

Illinois Early Hearing Detection & Hearing Detection: Engaging More Families in Parent Support Services Living in Rural Areas

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Abstract

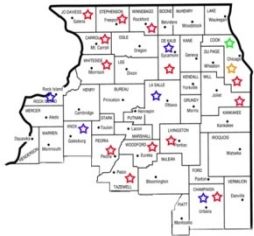
Purpose: Non-profit parent support organizations exist to help families of children with a hearing loss learn to tend to their children. According to the National Institute on Deafness and Other Communications Disorders “Nine out of every 10 children are born deaf to parents that can hear” (NICD, 2010). These statistics alone show that the development of parent support programs help sustain the development of healthy families and children growing up all over the world.

Objectives: To gain outreach for families with children with hearing loss in non-engaged counties, in the southern and western counties of Illinois.

Methodology: While conducting a marketing analysis, I interviewed Carrie Balian to gather information about parent support services and their referral rate for families in their organization. Based on the discussion, I was able to identify that outreach for support services for southern and western counties of Illinois were more scarce than in the northern and central counties. Illinois state agencies are divided into 7 regions, which is the basis for identifying the number resource centers available in the counties. Further research identified that there are other ways for expanding outreach and communication throughout the non-engaged counties.

Engaged Counties Definition:

- Northern and Central Counties
- High Incidence reporting
- More than 7 resource centers available



- Key
- ★ College/schools
 - ★ State Agency
 - ★ Parent Driven Support Organizations
 - ★ Specialized support facilities

Non-Engaged Counties Definition:

- Southern and Western Counties
- Low Incidence reporting
- Less than 7 resource centers available



EDHI Outreach Expansion



- ★ Identifies Media Affiliates within Non-engaged Areas

Recommendations:

Based on a comprehensive marketing analysis conducted, EDHI parent support groups can expand their outreach to more families throughout the rural areas by developing relationships with schools who offer sign language classes within specific regions, establishing relationships with media affiliates who are sited in the non-engaged counties using no cost publicity: press releases with news and public service announcement for radio spots, while also using interns at either the high school level or college level to fill the gap of not having knowledgeable/dependable people on hand to keep up with the human resource aspect of following up with families.