

CASE Publication Guidelines

Overview:

The Canadian Association for Supported Employment (CASE) is committed to facilitating opportunities for supported employment service providers to increase employment inclusion for persons in Canada experiencing disability.

The CASE blog and newsletters offer a forum for highlighting information and best practices related to supported employment and the insights, ideas, and activities of our members and partners. Articles are a way for us to shine a spotlight on the great work that supported employment professionals, inclusive employers, and other interest-holders are doing across the country.

Values:

In keeping with our organizational values, blog posts and newsletter articles should reflect these nine best practices of supported employment:

1. **Choice and Control:** Employment support is guided by the job seeker to achieve their career aspirations.
2. **Paid Employment:** The job seeker securing employment receives the same rate of pay and benefits as other employees doing the same job. Individuals with competitive positions receive their pay cheques directly from the employer.
3. **Partnership and Mentoring:** Job seekers, employers, and direct service providers determine the individualized strategies for providing the support that will assist in career enhancement. Ultimately, services will facilitate in maintaining job satisfaction for both the job seeker (now employee) and their employer.
4. **Full Inclusion:** Persons experiencing disability are socially and economically included in their community.
5. **Job Search:** Employment supports and services are timely and responsive. Appropriate support is provided for job seekers to achieve successful employment.

6. **Individualized:** Employment supports are individualized. Service providers negotiate to meet the unique needs of the employer and the specific skills of the job seeker, one person at a time.
7. **Natural Supports:** Employment supports are as unobtrusive as possible and fade or may fade over time by building on community support and social capital.
8. **Long-Term Support:** The needed support is available to all interest-holders over time to ensure people maintain employment stability and achieve career enhancement.
9. **Continuous Quality Improvement:** Interest-holders are involved in the evaluation of services. Service providers implement advancements and strive for continuous quality improvement.

Article Length:

Blog posts and newsletter articles are a way for our networks to access interesting and relevant information quickly. To facilitate this, please keep blogs to 750-1,000 words in length and newsletter articles 75-100 words. Web links and resources can be included for readers who would like to learn more about the topic.

Images:

Pictures capture our attention and help us to better connect with information and stories. Where possible, please include a picture that reflects the topic of your article. A brief text description of the image allows all readers to access the content.

Image files should be a minimum of 72 pixels per inch (72 ppi) for good visual quality. Ensure that you have the right to share the image and credit the source.

Plain Language:

Our readers are a diverse group. To make your piece as user-friendly and accessible as possible, please use plain language in your writing. The following are resources about writing using plain language:

- [Plain language checklist](#) (BC Government)
- [Communicate clearly with plain language](#) (Government of Canada)

Person-Centred Language:

We recognize the powerful role language plays in shaping perspectives, assumptions, and beliefs. Please ensure that your submission is written in person-centred language and focuses on the person first.

Person-centred language recognizes that, regardless of any overarching disability labels that may have been attributed to a person, their qualities, strengths, and experiences are unique to them. You can find out more about CASE's commitment to person-centred language here:

<https://www.supportedemployment.ca/about/guiding-principles/>

You may also request a copy of CASE's inclusive writing style guide by emailing:

communications@supportedemployment.ca

Attribution:

We appreciate the time and effort that contributors put into writing blog posts and articles. Please list how you would like to be recognized: name, position/role, organizational affiliation, contact information, and other information you require. We can also include an author's picture, if you choose.

Please ensure approval of your organization if you are writing or contributing on their behalf. CASE will share your organization's website, unless you request otherwise.

Selection:

CASE represents many supported employment professionals, employers, job seekers, and other interest-holders from across the country. While we appreciate the contributed posts and articles from all our members, we are not able to publish every submission.

CASE reserves the right to select content to share on our website and in our newsletter. Contributed articles may be held in reserve for publication in the future.

Last Reviewed: May 21, 2025