



# THE CHALLENGE

The Department of Labor noticed a problem. Community rehabilitation programs and NPAs across the country were paying certain employees with disabilities reduced wages, meaning they were paying below the federal minimum wage. Although this is legal under a special provision of the Fair Labor Standards Act entitled Section 14c Certification, many employers were not following the rules of that provision – or did not know the specifics of it. The DOL needed a video to educate these employers as to the proper implementation of the Section 14c Certification.

# THE ANSWER

Working closely with NISH, the national association that advocates for persons with severe disabilities, SolidLine Media met with the DOL to fully understand what these employees with disabilities go through on the job. This helped the SolidLine team to understand why the DOL enforces this law and the seriousness of an employer not complying with the law. From there, a strategy was put in place to develop a video that would engage the audience and teach them the important components of the 14c Certification. Through a mix of creative script and innovative graphic design, the hearty information of the law was injected into a creative training video that spoke directly to the employers.

# THE OUTCOME

The Department of Labor now has an effective tool to help train the Section 14c employers on what to do and what not to do when it comes to compensating their employees with disabilities. Instead of simply sending out pamphlets or copies of the law, the DOL can now show these employers how and when they are able to pay employees under the federal minimum wage. This process is resulting in more compliant employers across the nation.