

Listen Up! Preschool Hearing Health Outreach Project (Design Brief)

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PROJECT OVERVIEW & OBJECTIVES

Purpose:

To inform daycare and preschool staff about the importance of ongoing hearing health monitoring and invite programs to request a free Mystery Reader visit by their local Lions Club and/or a free hearing and vision screening.

Goals:

- Engage 12-15 participants in a mass mailing outreach project.
- Mail or deliver 30 packets of information to local daycares and preschools.
- Offer a Lion 'Mystery Reader' to visit the school and read a book with a class.
- Learn about the new Lions Listen Up! Preschool Hearing Health Outreach Program.

ROLES & VOLUNTEERS:

Even with 12-15 participants, it helps to assign roles.

- Project Lead/Facilitator (1 person): Oversees the project, assigns volunteer roles, ensures all supplies have been ordered, printed and/or collected prior to the meeting.
- Preschool/Daycare Selector (2-3 people): Creates a written or printed list of 30 local preschools or daycares who might be interested in receiving unsolicited information about early childhood hearing loss. List to include mailing address for each daycare/preschool.
(Visit ChildCare Aware Virginia website)
- Supplies (1-2 people): Makes sure the following are ordered, printed, and collected prior to the meeting
- Packet Stuffers (10-12 people): Stuff packets and hand address them to daycares/preschools.
- Delivery or Mailing (1-12 people): Either mail the packets or hand deliver.
- Mystery Reader(s): Schedules a time to visit the school to read a story about a child with hearing loss.

Several of these roles may be combined, for example the person picking up and delivering supplies may also participate in the packet stuffing. Or, one of the packet stuffing volunteers may also deliver them to the local daycares/preschools.

MATERIALS & SUPPLIES (with Estimated Costs)

NOTE: Short run printing of flyers and brochures cost more per piece than larger quantity printing. You may have a local print shop who is willing to offer a discount on the published price of printed materials. The following costs are full retail at Staples stores.

ITEM	QUANTITY	DETAILS	ESTIMATED TOTAL COST
Written or printed list of 30 local daycares/preschools.	1 list	Prepared by a volunteer. Can be found on ChildCare Aware Virginia website.	No cost.
Manilla Envelopes	30	JAM Paper Kraft Open End Kraft Catalog Envelopes, 9" x 12", Brown Kraft, 50/Pack (41321)	~ \$15.00 for package of 50 envelopes from Staples or Amazon.
Letters to Directors	30	Print in black and white	~ \$7.80 for 30 copies at Staples.
Listen Up! Preschool Information Trifold	30	Print in color	~ \$45.00 for 30 trifolds at Staples.
Listen Up! Information for Parents Trifold	30	Print in Color	~ \$45.00 for 30 trifolds at Staples.
It's a Noisy Planet Flyer	30	Print in Color	~ \$22.50 for 30 copies at Staples.
Hearing Protectors for a Noisy Planet 4-page booklet	30	Print in	~ \$90.00 for 30 copies at Staples.
Padapillo books or other children's book about early childhood hearing loss.	30	Available on Amazon	~ \$390.00 for 30 books (\$12.99 retail) at Amazon
Postage	30		Will vary

TOTAL ESTIMATED MATERIALS COST: \$615.00

(NOTE: If printed items are printed on a home printer (and folded by hand) the cost will come down significantly, but will require full cartridges of ink.)

SCHEDULE AND TIMELINE:

Here is a suggested timeline for one session to cover all stages of packet stuffing with 10-12 people.

TIME	TASK/ACTIVITY
5 Minutes	<ul style="list-style-type: none">● Read aloud the verbal instructions to the participants and show them the materials.● Describe the goals and objectives of the project.● Answer participant questions.
15-30 Minutes	<ul style="list-style-type: none">● Stuff the manila envelopes with the materials, making sure that the Letter to the Director is on top.
10-20 Minutes	<ul style="list-style-type: none">● Address each envelope to a different daycare/preschool.● Write a return address in the top left corner of the envelope.
5 Minutes	Discuss and decide how the packets will be distributed <ul style="list-style-type: none">● Mailed● Hand delivered

VERBAL INSTRUCTIONS FOR PARTICIPANTS:

“Today, we will be stuffing 30 packets of information about early childhood hearing loss and either mailing or hand delivering them to local preschools and daycares in our community. Our hope is that daycare directors will share this information with their staff and they will contact us to come read a book about hearing loss to the children in their program and/or ask us about the Lions Listen Up! Preschool Hearing Health Outreach Program.”

Step 1	Grab a manilla envelope and fill it with one of each of the following things: <ul style="list-style-type: none">● A Letter to Daycare/Preschool Director● Listen Up! Preschool Information Trifold● Listen Up! Information for Parents Trifold● It's a Noisy Planet Flyer● Hearing Protectors for a Noisy Planet 4-page booklet● Children's Book Team to complete these steps until all 30 envelopes are stuffed.
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Step 2	Hand address the envelope to one of the preschools or daycares on our list.
Step 3	Seal the envelope.
Step 4	Decide if you will deliver the envelope yourself, if you will mail it yourself, or if you would like someone else to deliver it. (If you are willing to deliver more than one please let our group know.)

IN ADDITION: Your group may decide to follow up with each of the 30 daycare/preschools to see if they have any questions about the contents of the packet, if they would like a Lion Mystery Reader to visit their students, or if they are interested in free hearing and vision screenings. (If your club currently offers vision screening of preschool age children, you can schedule that directly with the preschool.)

Suppose a school is interested in free hearing screening. In that case, you can let them know that their area will be served in the near future and they can submit a request early by registering on the VSDB website (information located in the letter and on the preschool information trifold brochure.)

VOLUNTEER/PARTICIPANT NUMBERS NEEDED:

To run this project successfully, it is suggested that you assemble a team of at least 6-8 Lions.

DURATION/TIME NEEDED:

- With 10-12 Lions, this project should take about an hour (from start to finish).
- With fewer than 10 Lions, this project may take longer.

SAFETY & GUIDELINES:

- There are no obvious safety issues related to this project.
- Participants may want to be seated at a round or long table close to other participants during this project.

MEASUREMENT OF SUCCESS:

- Number of Lions who participate.
- Number of preschools/daycares that receive a packet.
- Number of preschools/daycares that request a Lion Mystery Reader.
- Number of preschools/daycares that demonstrate interest in hearing and/or vision screening.

FOLLOW UP:

Your group may decide to follow up with each of the 30 daycare/preschools to see if they have any questions about the contents of the packet, if they would like a Lion Mystery Reader to visit their students, or if they are interested in free hearing and vision screenings. (If your club currently offers vision screening of preschool age children, you can schedule that directly with the preschool.)

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QUESTIONS:

Contact Lion Valerie James Abbott
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