

AWARD APPLICATION COVER SHEET

Please use one cover sheet for each entry. Use additional sheets if needed. Application forms may be accompanied by other support material. Following the criteria for judging, answer the specific questions in each category.

Title of Award: **Outreach Award**

Organization/Individual's name: **Hearing Loss Association of America-Diablo Valley Chapter**

Criteria for Judging with responses

1. Describe your community wide outreach effort to create awareness and/or communication access related to hearing loss. (Examples: production and distribution of awareness materials, sensitivity training for health or emergency care providers, initiating the installation of communication accessibility equipment and such.)

Create a professional PR image and increase our visibility in the community.

Our chapter has embarked on a project of updating our image to a more professional and polished level. We would like to accomplish the following goals:

1. increase our chapter membership
2. provide higher quality information to the community and also our members
3. increase donor solicitation especially corporate donations.
4. increase name recognition of the Hearing Loss Association of America. I would like people to be as familiar with the name of the Hearing Loss Association of America as they currently are of the American Heart Association.

Since January of this year we have

1. Redesigned our brochure.
2. We are in the process of soliciting funding for chapter informational literature.
3. Created professional letterhead.
4. Created chapter business cards..
5. Created a chapter specific hearing loss tip card from the one on the national web page.
6. Solicited for in kind donations of free domain name, chapter e-mail boxes, web hosting, web page in process and telephone message center.
7. Assembled a range of informational brochures for our members and the public.
8. Distributed brochures to audiologist offices.
9. Initiated free community service advertising of chapter meetings in our local paper.
10. Posted our meeting information on iList.
11. Created hearing disability symbols posters for our chapter meeting location.
12. Two of our members attended HAT training in San Diego this year.
13. Contacted Independent Living Resources about providing them with information to better serve the hearing impaired clients in our area.
14. Transformed our newsletter.
15. We are in the process of creating a web page.
16. We are creating a donor data base.

2. As a result of the project how have awareness and communication access improved in your

community? (Examples: public places such as theaters, movies, schools, libraries, courts, hotels, motels, houses of worship, etc.) Attach any publicity to the application.

Our goal this year is to have brochures in all the libraries, churches, Senior Centers, audiologist's, ENT and otologists's offices in our county. Our chapter has been slowly growing. We have gotten at least one new member each month since January.

3. The project should be a team effort. How many HLAA members were involved? Did you use any professional assistance?

We have used no professional assistance. Two of us have been working as a team on these projects.

4. Were HLAA information/education resource materials used to assist with the project? Which?

Yes. The following HLAA resources:

A. HLAA brochure,

B. Questions and Answers on Hearing Loss pamphlet

C. Tip sheet from the leadership development page

D. HLAA e-News.

5. Has this project made your community a better place for people with hearing loss? Explain how you are following up on the project.

We are creating an infrastructure for the future growth of our chapter. This is an ongoing project and we are hoping to be able to attract younger, professional members who have the interest and vitality to help us create a more vibrant chapter. Each of the new members we have attracted have joined our chapter with in 2 weeks of attending their first meeting.