



# International Federation of Hard of Hearing Young People

(IFHOHYP)

[www.ifhohyp.org](http://www.ifhohyp.org)

## *Strategy plan 2009-2014*

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## 1. Introduction

This document describes the strategy for the International Federation of Hard of Hearing Young people for the five-year term; 2009-2014. The strategy plan is based on the conclusions of the 1st strategic conference of 23 September 2007 (Hungary) and the 2nd strategic conference of 22 March 2008 (Spain).

### What is IFHOHYP?

IFHOHYP is an international non-governmental federation of national and regional youth organizations that are dedicated to advocating for the rights of hard of hearing young people throughout the world and is independent of sex, race, religion, nationality and politics. Our greatest priority is improving the quality of life of hard of hearing youth worldwide and promoting equal rights for hard of hearing young people at all levels of society. IFHOHYP specializes in meeting the changing needs of hard of hearing young people.

IFHOHYP believes that hard of hearing young people have the right to a good education, freedom of choice, the right to equal treatment at labour market, necessary support and technical aids they need to be included in the society. We raise disability awareness on national and international level through activities run by, with and for hard of hearing young people aged from 18 to 35.

The work of IFHOHYP is carried out on three levels: political, informational, and educational providing personal and professional development opportunities for members. IFHOHYP is the only international youth disability organization which is actively cooperating with the Council of Europe, an intergovernmental organization that works toward human rights, democracy and promoting cultural dialogue in Europe. IFHOHYP also works closely with an Advisory Council on Youth within the Council of Europe which is a statutory body comprised of 30 representatives that can affect the political agenda of the youth sector and other sectors of the Council of Europe. IFHOHYP is an associate member of the European Disability Forum.

## 2. The Mission and the Vision

### 2.1. The Vision

- Visibility of hard of hearing young people worldwide
- Strong voice of and inspiration for hard of hearing young people worldwide
- Greater awareness of hearing loss on national and international levels
- Inclusion of hard of hearing young people and full realization of their rights

### 2.2. The Mission

- To serve as a platform for cooperation and exchange of information and expertise among organizations of hard of hearing youth
- To establish links with organizations of and for hard-of-hearing people and youth worldwide
- To encourage better understanding of the rights and the needs of hard of hearing young people in the society
- To defend the interests of hard of hearing youth and express them towards international bodies

### 3. Main Activities: What are the main activities of IFHOHYP?

#### 3.1. Annual General Meeting (AGM)

The AGM is the main decision-making body of IFHOHYP, held in early spring every year. The location of the meeting changes annually. Each year, a different national organization hosts the meeting in their country.

#### 3.2. Summer Camps

The summer camps take place for approximately 10 to 12 days during the summer (school) holidays. The camp brings together hard of hearing young people from different countries, so that they can get to know each other as well as the environment and culture of the place where the camp is being held. The camp program may also include workshops and language courses. Like the AGM, the camp rotates to different member organizations each year.

#### 3.3. English Language Courses

IFHOHYP organizes English language courses for hard of hearing young people. IFHOHYP organized English courses in Malta (1997) and United Kingdom (1999). An "Induction Loop System" and other special hearing aid equipment are provided to assist hard of hearing students.

#### 3.4. Training Courses for youth leaders

Young leaders can share experiences from their work in the national organizations and learn more about the work of international hard of hearing young people at these training courses. The courses are often held in co-operation with the Council of Europe Directorate of Youth and Sport, European Youth Centers in Budapest and Strasbourg.

## 4. Main partners of IFHOHYP

### 4.1. Who are the main institutional partners of IFHOHYP?

- Council of Europe:
  - Directorate of Youth and Sport – [www.coe.int](http://www.coe.int)
    - Advisory Youth Council
    - European Youth Centres (Budapest and Strasbourg)
    - European Youth Foundation
  - Directorate of Social Cohesion
    - CAHPAH, Integration of People with Disabilities Unit
- United Nations, Youth Unit
- European Commission
  - Directorate General of Education and Culture
  - Directorate General of Employment, Social Affairs and Equal Opportunities, Integration of People with Disabilities Unit

### 4.2. Who are the main NGO partners of IFHOHYP?

- IFHOH - [www.ifhoh.org](http://www.ifhoh.org)
- EFHOH - [www.efhoh.org](http://www.efhoh.org)
- European Disability Forum – [www.edf-feph.org](http://www.edf-feph.org)
- Global Partnership on Disability and Development - [www.gpdd-online.org](http://www.gpdd-online.org)

## 5. SWOT Analysis

The organisational analysis was carried out by the participants of the 1st IFHOHYP Strategy conference on 23 September 2007 in the European Youth Centre of the Council of Europe (Budapest, Hungary). It served as a basis for identifying the main four priorities of the Strategy and developing the strategic goals and objectives.

Table 1 SWOT analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>- IFHOHYP is an established old organization</li> <li>- There are developmental goals</li> <li>- IFHOHYP brings together many different people from organizations</li> <li>- There is a strong network with EDF, IFHOH, EFHOH, and Council of Europe...</li> <li>- IFHOHYP is independent</li> <li>- It's constantly growing: getting new members and becoming bigger</li> <li>- There are good and useful activities</li> <li>- It's democratic</li> <li>- There is an active Board team</li> </ul>	<ul style="list-style-type: none"> <li>- Sometimes, not enough information from the Board to the members</li> <li>- High level of English may bring difficulties in communication</li> <li>- There are a few meetings for all IFHOHYP members</li> <li>- Lack of tools about how to apply for a project, how to organize an activity</li> <li>- Lack of volunteers</li> <li>- There are activities, but what happens after with the participants? Sometimes there is a lack of continued contact</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>- To make a quality control system</li> <li>- To make a platform for changing the structured information about quality life in different countries</li> <li>- opportunities to ensure that IFHOHYP has more money (for example the non-members' fees for summer camps)</li> <li>- Motivate the old and new organizations. Be flexible with the fees for example:               <ul style="list-style-type: none"> <li>o 70%: world bank data</li> <li>o 30%: contribution of the organization in IFHOHYP</li> </ul> </li> <li>- website for better publicity</li> <li>- Presence of funding such as from Leonardo programme and other grants:</li> <li>- Organizations of developed countries can support developing countries.</li> <li>- Contact with hearing aids companies and with audiologists.</li> <li>- Contact with schools and give information about HOH</li> <li>- Making possible discounts for hearing aids and HOH youth tour groups</li> <li>- Social environment: to learn from each other, make NGO or clubs</li> <li>- Partnerships with the Governments</li> </ul>	<ul style="list-style-type: none"> <li>- Dispersion of the team members in committees, at time not sufficient activity of the committees, also due to lack of volunteers: we have to identify the problem and find the solutions</li> <li>- The representative power in European Union must rise</li> <li>- Funding:               <ul style="list-style-type: none"> <li>o Sponsorships: IFHOHYP can bring the real interest of the hard of hearing people, not the interests of the company</li> <li>o Advertisements</li> <li>o Applying for grants</li> </ul> </li> <li>- Lack of financial resources: not every year IFHOHYP will receive the grants</li> <li>- Budget should be realistic and funding should be secured</li> </ul>

## 6. The Strategic goals

### 6.1 Communication and Information

Accordingly with its mission, IFHOHYP should serve as a platform for cooperation and exchange of information and expertise among organizations of hard of hearing youth.

Therefore, internal and external communication is a crucial issue for IFHOHYP. It is strongly related to the quality of IFHOHYP information services and tools. Improved channelling of information inside IFHOHYP will make communication between IFHOHYP Board and member organisations, as well as between member organisations, better. It will also improve cohesion between the organisations. The main communication and information tools of IFHOHYP are IFHOHYP website and the newsletter. These tools of external and internal communication and information should be made more effective and efficient.

#### Strategic goal:

To make communication and exchange of information within as well as outside IFHOHYP, more effective and efficient.

To achieve this goal, several objectives and actions are defined accordingly:

1. To enhance an effective communication structure within IFHOHYP bodies
  - 1.1. To keep monthly in contact with Committees' coordinators and ensure continuous dialogue between the Board and the Committees
  - 1.2. To develop annual Committee plans for the period 2009-2014, with assistance from the Board, if necessary
  - 1.3. To develop interactive blog and forums on the IFHOHYP website as tools of internal communication
2. To collect information from organizations for/of hard of hearing young people
  - 2.1. To research and regularly collect up-to-date information from member organisations
  - 2.2. To research information about projects, groups and associations related to hearing loss worldwide
3. To collect information about various aspects of hearing loss
  - 3.1. To determine what information should be collected
  - 3.2. To collect the information from relevant actors (NGOs, research institutes, political bodies etc.)
4. To disseminate collected information through website, newsletters and a blog
  - 4.1 To keep the website up-to-date and add more information from member organisations
  - 4.2 To publish the Newsletter four times a year
  - 4.3 To maintain the interactive blog in cooperation with the Board and the Communication and Newsletter Committee.

## 6.2 Human resources

Human resources are the engine for the organizational development and successful realization of the organization's mission. Human resources of IFHOHYP can be defined as volunteers from IFHOHYP member organisations and their skills, knowledge and expertise. The existence and effective work of IFHOHYP depends on the active involvement of volunteers. To ensure sustainable development of IFHOHYP, participation of volunteers should be targeted and ensured on a regular basis.

### Strategic goal:

To encourage and improve active participation of volunteers from member organizations in IFHOHYP

To achieve this goal, two objectives shall be reached.

1. To increase knowledge about IFHOHYP on national and regional levels
  - 1.1 To provide and distribute information about IFHOHYP on various levels through national, regional and local member organizations, through HoH adult organizations, disability and mainstream NGOs, educational establishments.
2. To create impetus and opportunities for volunteers' personal and professional development
  - 2.1. To support and recommend most active volunteers for participation in the events such as the Council of Europe training courses, various seminars, youth meetings, IFHOH Congresses, European Disability Forum events
  - 2.3. To encourage representatives of IFHOHYP member and non-member organizations to join Committees/ working groups as active volunteers
  - 2.4. To seek various ways of rewarding active volunteers and to give them priority when nominating IFHOHYP representatives for international events, trainings, Congresses, etc.

## 6.3 Political work and Lobbying

Political work refers to activities related to defending of the interests of hard of hearing young people and addressing them towards international bodies, decision-makers and various stakeholders, as outlined in the IFHOHYP mission.

### Strategic goal:

To lobby relevant stakeholders and policy-makers (international bodies, European institutions, etc.) with concrete recommendations on the initiatives and actions necessary in order to improve the situation for HoH youth/ adults.

To achieve this goal, two objectives shall be reached.

1. To establish a new Committee on political work and lobbying that will:
  - 1.1. Carry out the abovementioned Strategic Goal and all coordination, information collection, writing work as outlined below in clauses 2-5;
  - 1.2. Establish their own work plans, short-term and long-term goals in cooperation with the IFHOHYP Board;

- 1.3. Seek volunteers with necessary expertise (such as policy recommendations' writing, English language proofreading, lobbying, legal issues) to support Committee work at various stages;
- 1.4. Together with the volunteers/ experts, develop concepts and position papers on the issues pertinent to hard of hearing young people.
2. To identify the needs of IFHOHYP member organizations and collect best practices:
  - 2.1. To identify their most important needs (in terms of access to technical aids, education, employment, rehabilitation etc.) and write a summary report;
  - 2.2. To collect examples of best practices of lobbying and policy-making member organizations;
  - 2.3. To analyse and apply these examples in the work of the committee on position paper.
3. To identify the relevant authorities/ institutions, where IFHOHYP recommendations/ position papers shall be submitted.
4. On the basis of identified needs and the institutions, produce IFHOHYP position paper with the assistance/ guidance from the IFHOHYP Board.
5. Together with the IFHOHYP Board, submit position papers to the relevant institutions and disseminate via IFHOHYP Newsletters and relevant channels of information.

#### 6.4 Expansion of IFHOHYP

The growth of IFHOHYP will create more opportunities to defend the rights of hard of hearing young people and to include them into the society. This priority responds to the part of the mission to establish links with organizations of and for hard-of-hearing people worldwide and the links between IFHOHYP and regional and/or national organizations for hard of hearing youth.

#### Strategic goal:

To expand IFHOHYP to Asia, Africa, North and South America where possible and consolidate IFHOHYP position worldwide.

There are several objectives that shall be achieved:

1. To create new contacts with organizations for hard of hearing young people worldwide
  - 1.1. To research and map organizations and groups of/for hard of hearing young people
  - 1.2. To contact these organizations about IFHOHYP.
2. To improve inclusion of (member) organizations in IFHOHYP
  - 2.1. To research and take note of the financial situation of member organizations
  - 2.2. To investigate possibilities to cover travel costs for member organisations from Asia and Africa to IFHOHYP meetings in Europe
  - 2.3. To explore fundraising opportunities in order to support participation of current member organisations from Eastern Europe, Asia and Africa in IFHOHYP activities, in working groups at the IFHOHYP meetings (AGM 2010 and others)
  - 2.4. When possible, establish the new Committee in IFHOHYP working on regional representation of member organisations, fundraising and IFHOHYP expansion issues.