

**International Federation of Hard of Hearing Young
People
(IFHOHYP)**

Study session
held in co-operation with

European Youth Centre Strasbourg,
Directorate of Youth and Sport - Council of Europe

European Youth Centre Strasbourg
14-21 October 2001

**Theme: “Knowledge Transfer – Putting Hard of Hearing Youth
on the Map of Europe”**

(How to make a campaign on hearing disability)

REPORT

Dear reader,

This report gives an overview of the IFHOHYP Study session held in October 2001 in European Youth Centre, Strasbourg, France. The overall aim of this study session was to give the participants skills and tools to set up campaigns in order to sensibilise people on the hearing disability, as well as to learn from different realities of the Western and Eastern European countries.

The objectives were to bring out needs and reasons for running a campaign and to exchange informations on existing awareness-raising events and good practices of campaigns, then to get the most important skills needed to work on a campaign – such as self-confidence, teamwork, communication and intercultural learning. Finally the participants prepared guidelines on “How to run a campaign?” to be used by their local organizations – guidelines on Campaign on Internet, Special Event, Press-Conference and Exhibition.

In the same time with the Study Session – and in line with its main theme - the Russian Disability Art Exhibit was held in Palais d’Europe, serving as a capturing example of disability awareness-raising event. Special Thanks to Mrs. Agneta Derrien of EYCS, Mr. Albert Wack and my colleagues who helped to make this event possible.

In the time this report was being issued, some guidelines developed at this Study Session had already been successfully used in IFHOHYP member organizations in Denmark and Finland.

Many thanks to Inge Stuer, Helene Barkovic and Arjen Bos for their support and bringing educational quality to this study session.

Thanks to all participants for a great time in Strasbourg!

*On behalf of the Team,
IFHOHYP Study Session course director
Karina Chupina, Russia*

What is IFHOHYP?

IFHOHYP is the only international non-governmental federation for national and regional youth organizations that are dedicated to hard of hearing young people throughout the world and is independent of sex, race, religion, nationality and politics. IFHOHYP was founded in 1968 and today is comprised of organizations from mostly European countries. IFHOHYP is committed to promoting equal rights for hard of hearing young people at all levels of the community and specializes in meeting the changing needs of hard of hearing young people. We strive to improve quality of life for hard of hearing young people and their integration into society. We raise disability awareness on local, national and international level through activities run by and for hard of hearing young people aged from 18 to 35. IFHOHYP main activities are Annual General Meetings, annual Summer Camps in member countries, English language international courses, Training Courses and study sessions for youth leaders, exchanges between member organizations.

First, we would like to share with you the thoughts of hard of hearing youth on what it is like to be hard of hearing young person today. So...

What Does It Mean To Be Hard of Hearing?

At the study session the participants were asked to reflect over what it does mean to be hard of hearing and write their feelings down on small post-it notes. The notes were attached on the wall so everybody could read the different comments. Many different views and opinions were expressed, but some points were quite usual:

- Hard of hearing people in general have to **work harder** than normal hearing people in order to achieve what we want. This applies to areas such as education, career, social life and so on.
- Many hard of hearing people suffer from **lack of self-confidence**. Because of the problems coming from communication and in particular in understanding, hard of hearing people often find themselves in situation they don't prefer and this can affect the level of participation. As a result hard of hearing people might start avoiding new social settings and activities because they get afraid of misunderstandings.
- Hard of hearing people can have problems with understanding television and movies in their own language because there is **lack of subtitling**. One strange thing coming from this is that hard of hearing people sometimes know more about what is happening abroad than in their own country.

One conclusion coming from this is that it is most important **to inform** people about our situation. It is of central importance that our friends, families and other people with who we are in regular contact, know how to make communication easier for us.

Written by Anneli, Jennie and Anna. IFHOHYP Study session "Knowledge Transfer".

WEEK IN STRASBOURG EYC, IFHOHYP STUDY SESSION, 14-21 OCTOBER, 2001.

Monday, 14 October 2001

Based on the objectives, the study session had a first day of questioning the personal and group needs for running a campaign.

Chair: Karina Chupina

9:30 *Welcome!*

Team presentation, technical information

Karina opened the Study Session “Knowledge Transfer – Putting hard of hearing youth on the map!” with the welcome word and Team presentation. The Team consisted of Karina as a course director, Vanessa Migliosi, Ervinas Klimavicius, Helene Barkovic who was with us to ensure the quality of the course and help when needed, and Niels Henrik-Moller Hansen, IFHOHYP President, who came both to take part and to assist in some elements of the study session. Palantypist Norma from the UK was introduced – the entire study session was to be conducted with her help. After this, the Team participants introduced themselves in a round of names.

Palantype (text-to-screen service) was provided from the very beginning of the study session and was of great help to all participants. Words are rendered in text through combination of sounds by a palantypist and appear on large screen – which makes it easy to read and follow all discussions.

10.00 *IFHOHYP Presentation*

Helene gave the basic information on the facilities provided by European Youth Centre Strasbourg and on travel reimbursement, after which Vanessa made the presentation of IFHOHYP. The emphasis was made on the stage of development IFHOHYP is going through now – changing from a single issue organization (mainly summer camp activities) to the multiple issue organization - and beginning to have more educational + political impact today. This is achieved through widened network of contacts with various European institutions, such as the Council of Europe and European Youth Centre in Strasbourg, and a bigger number of IFHOHYP members.

10.30 *Introduction to the study session.*

Karina gave an introduction to the study session, its aims and objectives, and presented the program of the week. The Social and Newspaper committee were formed the purpose of which was to organize free time events throughout the week and prepare a newsletter on the theme and activities of the study session.

11.00. *Getting to know each other.*

After a coffee break Vanessa and Ervinas took turn. They helped participants to get to know each other better, through composing personal card and drawing on it the main aspects of one’s life and work – with as less writing as possible. Only a personal motto could be written. Then participants had to study the cards, guess the meaning of the drawing and explain it to each other.

14.30. *Expectations from study session*

After lunch Karina asked participants to reflect on their expectations from the study session and put the post-its with written expectations on the wall so everyone could see them and read.

14.50. Personal difficulties of being hard of hearing

Vanessa encouraged participants to analyse personal difficulties being hard of hearing. These thoughts and reflections were also put down on post-its that were attached on the wall for further discussion. The objectives behind two past exercises were to provide the opportunity for the participants to reflect on and express their own needs and to learn about the needs, expectations and motivations of other participants.

15.00 Why do we want a campaign?

After participants had time to think on their own, Karina addressed a new question to all: **WHY** do we want a campaign on hearing disability? Participants were supposed to look at the campaigning possibility through the needs + difficulties they had just identified; to link them with the reasons and motivations for running a campaign on these needs. Participants shared their suggestions in 5 small groups – each group had to make a summary of the 5 most important reasons for running a campaign on hearing disability and present them in the plenary.

It took a little more time than expected because participants wanted to express themselves fully during group discussions, and also because the questions touched upon the crucial issue for all - identity of a hard of hearing person.

16.00 Coffee break

16.30 Group building

The exercise on group building should have taken place, as usual, with palantypers' assistance (text-to-screen tool). But suddenly the connection went worse which caused some confusion because participants were less able to follow the instructions without palantype. Anyway, Ervinas and Helene managed to run the exercises to the end. Ervinas initiated “Buying and Selling” discussions among groups of participants who had to convince other groups to buy certain items. He managed to explain instructions with the use of overhead projector.

19.00 Dinner.

21.00 Organizational Market.

During dinner time participants were given opportunity to prepare an organization market – exhibit of their organizations for HOH young people. Several countries did very good verbal presentations of their organizations. Vanessa sometimes had to help in translation into Spanish and Italian for some participants who were not so fluent in English. All countries prepared a good exhibition, and it was useful to walk around and learn more of the national structures and the ways of working with and for hard of hearing. This contributed to one of the aims of the study session – to learn from different experiences of the Eastern and the Western European organizations. The exhibition stood up for the rest of the week so participants could often come, look at it during the session and pick hand-out materials.

Tuesday, 15 October 2001

This day consisted of workshops to get the necessary skills to work in teams on a local and international level.

Chair: Vanessa Migliosi

9.15 *Energizer.*

It consisted in putting people in circle and in asking them to take off one shoe – the right one. People had to go ahead step by step, to try the shoe of the next person and to see if it fits to their foot and so walk round the whole circle.

9.30 *Teamwork and Self-confidence workshops*

Two workshops were run in the same time with two different groups. These workshops were about Self-confidence and Teamwork. Vanessa and Karina were responsible of the workshop on Teamwork.

Teamwork

A problem-solving exercise was offered at this workshop. Participants were asked to build a portal with materials provided (papers, tapes, pencils, newspapers) available in the room. The only rule was that all participants had to be able to pass under the Portal walking stand up. The explanation was given to all people except one person who was supposed to not know what to do. People had different "handicaps": one was blind, other one completely deaf, another - one-handed, and so on. There was a competition between two teams: the winner should have been the team which manages to build the portal first. Then the most important part came – we discussed why the result happened the way it happened, talked about roles in the teams and their distribution, about the self-identification in the teamwork in general.

Four types of communication (intrapersonal – interpersonal; intragroup – intergroup) and four phases of the group dynamics were discussed:

- *Forming.* Introduction to the problem; each member of the team creates an image of the team members, if not yet known. "Distribution" of the roles.
- *Storming.* Discussion of the problem, finding solution, making decisions, distribution of the tasks.
- *Norming.* "Cooling down", adjusting to each other.
- *Performing.* Doing the task itself.

Finally, we developed a scheme of interaction between different roles in teamwork (made from coloured paper signs) and put it on the Magic Wall brought by Arjen. Then participants were asked to change this scheme according to their understanding on what the teamwork in intercultural group should ideally be, which evoked lots of discussions and different viewpoints. This workshop helped participants to exercise their problem-solving skills, to explore the role and the place of members in the intercultural group in problem solving, to understand the importance of finding ones' own role in the team and adapting to the roles of others – in order to make better process of teamwork and management of group dynamics.

Most participants expressed their thoughts and were quite active in discussion. They said that they recognized this exercise as a very thought-provoking one.

Self-confidence

The other workshop was about Self-confidence and it was run by Helene and Arjen. It consisted in Image Theatre - performing two situations from their life experience, one positive situation and the other negative, through pantomime. Then participants were asked to try to improve the negative experience by transforming it into positive. One by one, the participants tried to "convey" their experiences to other spectators. It was a new and useful experience for some, especially for participants from the Eastern Europe. Building up more self-confidence through this method was a new way for many.

11.00 *Exchange of two groups.*

Vanessa had to switch to Self-confidence workshop, because she had to help to translate explanations for Bodgan, the deaf boy from Romania, in sign language. In turn, Helene took Vanessa's place in running the Teamwork workshop with Karina.

13.00 *Lunch time.*

14.00 *Youth and Europe lecture*

Inge gave a lecture about Youth and Europe and information about Council of Europe, its history, aims, priorities and structure. For many participants it was quite new and useful information.

14.30 *Communication and Intercultural Learning workshops*

Other two workshops started: Communication and Intercultural Learning. Communication workshop was run by Karina and Ervinas.

Intercultural Learning

Vanessa and Arjen ran the workshop about Intercultural Learning that consisted in Barnaga game - very funny and pleasant game with play cards. Aim of this game was to explore what happens when we are confronted by different ways of doing things.

There were three or four tables where four people played. In each table the rules were different and the winner and the loser changed the table in opposite directions. The tables had a number: the winner had to go to the upper table until he/she reach the table number 1, the loser had to go to a table with lower number. After the game a debriefing took place - on how participants felt in this game and why, how they could compare the game situations with their everyday life. We spoke about cultural differences and compared them with actions, behaviour and attitudes of participants in this game.

Communication

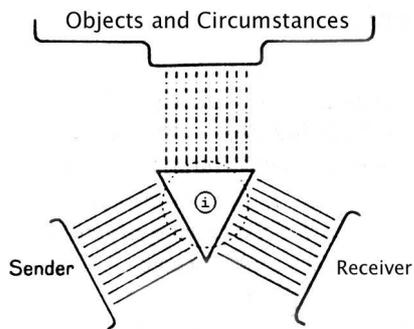
First Karina gave an introduction to the communication theory on the scheme representing how communication is functioning, developed by Karl Bühler (1879-1963), an Austrian psychologist.

According to this theory, three factors are important for communication:

- 1) The sender of the information, who shows his feeling towards the receiving person or on the content of the information (anger, happiness, irony etc.)
- 2) The receiver of the information, who reacts on the information

3) The objects and circumstances around both people.

Communication is a triangle: the sender and the receiver have to understand the same environment to send, transmit and receive an information. It means that we need to work in the same system of communication and with the same understanding of the values of the environment where the system works.



Then Karina and Ervinas showed the picture (it was on the theme of hearing disability) . While the half of the picture was covered, they asked participants to tell about another half. This provoked many guesses and most of these were wrong. This showed to what extent our stereotypes can affect communication. As a result, the final discussion went even wider than expected and touched upon many aspects of communication. Special emphasis was made on how to communicate a message on hearing disability in advertisements and TV, many interesting ideas were expressed.

16.00 *Exchange of the groups.*

19.00 *Dinner*

20.00 *Intercultural evening*

Intercultural evening went really fine, with the exhibition of the food and playing the games of different countries. Karina and the Team welcomed participants from the Roma organizations study session (held in EYCS at the same time) to join IFHOHYP games, which was a lot of fun, laugh and a great opportunity for more intercultural learning. It was a great success!

Wednesday, October 17, 2001

The third day participants had an open space to find out the main issues that could be developed in campaigns on hearing disability and then presentations of different examples of campaigns.

Chair: Helene Barkovic

9.30 *Open Space Technology*

The next item on the Agenda was to connect the experiences and practices of participants with ideas on how to change them. In other words: How to inform the society about the needs and existence of hard of hearing young people. The aim was to develop a general framework, which could connect the participants' personal experiences with the tools that were introduced in the last part of the study session. In order to achieve this goal several methods was deployed - one of these was "Open Space

Technology" introduced by Niels: a way of working and organizing workgroups that differs from most conventional conceptions. It was quite a new, enjoyable and mind-opening experience for many.

11.00 *Coffee break*

11.20. *Presentations of campaigns:*

- *Lithuanian Campaign on Hard of Hearing*
- *European Youth Campaign against Racism, Xenophobia, Anti-Semitism and Intolerance.*

After a coffee break Ervinas Klimavicius gave an informative lecture on Lithuanian experience of a campaign about hard of hearing youth, which was a great success and even involved a President of Lithuania. Ervinas presented campaign structure and specific tools used during this campaign. After this, Karina Chupina told about the Campaign "All Different, All Equal", about its structure, specific techniques and the role of the Council of Europe in this campaign. This campaign is known as the "European Youth campaign against Racism, Xenophobia, Anti-Semitism and Intolerance" and encompassed a greater Europe in 1994-1996. In each European country the campaign was reinterpreted to answer local needs and to respond to specific problems within its society. In this campaign, the "European Youth Trains" initiative was especially capturing in terms of attracting media interest across much of Europe. It was taken into account that this experience of 6 special trains simultaneously traveling from Ireland, several Nordic countries, Poland, Greece, Portugal and Spain to Strasbourg, France, could be put to good use in the future. It reminded participants about the ambitious IFHOHYP idea from the last study session to have the "IFHOHYP Bus" campaigning tour around all Europe.

Participants liked some ideas and referred to these presentations throughout the next days and working in groups.

13.00 *Lunch, travel reimbursement and a free afternoon*

19.00 *Dinner in town at La Bourse restaurant.*

Dinner in a noisy restaurant which still did not prevent people from communicating, getting to know each other better and having fun.

Thursday, October 18, 2001

The fourth day participants had two expert inputs on marketing and campaigning management.

Chair: Ervinas Klimavicius

To ignite the third and final stage of the study session two professors were invited: Dr. Dainora Grundey, expert in marketing, and Dr. Dmitri Gavra, professor in PR. They gave a very deep and extensive lecture on the art of PR and marketing. The lecture was perhaps a bit too long, but gave anyway some good ideas of what to consider if you are thinking of launching a PR or marketing campaign. Especially the points about target groups were interesting. Very often people tend to see all society as one target group - this can be right, but making a campaign or some kind of a PR-event that is interesting for all is nearly impossible.

One solution is to be more *specific* about who you want to target - e.g. people riding on red bikes or something different. Being specific makes it more easy to design the Campaign.

The other areas of campaigning to which experts directed our attention, were: Strengths of Advertising in magazines, newspapers and television, Advertising tools, Attention Areas, Structure of a campaign,

Mobilizing the society and the media. Also the examples of successful campaigns, their methods and structure were presented.

19.00 *Dinner and end of the working day.*

Friday, October 18, 2001

The fifth day was group work on the guidelines for different kinds of campaigns.

Chair: Niels-Henrik M. Hansen

In the last two days of the study session the participants were given the task of designing different types of campaigns and examples of PR-events. This day was dedicated to working in groups as the day before participants had the opportunity to get information about PR and marketing tools from two professors. As an introduction to the group work a broad overview of the week so far was presented. The focus of the overview was to give the participants an idea of the tools they had learned so far and the resources they – themselves – brought to the study session. This was to emphasise one of the aims of the study session – to let Eastern and Western European countries meet and exchange information and knowledge, and learn from each other in the process. Another thing pointed out in the introduction was that people should take the necessary responsibility for their work - especially to make sure that the result coming from the group work could be used outside the context of the study session – most ideally back home in their sending organisation.

The groups themselves were divided the evening before by the team. This was done in order to ensure that every group would work in the best possible way, and to mix the participants across organisations and countries. Four groups were formed – each one had either a chairman from the team or the two external lectures (the professors respectively in marketing and PR). Beside this, the external trainer Helene helped when needed in the different groups.

13.00 *Lunch*

14.00 *Work in groups continues*

The groups worked the rest of the day. Most did work quite hard in order to produce their material and to prepare their presentation the day after. One problem was the lack of computer resources, as the other group working in the European Youth Centre was also using the computers. The solution was to set a time schedule for groups, so each group had a specific time slot during which they were allowed to use the computers.

19.00 *Dinner*

In the evening some people were still working while the majority of participants went to have Boat sightseeing trip organized by the Social Committee and to walk in Strasbourg downtown.

Saturday, October 19, 2001

The last day the participants presented and evaluated their projects, which was followed by the evaluation of the overall study session.

Chair: Karina Chupina

In the morning, teams presented the results of their groupwork in plenary, handed out the prepared guidelines on Special Event, Campaign on Internet, Exhibition and press-conference and answered the questions from participants. Then all of us shared our thoughts on what we learnt in this study session and compared it to the expectations in the beginning. In the round, participants spoke of their thoughts and reflections and feelings, and thanked the team. Finally, after the plenary evaluation participants were asked to fill in personal evaluation forms and evaluate each programme element with answers ranging from 1 (very low) to 5 (excellent). The overall result of this evaluation is below.

In the evening participants had a farewell party, very nicely prepared by the Social Committee, with awards, games and study session diplomas.

Results of the evaluation survey:

Programme elements	Average grade
Welcome evening	4,5
Technical information about the centre	3,7
IFHOHYP presentation	3,8
Getting to know each other	4,4
Expectations of study session	3,7
Difficulties of hard of hearing young people	4,0
Presentations of why do we want a campaign	3,9
Group building: Selling and buying	3,5
Organization market	3,6
Workshops:	
Self-confidence	3,9
Teamwork	4,0
Communication	3,4
Intercultural Learning	3,9
Youth and Europe lecture	3,7
International Evening	4,5
Open Space Technology	4,0
Presentation of Lithuanian campaign	3,0
Presentation of “All different, all equal” Campaign	3,6
Free afternoon	4,2
Dinner in town	3,9
Expert input on marketing (Dainora Grundey)	3,7
Expert input on PR (Dmitry Gavra)	3,5
Workshops on Guidelines for a Campaign	4,5
Presentation of Guidelines	3,9
About the EYCS	3,9
Meals	3,2
Accommodation	4,0
Facilities	4,0

Summary of the Study Session

- the overall aim and objectives of the study session were achieved
- participants were highly motivated and this especially showed during their intensive work in groups on Campaign Guidelines; deep and though-provoking discussions took place throughout all study session and many new working perspectives opened
- there was a good balance between group and personal learning; the programme provided for mutual learning situations which worked very well
- despite some difficulties in communication in English participants did try to communicate with each other and the bonds were achieved. (In some countries English is not taught in specialized schools – therefore command of English is a common obstacle during international activities of HOH youth)
- It is of vital importance that many of the participants got an opportunity to practice their conversational and written skills in English
- the methods used were suitable and contributed to the aim and objectives of the study session; some methods and exercises can be developed and adapted further for next IFHOHYP study sessions (e.g. Building the portal, Open Space Technology, Image Theatre which can work very well with hard of hearing people)
- It is essential that the external experts are aware of the working methods used and they should be allowed some time to get to know the level, dynamics and atmosphere of the group. Efforts of the Team members were aimed at preparing experts for the specificity of the study session and the group. For the future study sessions, perhaps even more instructions should be given to experts in advance, to ensure interactivity and fuller involvement of the group

Comments: In this study session much more materials had to be used than expected. Perhaps the limit of using materials (such as papers, transparencies, markers, etc.) and making copies should be extended in the specific case of study sessions for youth with disabilities. For example, hard of hearing always have to rely on visual presentations and hand-outs.

Extension of this limit will help to avoid misunderstandings and ensure a better quality of the educational process and group dynamics.

Palantype (text-to-screen service) is an indispensable tool at study sessions for hard of hearing. It will be great if technical provisions for its use – simultaneously with the overhead projector and PowerPoint (on two screens) - are always ensured in the future.

Regarding the schedule, it will be good to envision more short breaks and energizers throughout the next study session, in order to relieve participants from the strain of constant listening and to help them to manage their energy.

OUTCOMES

The participants have paper copies of the guidelines that they will propose to their local organizations as examples of possible campaigns. Many of them are board members in their countries and will now multiply what they learned in their next activities and by starting local campaigns.

One result is known already! The following link about Campaign on Internet can be visited for the outcome of the study session:

http://www.hu.dk/lidt_om_os/Campaign_on_Internet_by_Morten_D_Mortensen_1.doc

This work by Danish organization can help others to make a better website for their own

HOH youth organization. You can also see the Danish website here: www.hu.dk

Another result: IFHOHYP LOGO Competition!

The need for a clear and bold logo for IFHOHYP was expressed during the Special Event workshop. In the beginning of 2002 the IFHOHYP Board ran an international competition "Best logo for IFHOHYP!". Nadia Rivkovich of St.Petersburg, Russia, became the winner. The logo is now printed on IFHOHYP brochures which were published in Russia under grant from European Youth Foundation. These brochures were sent out to various organizations + institutions in more than 25 countries and serve the aim of sensibilising society on the needs of hard of hearing young people.

Expected impact of the Study Session:

A better awareness of their needs as hard of hearing young people and a better knowledge of the tools they can use to promote their organization as the one defending their rights toward society and the institutions.

It is the hope of the organising team and IFHOHYP that the knowledge from the study session will be used in the different organisations and that the experiences learned where will be returned to the international work, so other organisations can benefit from it.

One of the main lessons must be that every organisation should use PR and marketing when they plan any activity. Every activity can more or less be of interest for others and should be used as a tool for promoting the ideas and aims of the organization behind the activity. For what can be done, campaign in Lithuania is a good example.

It is going to be exciting to see what the study session participants can pull of now and in the time to come...

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MATERIALS BY WORKING GROUPS – GUIDELINES FOR CAMPAIGNS

Special Event working group

The Special event working group was facilitated by Karina and Dr. Prof. Dmitry Gavra. The aim of this working group was to produce guidelines for an event that would raise awareness on the needs of hard of hearing youth and sensibilise society. Participants wanted to outline how to do run and organize a "Special Event" - in this case they used 35-th anniversary of in 2003 as an example. In other words, these guidelines were meant to serve as a kind of toolbox for use of any organization for hard of hearing youth. The main idea of the guidelines was to make one specific day a "European Day of Hard of Hearing Youth" in all European countries at the same time. The motto of the day is: "With Sounds?!".

The group agreed on choosing one of the European cities – Copenhagen - as a site for this event, and the IFHOHYP 35-th anniversary in 2003 as the implication for the event itself. The event would and give opportunity to hearing people to put themselves into the shoes of people with hearing disability. For example, special earplugs could be used during the European Day of HOH Youth and Copenhagen sightseeing so that people could make themselves familiar with the obstacles hard of hearing youth faces in their daily lives. The guidelines for this special event were produced upon guiding questions on organizing and running special event, developed by Dr.Prof. Dmitry Gavra. Participants developed an example of a press release telling about the activity and elements planned for the day, as well as an overview of different possible channels which can be used to promote the day. The programme with all planned activities for the European Day of HOH Youth was included into this package and can be bundled together with the press release.

IFHOHYP STUDY SESSION



SPECIAL EVENT TOOLBOX

Jurgita
Denis
Francesca
Matthias
Jennie

(run by Karina and Dr.Prof. Dmitry Gavra)

STRASBOURG, OCTOBER 2001.

SPECIAL EVENT TOOLBOX

**EUROPEAN DAY
OF HARD OF HEARING YOUTH**
Celebrating the 35th anniversary of IFHOHYP
in 2003
MOTTO of the Day: WITH SOUNDS?!

Aims:

1. To pay society's attention to hard of hearing young people
2. To inform the society about needs of HOH
3. To ensure better representation of the HOH in the society

Objectives:

1. To make awareness of h-o-h organizations.
2. To invite people to join h-o-h organization.
3. To show that h-o-h can be active producers, not just consumers.

Our TARGET groups, for whom we are advertising:

- General public;
- Politicians;
- Media
- H-o-H;
- Donors, sponsors;
- Other disabled groups, NGOs;
- Equipment producing companies;
- Teachers;
- Medical personnel;
- Social workers.

How to advertise? A list of the CHANNELS you can use:

Channel	Tools
Newspapers and magazines	Articles, advertisement, comics
TV	Series of thematic programs, advertisement.
Radio	Popular DJ's talks with H-o-H representatives, series of thematic programs
Internet	Webpage of the European Day of Hard of Hearing Youth, links to sites of similar organizations in other countries, the programs of ALL the participating countries, thematic stories written by h-o-h (comparison between the countries, special situations, comics)
Outside advertisements	Soft toys (symbol of the day), people walks around in town dressed like as soft toys, posters, photos
Flyers	Program of the day activities
Brochures, Stickers, Caps, T-shirt, Soft toys	Program, information of the events, guidelines on how to communicate with H-o-H, incl. motto and logos.

WITH SOUNDS?!

Where?:

Activities should be held on the main square of the city or any other popular public place.

What?:

- The creative performances of H-o-H from local and other countries;
- Press conference on air/online in all countries;
- Amusements for the children: cars, bikes, horse carriages with information on of the Day;
- Shows or talks of invited celebrities (preferably with hearing disabilities); inviting politicians, public figures to participate as spectators of creative performance, also to press conference;
- Boat trips with special decorations, music, posters and emblems. The boat trip could be without sounds, give people headphones on and play sounds like it would sounds for H-o-H.
- Street Fair;

- Performances in streets;
- Free distribution of brochures, stickers with logos, motto, cartoons from H-o-H life;
- Press conference for the media;
- Karaoke show;
- City hall party + exhibit and auction of the artwork
- Lottery;
- Concerts
- Modern dance performed by H-o-H and dancers.

The PREPARATORY plan in details:

Event	Details	Responsible person	Time
City Hall party + H-o-H Art Exhibit and auction of the artwork	<p>Town Hall party is the final effective event of the Day, including the exhibit of artwork (e.g. paintings, sculptures and so on) plus auction of artworks displayed.</p> <ol style="list-style-type: none"> To make a detail plan of the party; To contact with responsible persons for getting allowance to take a party in town hall; Selecting the artist of painting, sculptures), speakers, important persons to invite (politicians, public figures, celebrities, media figures, donors, businessmen, representatives of H-o-H from local and international context, representatives from NGO et cetera - making a list; To select the musicians for taking part in following party; Sending the invitation letters to all selected persons; To check if each invited person got an invitation and to get the info if he/she participate in party; To make arrangement related to the party: to select, order the menu, decorations of apartments, equipment needed for musicians, auction (security and so on); 		
Supplementary amusement	Free distribution of earplugs, "big ears", music tapes with sounds the way they are heard by H-o-H.		

	<ol style="list-style-type: none"> a. Preparation of design of earplugs, "big ears" in an advertising company; b. Finding the special popular music for a tape; c. Confirmation the design of ears and plugs; d. Prepare the earplugs, big ears and tapes for the day; 		
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CAMPAIGN ON INTERNET working group

The workshop was guided by Dr.Prof. Dainora Grundey, Lithuania and Ervinas. Participants defined the two target groups: hard of hearing youth and the society as a whole. In accordance with the two target groups, the objectives and the information tasks were defined:

Goals:

Target group: HOH

1. To attract more hard of hearing people into the national organization.
2. To keep the members you already have and the newly joined members.

Target group: the society as a whole

3. Awareness building in the society as a whole about HOH people and their organizations.
4. Creating a better image of HOH people.

Tasks (for the first target group):

1. Being linked to other websites.
2. Being found by people, searching with Altavista or other searching tools
3. Creating member forums
 - A: free topic
 - b: Themes about different aspects on being HOH, having invited experts in the field
4. Having the current events/activities updated on a regular basis
5. Information about recent arrangements, articles etc
6. FAQ (Frequently asked questions)
7. Having a membership form, where people have the opportunity to join the organisation
8. Links to other HOH organisations

Tasks (for the second target group)

1. Description about being HOH
 - A: the difference between being HOH and deaf.
 - B: the amount of people having a hearing loss in our country
 - C: Many HOH people have an education/profession which is equal to what a standard hearing person has.
 - D: Information about what difficulties HOH people face in different situations (being a student, on the job market, in public places, in social arrangements)
2. Information about how they should behave when meeting a HOH person
3. Information about technical equipment

FRONT PAGE

This is the first site visible when you open the web site.
In the left side of the page is a *menu* and the *content* is in the right side.

<u>Our Life</u>	<p>Organisation for Hard of Hearing Young People</p> <ul style="list-style-type: none"> • <u>What is hard of hearing young people?</u> • <u>Announcements for hard of hearing young people</u> <ul style="list-style-type: none"> - Conference - Seminar - Meeting - Activities <p style="text-align: center;">Counter machine of visitors 007</p>
<u>What Can We offer You</u>	
<u>Activities</u>	
<u>Discussion Forum</u>	
<u>Links</u>	
<u>Frequently Asked Questions</u>	
<u>Registration</u>	
<u>Contact us</u>	

Our Life:

<ul style="list-style-type: none"> - <u>Communication ways with hard of hearing young people</u> - Interviews with hard of hearing young people: <ul style="list-style-type: none"> ◆ <u>Examples of hard of hearing young people life stories</u> ◆ <u>Which kinds of difficulties appear (at study, job, disco)</u> - <u>Hearing equipment</u> - <u>Our organization</u>

What We Can Offer You

<ul style="list-style-type: none"> - <u>I like sport</u> - <u>I like party</u> - <u>I am studying</u> - <u>I am between 14 – 20 years old</u> - <u>I am between 21 –35 years old</u> - I have a hard of hearing: <ul style="list-style-type: none"> ◆ <u>child</u> ◆ <u>friend</u> ◆ <u>dog</u>

- I have problems with...
- I want to meet new hard of hearing young people and friends

Activities

- new

Date *Arrangement*

14-21/10-2001 IFHOHYP Study Session

- past

Description of past events and pictures

Discussion Forum

- Free topics
- Experts
 - ◆ ask experts about...
- Board members and staff
 - ◆ ask board members and staff about...

Links

- Other organizations of hard of hearing people
- Companies for hearing equipment

Frequently asked questions

(An example) Q.: What does IFHOHYP means?

A.: It means Interested For Hearts On Hearts Young People :-)

Contact us

- Board members

- Office of hard of hearing organization

PRESS –CONFERENCE

GUIDE

MAIN TASKS AND MAIN QUESTIONS TO ADDRESS

<i>Task</i>	<i>Question</i>
<ul style="list-style-type: none"> • To define objective 	Why do we need a press conference? What ideas or what event should be shown to the public?
<ul style="list-style-type: none"> • To define information 	What information should be told to public (not to journalists)
<ul style="list-style-type: none"> • To define scenario 	Registration Presentation of key speakers Questions – answers Fourchette (cocktail)
<ul style="list-style-type: none"> • To define duration 	How long it'll be
<ul style="list-style-type: none"> • To define key speakers 	Who will speak one or many persons persons of what positions who personally
<ul style="list-style-type: none"> • To define moderator (facilitator) 	Who will guide press-conference
<ul style="list-style-type: none"> • To define the public 	How many to invite (exclusive or not?) Whom to invite? What media? What particular journalists?
<ul style="list-style-type: none"> • At what time 	When? At what day of the week? At what time of the day?
<ul style="list-style-type: none"> • To define the place 	Where? What is the place? What equipment and facilities do we need?
<ul style="list-style-type: none"> • To define the supplementary materials for journalists 	What materials to give to journalists (press-release, press-kit, official statement, background information, etc.) What about souvenirs?
<ul style="list-style-type: none"> • To define the end of press-conference 	How to finish? Do we need cocktail or fourchette?
<ul style="list-style-type: none"> • To define the effect 	How to evaluate the effect, what are the parameters of evaluation. What is the effect?

NEEDED DOCUMENTS

1. Plan for the presentation of an organization
2. Plan and scenario of the presentation
3. Texts of key speakers
4. List of invited media
5. List of invited journalists
6. Text and design of invitation
7. Press-release
8. Supplementary materials, press-kit
9. List of equipment required
10. Plan of the place design
11. Budget of event
12. Menu for the fourshette (if needed)
13. Evaluation form and plan for evaluation

Exhibition

Mission:

To tell to the target group that HOH people exist!

Target Group:

1. HOH people
2. Normal Hearing Public
3. Other disabled groups

Multilevel exhibition

One room exhibition with many kinds of information

- Experimental
- Visual
- Educational

Exhibition place:

- In the centre of a big city – lots of audience
- No barriers in the building – other disabled groups can visit exhibition

Exhibition

- 1 month, open Wednesday – Sunday 12-20
- Free entrance

1 month	2 month	3 month	4 month
<p>Preliminary preparations</p> <p>What and How?</p> <p><u>Specific plan:</u></p> <ul style="list-style-type: none"> ▪ exhibition information ▪ brochure information ▪ Invitations ▪ Flyers and other advertisement ▪ Screen in the park ▪ Knowledge gathering (from professionals) – finding out exact costs, expenses and possibilities 	<p>Training</p> <p><u>Plan meeting with:</u></p> <ul style="list-style-type: none"> ▪ Staff, ▪ 2 exhibition workers, ▪ Designer and ▪ 2 professionals of audio visual appliances <p><u>Visual and image Designing of the exhibition</u></p> <p>Co-operation:</p> <ul style="list-style-type: none"> - Voluntary workers and - Designer and - AV professionals <p><u>Preparing</u></p> <ul style="list-style-type: none"> - TV shows - Radio programmes - Ordering robot 	<p>Preparing the exhibition</p> <p>Gathering material</p> <ul style="list-style-type: none"> ▪ printings; ▪ Brochures, invitations, ▪ Questionnaire forms, ▪ Flyers, ▪ Posters and stands ▪ Appliances and ▪ Electric materials ▪ Coffee machine <p>Sending invitations for opening</p> <p>Preparing the screen in the park</p> <p>Installing the exhibition: 3 days</p> <p>Preparing Opening Party...</p>	<p>Opening Party</p> <ul style="list-style-type: none"> ▪ Voluntary workers handing out flyers ▪ 2 workers in the exhibition ▪ Announcements in newspapers and local TV ▪ Collecting the material of the exhibition: <ul style="list-style-type: none"> ○ Photographs ○ Questionnaire forms <p>Dismantle the exhibition</p>

BUDGET

Income

Sponsors	8000
Bank	3000
Hearing Aid company, etc.	4500
Exhibition Collection	500
Organization's own	1900
Total	17.900

Outcome

Renting Area	1	500
Parketfloor		200
Lights		100
Electricity	10	500
Flashlight		50
Doorbell		50
	1	
	1	
Exhibition workers	2	2400
Designer	1	1500
Installment personnel	2	600
Robot	1	1000
Computer	1	1300
Stereo	1	500
Installation	3	75
Boxes	1	750
Telephone aids		2000
Install material		
Outdoor screen	1	1700
Bar	1	250
Cleaning work		200

Posters	20	150
Brochures	750000	600
Questionnaire forms	3000	350
Invitations	200	600
TOTAL		17.875

Conclusions and Outcomes

Research of the questionnaire forms

- Done by the organization

Book about the Exhibition

- Report of the exhibition and the process itself
- Photographs of the Exhibition
- Questionnaire forms and analyzing

→ *both Experience and Knowledge in one place for further use*

EXHIBITION QUESTIONNAIRE

Our main goal of this EXHIBITION is to say that **we exist!**

We would like to research and identify needs of hard of hearing youth as well as of other disabled and non-disabled people.

Please respond to the following questions:

1. Some personal data about yourself:

- Who are you? (name, age, occupation)_____
- Do you have a hearing disability?_____
- Do you belong to any minority group? _____
- Do you have hard of hearing friends, relatives, colleagues?_____

2. Where have you learnt about the exhibition?

- Why did you decide to visit this exhibition?

- Have you got any information about hard of hearing before the exhibition?

If your answer is "yes", what kind of information is this?

3. About the exhibition:

- What at this exhibition has provided you with the most information about hard of hearing youth?
 - information brochures
 - posters or screen information
 - technical information
 - other (please give an example)_____
- To your opinion, do you need the information about hard of hearing? About this exhibition? Please explain your answer._____

- What kind of other information about hard of hearing would you like to receive in future?

4. Would you like to participate in the work of hard of hearing organization in the future? Please explain your answer.

*Thank you for taking time to fill in our questionnaire!
Exhibition volunteers*

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