

Promote the Professions Through The Sponsored Silence Program

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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 additionally 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
- 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 and/or NSSLHA members have replicated it 10 times to date



Ohio Speech-Language-Hearing Association’s website



Previous Sponsored Silence Events
Inaugural event, (Spring 2005)

Elementary School
Principal, Mr. Warren
McClellan using an
AAC device on the
playground with
students during recess



Previous Sponsored Silence Events
#2 (Spring 2006)

Ohio State
Senator
meeting with
constituents at
a nursing home



Previous Sponsored Silence Events
#3 (Spring 2007)

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



Previous Sponsored Silence Events
#4 (Winter, 2008)

Two radio announcers
for University of
Cincinnati (UC)
basketball who serve as
radio's "Voices" of UC
used AAC devices at
half-time to share their
game synopsis at the UC
vs. UAB
Basketball Game



Sponsored Silence 2008

- Televised by Fox Sports Network
- 12,000 fans were expected to attend, but a SNOWSTORM decreased on-site attendance!
- Professional sports videographer filmed event: view at http://ohioslha.org/adv_sponsoredsilencearchive.htm



Sponsored Silence 2008

Additional public education occurred 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

UC Athletic dept. approved:

- Adult user of AAC 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 included AAC & SLP service provision information



Sponsored Silence 2008

At the end of the game, we:

- Reached more than 1200 fans (in attendance or on radio/tv)
- Completed a video of entire event posted on OSLHA website & engaged the local NSSLHA group:



- Had article printed in ASHA Leader and several newspapers and magazines



Sponsored Silence 2008

During the game: Radio announcers and fans in attendance provided the testimony of the power of communication as did the previous SS participant, Middle-school principal, Warren McClellan, – “You don’t know what you’ve got until you lose it!”

Following event, a guest appearance on WLW radio show by SLP Katrina Zeit (SS Event co-chair) was “streamed live” nationally via the internet



Previous Sponsored Silence Events #5 (Winter, 2010)

- The National Anthem sung by Ms. Sara Pyska, using her AAC Device opened the Wright State Raiders Basketball Game, followed by 4 other testimonials from children who use AAC devices on a daily basis to communicate.
- The event was not only hosted by Wright State University and Dayton Children’s Hospital, but 2 of the hospital’s VP’s served as the community leaders during the public event held in the corner of the stadium!. (Winter, 2010)



Previous Sponsored Silence Events #6 (winter, 2011)

1st NSSLHA-run Event!!

- January 13th, 2011 the Miami University-Oxford NSSLHA students hosted a “Give a Voice” Sponsored Silence Event at the Miami University Men’s basketball game against Buffalo. This community event was designed to increase public awareness about the importance of communication, specifically Augmentative and Alternative communication (AAC) devices. A Pre-game dinner for AAC families and SLP’s was enjoyed by many in attendance.



NSSLHA student’s inclusion during OSLHA’s LC mtgs was highlighted by their SS Event reports!

Photos of Miami U of OH’s winter, 2011 SS Event



Thanks to OSLHA membership & NSSLHA student engagement.. In 2011:

Ohio had a record-breaking total of FIVE Sponsored Silence Events in a single year... 3 organized by NSSLHA students!



Previous Sponsored Silence Events #7 (winter, 2011)

Winter, 2011

- The University of Akron National Student Speech Language Hearing Association (NSSLHA) hosted a "Sponsored Silence" event at their women's basketball game. They were the recipient of OSLHA Grant funds that were used to finance the production of a public awareness video, purchase event t-shirts and print and disseminate flyers to promoting public awareness of patients with speech, language and hearing disorders.



Previous Sponsored Silence Events #8 (Spring, 2011)

- A New Twist to a Sponsored Silence Event... a Week Long Celebration!
- Ohio University's chapter of the National Student Speech Language and Hearing Association (NSSLHA) hosted their First Annual Communication Sciences and Disorders (CSD) Awareness Week, February 28 - March 4th, 2011. Information tables were made available to learn about Communication Disorders, sweet treats were given out, and they hosted a slew of events to promote CSD awareness, including; A keynote speech from Tim Berta, 2007 Bluffton Bus Accident Survivor, a Sponsored Silence Event with Dean Ryan Lombardi and a CSD Bash, featuring food, games and prizes.



Previous Sponsored Silence Events #9 (Spring, 2011)

- The University of Toledo NSSLHA students hosted a Sponsored Silence event during the university's annual Songfest, which is a grand philanthropic tradition that can be described as a song and dance performance by different organizations. There are three separate competitions: Men's, Co-ed and Women's Competition, which are composed of the many Greek, Academic, Religious, and other UT organizations. Sara Pyszka, a graduate and participate in the Wright State University event, will sing using her AAC device during the event!



Previous Sponsored Silence Events #10 (Spring, 2011)

Cuyahoga Community College's Office of Diversity and Inclusion, in conjunction with the Department of Speech Communication at the Metropolitan Campus, held an SS two-part program, Beginning with a presentation by noted Music Therapist, Dr. Duforia Lane, entitled "The Soul of the Therapist."



Cuyahoga's SS Event (cont) #10

This was followed by a panel discussion consisting of faculty members who volunteered to use a Dynavox during their routine activities. The participants represent Counseling, Access, English, History, Psychology, and Spanish. Two of the instructors used an Augmentative / Alternative Communication (AAC) device while teaching a class and shared feedback about their experience. Other participants included an associate dean who used the AAC device to communicate with her secretary.



Cuyahoga's SS Event (cont) #10

- Ms. Sara Pyszka, who depends on an AAC device for her spoken communication, provided her comments about AAC from an "insiders" point of view & spoke with attendees following the program



The PURPOSE of organizing a Sponsored Silence Event

- Perhaps, most importantly, it is the community leader and observers of the event that provide the testimony for the power of communication. They typically express this sentiment so eloquently following the event that, the speech and hearing professional does not have to add anything that might make us look self-serving. Previous Sponsored Silence event participant Principle Warren McClellan summarized it best by stating, "You don't know what you've got until you lose it!"



What will YOUR association's Sponsored Silence Event be?

Future Goal:

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
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4. Recruit volunteers to help o(8 to date!) rganize and publicize the event
5. Secure an AAC device
6. Train the community leader to use AAC device
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8. Record the event with follow-up interviews with participants



What 5 state associations will commit to launching an SS Event in 2012?

- For ideas, “mentoring” or previously created materials that can help you accomplish a FANTASTIC Sponsored Silence event, contact:

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