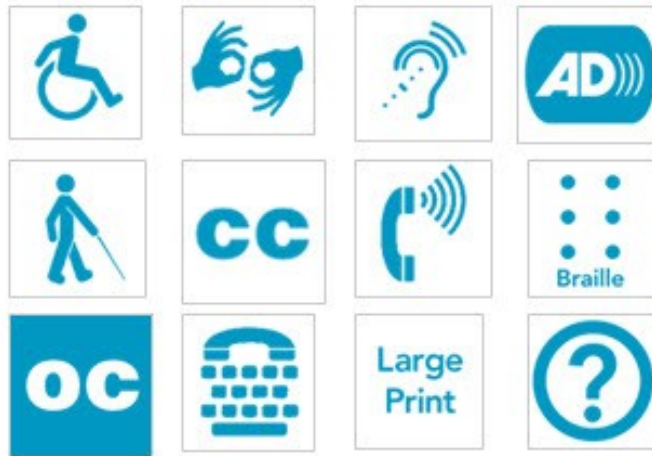
The Principles of Universal Design are from The Center for Universal Design (1997). *The Principles of Universal Design, Version 2.0*. Raleigh, NC: North Carolina State University. Compiled by advocates of universal design, listed in alphabetical order: Bettye Rose Connell, Mike Jones, Ron Mace, Jim Mueller, Abir Mullick, Elaine Ostroff, Jon Sanford, Ed Steinfeld, Molly Story, & Gregg Vanderheiden.

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The Inaugural  
**Disability Connect Forum**  
Communities in Common: LGBT & Disability  
South San Francisco, California  
February 25. 2014

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We Are Better Together



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## 2014 Disability Connect Forum

South San Francisco, California February 25, 2014



### Genentech, A Member of Roche Group

**Lisa Tealer**

Senior Diversity Manager  
Corporate Diversity & Inclusion

### **Communities in Common: Together we are better!**

Last summer, I was approached by Nadine Vogel of Springboard Consulting to host a forum. Her idea was to design a full-day forum based on the discussions of the LGBT and Disability Communities from past workshops. I first met Nadine back in 2010, when she held a workshop at the Out and Equal Workplace Summit in Los Angeles. Prior to the summit workshop, I had corresponded with her via email and over the phone. Our company was aware of the trends regarding people with disabilities in the workforce, and we wanted to take a proactive, comprehensive approach in developing strategies and action plans focused on ensuring that we had a great place to work for everybody, including people with disabilities.

After giving it some thought and gathering input from others, we agreed to host the inaugural Disability Connect Forum: Communities in Common: LGBT & Disability. We formed a planning team to determine the content for the day as well for the forum logistics. Members of Springboard, Genentech's Corporate Diversity & Inclusion Team, People with Disabilities (PwD) Task Force and Genentech's employee resource group Genentech Out & Equal worked together, leveraging each other's skills to create this forum. For my Genentech colleagues and I, this experience would also serve as a pilot and provide tools and resources to ensure we could meet people's requests.

On February 25, 2014 we hosted a group of over 60 people representing 15 different companies including staff from the Out and Equal Workplace Advocates. Nadine kicked off the event and then I had the honor of introducing one of our Executive Sponsors of Genentech's PwD Task Force Carla Boragno, VP, Site Services. She presented a company overview, shared our business drivers for focusing more on disability inclusion and our efforts to be an LGBT-friendly company. Carla introduced Selisse Berry, Founder and CEO, Out and Equal Workplace Advocates. She shared some chilling statistics about status of LGBT individuals in with workplace from denial of employment opportunities to safety concerns working outside the US. Despite these challenges, she also shared good news on the increasing number of states in the US that support same sex marriage and the growing trends towards equality. She chronicled her own

## 2014 Disability Connect Forum

South San Francisco, California February 25, 2014

journey and shared a pivotal moment while attending a Theological Seminary to be Presbyterian Minister she came to realize that she was a Lesbian. The audience laughed with her as she labeled herself as a 'Lesbianterian'. As she realized her own identity she also began another journey which led to founding Out and Equal workplace Advocates. Out and Equal Workplace Advocates is the world's largest organization dedicated to creating safe and equitable workplaces for LGBT people. After lunch we had an amazing keynote speaker Geri Jewell, actress, author and comedienne. If you ever get the opportunity to hear Geri speak, be prepared to laugh and tearful at the same time. She shared that her family never let her disability keep her doing household chores. I won't give away the punch line but it involves washing dishes and a Christmas gift. She also spoke of a time when death seemed like her only option and what it took for her to realize that life with Cerebral Palsy was worth living. Geri received a standing ovation and afterwards long lines at the book-signing table.

Another highlight of the forum was the facilitated table topic discussions. We have 3 tables each focused on the six different topics, Disclosure, Legislation and Health care, Pride vs. Advocacy, Allies and Branding. Each group was given a set of questions focused on common issues and collaborative opportunities. I facilitated one of the Healthcare tables where we addressed some of the following questions:

What are some common issues that People with Disabilities and the LGBT communities share when it comes to the quality of, and/or access to health care?

What collaborative techniques have worked to successfully bring these issues/opportunities to the forefront for those organizations that need to understand them – mostly notably Human resources, Benefits and even managers?

Our group made a statement, a proverbial 'stake in the ground', that health is a diversity issue. The definition of health and how a person maybe medically treated may be different depending on that individual. The biotech and pharmaceutical industries are actively working in the area of personalized medicine and are using diagnostic tools to ensure the appropriate and effective treatment is given to the patients. Common themes arose such as self-disclosure, because in some cases a person's disability and sexual orientation isn't known until they reveal it. In addition, the stigma with self-disclosure could play a role in the quality and access to health care an individual may receive. Another theme was the cultural competency and/or unconscious bias of a healthcare provider could play a role in the quality or access to care for persons from these communities.

Our solutions were based in education and awareness. Both the Disability and LGBT groups could collaboratively offer lunch and learn seminars, partner with Human Resources to participate in health fairs, ensure all employee resource events were accessible and acknowledged that although the issues between these two communities may be the same they may manifest in a different way and may require different solutions. As groups explore these topics, they discovered that working together towards a resolution is just as important as the outcome. These discussions represented the type of engaging and provocative dialogue that occurred through

## 2014 Disability Connect Forum

South San Francisco, California February 25, 2014

out the day long forum. It didn't stop there, the group is committed to stay connected via a LinkedIn group to keep the conversation going, share challenges and ideas. To other companies who may be approached in the future, I would highly recommend you consider hosting these types of forums...because in the spirit of diversity and inclusion we are better together!



# 2014 Disability Connect Forum

South San Francisco, California February 25, 2014



Below from Left to Right: Selisse Berry (Founder & CEO of Out & Equal Workplace Advocates ) with Carla Boragno (VP Site Services, Genentech)



Above from Left to Right: Nadine Vogel (Ceo of Springboard Consulting, LLC) with Disability Connect Forum Participants



Below: Disability Connect Forum Round Table Participants



Above: Geri Jewell (Actress, Comedienne, Author) Key-note Speaker

# Disability Matters North America Awards Banquet & Conference 2014



**San Antonio, TX**  
**April 8-10, 2014**

## Our Host:



## In Partnership:



## Platinum Sponsor(s):



## Gold Sponsor(s):



## Silver Sponsor(s):



## Bronze Sponsor(s):



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# The Disability ERG Professional Development Leadership Summit 2014



**Sponsored By:**



**April 8, 2014**  
**Time Warner Cable**  
**Headquarters**  
**1900 Blue Crest Lane**  
**San Antonio, TX**

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Starting or restarting a Disability ERG? Transitioning from an Affinity or Employee Resource Group to Business Resource Group? Looking for innovative, game changing ideas? Then Springboard's Disability ERG Professional Development Leadership Summit is the place to be. This one day, intensive, in-person session with other Disability ERG leaders and their Executive Sponsors will be invaluable in helping you successfully take your group to the starting blocks of success and beyond.

And remember, the Summit takes place just before the Disability Matters Conference so plan on attending both to make 2014 a truly game-changing year for your Disability ERG and all your disability related initiatives.



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HOSTED BY:



The 2014  
**DISABILITY MATTERS**  
ASIA-PAC Region  
Conference & Awards  
June 30-July 1, 2014 - Tokyo, Japan

GLOBAL SPONSORS:



For more information and to register  
<http://www.consultspringboard.com/disability-matters/2014apdm-main/>

## Come See Springboard!



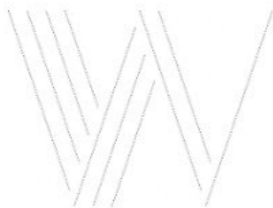
Nadine O. Vogel  
CEO

*Springboard Consulting will be presenting at the following conferences:*



**March 18—20, 2014**  
**Minneapolis Convention Center**  
**Minneapolis, MN**

**Springboard Presenter: Nadine O. Vogel**



**April 1, 4 to 6 pm**  
**Duane Morris, Spear Tower**  
**San Francisco, CA**

**Springboard Presenter: Nadine O. Vogel**



**May 3rd, 2014 7:30 am - 4:30 pm**  
**Crest Hollow Country Club**  
**Woodbury, Long Island NY**

**Springboard Presenter: Nadine O. Vogel**



**May 5—7, 2014**  
**InterContinental Buckhead**  
**Atlanta, GA**

**Springboard Presenter: Nadine O. Vogel**



## A Note from the Springboard Team:

As always, we hope everyone has enjoyed this edition of “**The WAVE**”.

We are so close to Spring here in the northeastern part of the U.S. you can almost taste it. The promise of Spring flowers and budding trees just fills us with excitement.

We are truly looking forward to all the April showers that will bring forth the long awaited May flowers and while you weather the rain, we can only suggest you take a moment and settle in with your copy of “**The WAVE**”.

We at Springboard Consulting, all wish you a glorious Spring awakening and hopefully will see you at all our upcoming events!

As always, please help us spread the word...tell everyone you know to visit our website and sign-up for the newsletter-<http://www.consultspringboard.com/newsletter/>.

Again, we thank you for your support and for subscribing to ...

**“The WAVE”**

*Until Next Time...*