

Stop the Silence through *Sponsored Silence*

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CSAP Fall 2009 Meeting



Sponsored Silence and Public Relations

Joseph Cerquone (ASHA Director of PR) – CSAP 2007

“Public Relations is being in the mode of continually putting forward the best foot possible in terms of your image, message, general information, and ultimately strategic position – to such a degree – and in such a way – that others come to know, believe in, and support you and your efforts.”



PR Principals that Sponsored Silence embraces

1. PR is ...that others come to know, believe in, and support you and your efforts
2. Marketing is what you say about yourself; PR is what others say about you
3. Successful PR requires taking many small steps over and over again

**Joseph Cerquone, ASHA Director of PR, CSAP pres



What is Sponsored Silence?

- Community event designed to increase public awareness about the:
 - importance of communication
 - isolation that can occur when communication is disrupted or completely lost
 - role of the speech and hearing professional
- A secondary purpose can be to raise funds for speech and hearing causes → “Sponsored”



What is Sponsored Silence?

Each event features a **community leader** who:

- must be able to communicate effectively to be successful in his or her profession
- remains quiet during a work activity that normally involves verbal communication with others (rx 15 minutes)
- uses an AAC device in order to communicate during this time period



The “Sponsored” Part

- A Sponsored Silence event can include the contributions of “sponsors.”
- Sponsors may be co-workers, students, audience members, etc. who pay a nominal fee to keep the leader quiet!
- All donations are designated for people with communication disorders to access speech and hearing services



Founders

- Speech Pathology Australia (SPA)
- Dr. Martha Coen-Cummings, at the time of her active OSLHA Presidency, lectured at SPA's annual conference, met with their executive council, and upon their blessing, brought the program to Ohio
- OSLHA has replicated it 4 times to date



Previous Sponsored Silence Events

1. Elementary School Principal on playground (Spring 2005)



Previous Sponsored Silence Events

2. Ohio State Senator Goodman met with constituents at a nursing home (Spring 2006)



Previous Sponsored Silence Events

3. University of Cincinnati President, Dr. Nancy Zimpher & Dean Elizabeth King providing opening remarks at Allied Health research conference (Spring 2007)



Sponsored Silence 2008 University of Cincinnati (UC)

- Two radio announcers for UC basketball
- "Voices" of UC used AAC devices at half-time
- December 6, 2008: UC vs. UAB



Sponsored Silence 2008

- Televised by Fox Sports Network
- 12,000 fans were expected to attend but an early snowstorm reduced numbers
- Professional sports videographer filmed videos to use during event and entire event itself



Sponsored Silence 2008

Additional education through 3 videos shown on jumbo scoreboard immediately prior to event:

1. Child using an AAC device
2. Adult using an AAC device
3. UC President Dr. Nancy Zimpher's testimonial



Sponsored Silence 2008

- Approximately 150 people affiliated with project attended the game and wore official "Stop the Silence" t-shirts, making a visual presence
 - Individuals who use AAC and their families
 - Speech & Hearing professionals
 - NSSLHA students
 - Vendor executive/trainers of AAC devices
 - OH Communication Disorders Dept. Chairs/staff
- Official SS t-shirts also given to fans



Sponsored Silence 2008

UC Athletic dept. approved:

- Sara Pyszka, AAC user, to "sing" national anthem
- Listing of 3 major sponsors on jumbo scoreboard
- Distribution of free nylon draw-string sports bags at end of game that include
 - AAC information
 - Donation cards to OSLHA's Scholarship Fund for AAC Therapy



Sponsored Silence 2008

At the end of the game, itself, we not only impacted the fans but made an impression on professional media personnel:

- Radio announcers and fans in attendance provided testimony of the power of communication
- This has been an amazing insight expressed by all previous SS participants without any "coaching" whatsoever!



Testimony of SS Participants

Middle-school principal, Warren McClellan stated it well:

"You don't know what you've got, until you lose it!"



Large-Scale Project

- Project leaders Katrina Zeit and Martha Coen-Cummings began work in January 2008
- Direct involvement of community leader in organizing the event
- AAC expertise from Dr. Sandi Grether
- Sponsorship funds from Prentke Romich, Dynavox and Cincinnati Children's Hospital
- Input from OSLHA EC and LC
- UC NSSLHA students
- UC Athletic Department and Advertising Agency



Honoring of SS Participants

- NSSLHA Student involvement included a visual presence court-side during game, & distributing give-aways during and after game.
- Organized by U.C NSSLHA President, Christina Hanneken who accepted the honor at OSLHA Convention:



Cincinnati Children's

Honoring of SS Participants

- The 2008 Sponsored Silence event could not have occurred without the support, planning and direct involvement of our radio announcer, Chuck Machock and radio personality, Jeff Picoro, who were honored at the OSLHA Convention:



Cincinnati Children's

Honoring SS Participants

- Two of the main sponsors of AAC devices, Dynavox Company & Prentke Romich Company and were honored for their direct involvement, at both the OSLHA Convention & at the Ohio Legislative Breakfast when receiving the GAC "Make a Difference" award:



Cincinnati Children's

Sponsored Silence 2008

We increased and continue to increase public awareness through:

- Reaching thousands of fans in attendance
- Showing video of entire event on websites
- Publishing articles in several newspapers, magazines, and websites (including UC)
- Participating in WLW radio show that was "streamed live" nationally via the internet
- Initiating OSLHA's scholarship fund



Cincinnati Children's

..\..\Sponsored Silence Project\2008\Videos\FINAL CCHMC EDITED VIDEO\Sponsored Silence Edit Version.wmv

You Tube Sponsored Silence 2008
<http://www.youtube.com/watch?v=A9h1DFQoVxU>

Cincinnati Children's

Upcoming S.S. Event

- Wright State University (WSU) basketball game (college in Ohio that has an excellent program for students with special needs)
- January 30th, 2010, 7:00 PM, discounted tickets
- Sara Pyszka will again be singing the National Anthem with her AAC device
- Cheerleaders will be doing a cheer using an AAC device!
- Organized and sponsored by Dayton's Children's Hospital via Director Terry Wiegel.



Cincinnati Children's

Sponsored Silence 2010 event!

- An AAC user will be named the "Little Raider" for the game and will be introduced along with his family
- Two 1 minute clips will be shown highlighting AAC users from Dayton Children's and they will talk about the positive impact that AAC has had on their lives
- Several 30 second video clips will be shown throughout the game showing AAC users cheering on the team (They will introduce themselves and say "Go Raiders" using their devices)



Sponsored Silence 2010 event!

- AAC companies will be present at the game and will demonstrate the devices to interested families and children at a table near the Kids Zone
- The team mascot (a wolf) and Dayton Children's mascot (a bear) will use the devices to communicate to each other during a time out
- "Stop the Silence" pins will be handed out to the first 1000 fans
- Dayton Children's T Shirts will also be given out throughout the game



Future Goals

All 10 universities in Ohio that offer a communication sciences & disorders major will hold a Sponsored Silence event

Sponsored Silence will become a national public awareness phenomenon implemented by ASHA and **other state associations**



Key Steps

<u>Action Steps</u>	<u>Timeframe (months prior to event)</u>
1. Choose and solicit community leader	9 - 12
2. Select time for event and define leader's activity	4 - 8
3. Determine if sponsorship is appropriate	4 - 8
4. Recruit volunteers to help organize and publicize event	2 - 4



Key Steps

<u>Action Steps</u>	<u>Timeframe (months prior to event)</u>
5. Secure AAC device(s)	9 - 12
6. Train community leader(s) to use AAC device(s)	1 - 3
7. Arrange media coverage	1 - 3
8. Record event with follow-up interviews of participants	Immediately after event if possible



Key Steps

1. Choose and solicit the community leader
2. Select a time for event and define leader's activity
3. Determine if sponsorship is appropriate
4. Recruit volunteers to help organize and publicize the event
5. Secure an AAC device
6. Train the community leader to use AAC device
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Your State Can Do This!

- Go to www.ohioslha.org for specific information, past videos, and handouts to for your own use
- Elicit help from your local NSSLHA organization
- Share the 2008 Sponsored Silence video on You Tube with your board, council, and employer to encourage them to support you on this project!



Contact Us

For guidance, consultation & do's and don'ts:

- Martha Coen-Cummings at 513-636-6824 or martha.coen-cummings@cchmc.org
- Katrina Zeit at 513-636-2280 or katrina.zeit@cchmc.org

