

UR Community Cares - UR Hearing Resources Program Plan

Mission:

To educate and empower the community to better understand and support individuals who are hard of hearing, deaf, or DeafBlind, by promoting inclusive communication practices and thoughtful event planning.

Program Objectives

1. Raise Awareness

- Highlight the growing population of individuals with hearing loss and the diversity within the deaf and deafblind communities.
- Share personal stories and data to humanize and contextualize the issue.
- Create partnerships with hard-of-hearing, deaf, DeafBlind organizations, disability advocates, etc.

2. Promote Inclusive Communication

- Teach practical strategies for communicating effectively:
 - On **phones** (e.g., captioned calls, relay services)
 - On **laptops** (e.g., live transcription tools, chat features)
 - On **Zoom/virtual calls** (e.g., enabling captions, using interpreters)
- Demonstrate assistive technologies and apps that enhance communication.

3. Encourage Thoughtful Planning

- Provide guidelines for making **events, meetings, and appointments** accessible:
 - Use of interpreters, captioning, visual aids
 - Quiet spaces and good lighting
 - Clear signage and written materials
- Promote awareness in everyday interactions:
 - At **doctor's offices, restaurants, and public spaces**

4. Fundraising

- Create sponsorship opportunities at **events, meetings, and in our Tech Center**:
 - Use of sponsors' technology, captioning, and visual aids
 - Grant writing
 - Donations

Key Activities

● Workshops & Trainings

Interactive monthly sessions for community members, businesses, and service providers.

● Resource Guides

Easy-to-follow materials on communication tools, accessibility tips, and etiquette.

● Community Outreach

Tabling at events, partnerships with local organizations, and social media campaigns.

- **Technology Demos**

Hands-on experience with apps, devices, and platforms that support hearing accessibility.

Target Audiences

- General public
- Healthcare providers
- Event planners
- Restaurant and retail staff
- Educators and service professionals

Evaluation & Impact

- Pre- and post-surveys to measure awareness and behavior change
- Feedback from participants and community partners
- Tracking engagement through events and digital platforms