Because silence is the biggest disability of all
USA Context

*The barrier of silence

- Fear
- Stigma
- Misperception
- Discrimination
- Denial

(* according to ada.info.org)
Brother: Deaf man shot by state trooper was afraid of police

Jeffrey Collins, Associated Press  Updated 7:43 am, Wednesday, August 24, 2010
People With ‘Invisible Disabilities’ Fight For Understanding

March 8, 2015 - 5:19 PM ET
Heard on All Things Considered

NAOMI GINGOLD
America still leaves the disabled behind

by Ananya Bhattacharya and Heather Long @CNNMoney

Jul 26, 2015, 9:10 AM ET
L’Oréal USA Disability & Inclusion Strategy

**Mission**
To break the silence associated with disability by engaging, recruiting, advancing and retaining employees with disabilities at L’Oréal USA.

**Goal**
To exceed 2% employees with disabilities and work to get to 7%.

**Objective**
To ensure that L’Oréal USA is a great place to work for employees with disabilities and is viewed as a leader in the disability community.

**Actions**
- Employee Engagement - Think Tank
- Education
- Communication
- Community Engagement
Audits Across the US

- Seattle, WA
- Florence, KY
- Walton, KY
- North Little Rock, AR
- Little Rock, AR
- Piscataway, NJ
- Clark, NJ
- Berkeley Heights, NJ
- Cranbury, NJ
- South Brunswick, NJ
- New York, NY
- Streetsboro, OH
- Montreal, CN
- Streetsboro, OH
- Grand Rapids, MI
- Omaha, NE
- Dallas, TX
- Miami, FL
- Valencia, CA
- Portland, OR
- Manchester, PA
- Florence, KY
- Walton, KY
- Cranbury, NJ
- South Brunswick, NJ
- New York, NY
Initiatives to Break the Silence

- Awareness
- Recruitment
- Solidarity Sourcing
- Partnerships
- Accessibility

At L’Oreal we inspire the best of beauty for all abilities
Engagement
Internal & External

Disability Inclusion Training
Engagement

Internal & External

Sign language class
It’s What You Can Do: Empowering Employees with Disabilities at Streetsboro

The Solutions At Work (SAW) team creates its own assembly line during its shift at Streetsboro.

“I can’t say enough about this program. SAW is a terrific partner and some of our SAW employees have been with us for years. It really is a benefit to all of us to recognize that people with disabilities have a lot to contribute when given the opportunity.”

Michelle Steger
Sr. Manager of Distribution Administration, Streetsboro

“The is a win/win for everyone involved. We benefit from having reliable employees who are committed to doing a great job and the employees benefit from having an opportunity to be successful and earning a living just like anyone else.”

Pat DiMassa
AVP of Physical Flows at Streetsboro
L’Oreal USA Hits Its Stride at 2016 Children’s Specialized Hospital’s Walk N’ Roll!

Team L’Oreal USA raised $5,300 for Children’s Specialized Hospital!

“L-R) Nick and Alex, Sonia Spisak’s sons, at the Walk n’ Roll!

“The 2016 Walk n’ Roll was yet another success thanks to the support of L’Oreal, family, and friends. Alex looks forward to the day each year in order to meet other child patients and participate in the various activities. Thank you to all of those who continue to support the Children’s Specialized Hospital!”
– Sonia Spisak, Credit and Collections Specialist

Thank you to everyone who participated and supported Team L’Oreal USA’s fundraising efforts. See you next year!
Living & Working with Disabilities: Rebecca Caruso, VP Diversity & Inclusion, Shares Her Story

“For a long time, I didn’t want anyone to know because I didn’t want my disease to define me. But I’ve come to realize that the person letting it define me was me. So I’m letting the cat out of the bag. I have a disability. If you have a disability, we invite you to share it. Because the more we talk about it, the more we erase the stigma and the fear. Talking about it will help create a workplace that is truly inclusive.”

Living and Working with a Disability: Nicholas Iadevaio, VP Human Resources

“As a member of the Disability and Veteran Think Tanks, I’m very proud to work at L’Oreal, which has taken a leadership role in being a place where people with disabilities are comfortable, feel safe, and can do a job with relatively no challenges or issues. By encouraging people to self-identify as having a disability, we start the conversation about how we can better help them.”
Distribution to all facilities during National Disability Employment Awareness Month
L’Oréal USA continues to Break the Silence

Amplification Devices

Accessibility

Physical Spaces
Impact of “Breaking the Silence”

Results:

Doubled Employee Disclosures twice in 2 years!

Average Retention
10.5 Years

Increased Employee Awareness
over 16,400 views on Intranet
Storytelling is key
No one understands what having a disability is like unless they’ve lived with it. Sharing personal stories from those living and working with disabilities makes a significant difference in engaging employees and encouraging them to feel empowered to disclose.

Partnerships are essential
Partnerships with experts in disability are a powerful two-way connection. We developed ongoing relationships with those who are experts in the field and who are willing to share information and expertise. In return, we are able to share our best practices and participate in/and or host events.

Metrics drive engagement
Tracking L’Oréal USA metrics by functions; collaborating with Human Resources Information Systems, and developing tracking tools are key to engaging the organization and keeping disability top of mind in recruitment and retention.

Employee Involvement makes a difference
The Disability Think Tank is comprised of employees at all levels and in various locations around the country. Their partnership and efforts reach and engage employees throughout all L’Oréal USA locations.
Employees Break Their Silence through the campaign

“Thank you for making strides in increasing awareness on this topic at L’Oreal. Too many of us go through life dealing with a disability silently at home and not talking about it amongst our peers for fear of being viewed upon as “different” or “not as capable.” For most the yearning to “fit in” makes us feel we need to hide what makes us different from others, especially when it comes to a disability. Well done in pointing out that we truly are not alone.”

“It makes me proud to know that L’Oreal is facilitating these conversations in a very real way.”

“So true and powerful! Beautifully inclusive.”

“Having been diagnosed with MS, I know what it’s like – especially when you get ‘you look fine.’ I can say that people here have been very receptive to my needs when I have a problem related to my MS.”
BREAK THE SILENCE
L’OREAL USA
BUILDING THE STANDARD IN MAKING BEAUTY INCLUSIVE
for all abilities