



EVENT GOALS:

- Position DEAF Project as a leading source of support and empowerment for families raising children who are Deaf or Hard of Hearing.
- Highlight the importance of solid inter-family relationships and multilingualism as building blocks for healthy family bonding.
- Increase fathers' involvement in the lives of their Deaf and Hard-of-Hearing children.

RETREAT RESULTS:

A total of 44 families attended the Connected retreat. (Usual event attendance is 8-12 families.)

Of those, 35 included a father!

Families traveled from throughout Los Angeles, Lancaster, Riverside, Bakersfield, Indio and San Diego to attend.

23% of attendees were new to DEAF Project.

Significant pre- and post-event media coverage.



Schedule of Events

9:00-9:30am	Check-in and Socialize - Auditorium		
9:30-10:00am	Welcome & Opening Comments - Auditorium		
10:15am-12:15pm	"For Dads Only!" "Solo Para Papas" En Español Tomas Garcia La Biblioteca In English Mark Spitzboesser Room 201	"Moms Connect" "Conectando a Mamás" With Lori Soriano April Chauhan Irma Sanchez Presented in English with Español and ASL interpretation.	Activities for Kids! Actividades Para Niños! With Stephanie Johnson and Friends! Kindergarten Area Please Sign In
12:30-1:45pm	LUNCH / ALMUERZO		
2:00-3:45pm	"For Dads Only!" "Para Papas Solo" PART TWO En Español Tomas Garcia La Biblioteca In English Mark Spitzboesser Room 201	"IEP and Advocacy" "Reuniones del IEP y Abogacía" En Español Irma Sanchez and Jamila Guerrero Kitchin In English Carmen Valdez and Estli Wysinger Auditorium	Activities for Kids! Actividades Para Niños! With Stephanie Johnson and Friends! Kindergarten Area Please Sign In
4:00-5:00pm	Family Activity and Closing Remarks - Auditorium DEAF Project is sponsored, in part, by Parent Links, California Department of Education. Special thanks to Marlton School administrators, faculty and staff for their outstanding support of Connected: Celebrating Families!		

THREE-MONTH PROMOTIONAL PLAN INCLUDED:

<p>Outreach to: Parents of DHH children Educators Audiologists Cause-related organizations</p> <p>Media, including: Legacy, Spanish-Language, Bloggers, Hyper-Local and Social Media (Media received pitch letter, press release, pre-drafted event listing, PSA script, as appropriate.)</p>	<p>Media Relations Success Included:</p> <ul style="list-style-type: none"> • Comprehensive event story in LA Parent Magazine. • Seventeen (17) calendar listings. • Four (4) press release placements. • 88.5 KCSN aired PSA 25 times. • Significant support from campus media. • Successful re-tweeting of promotional tweets by cast members of ABC Family's popular "Switched at Birth," which features Deaf characters.
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ATTENDEE FEEDBACK WAS OVERWHELMINGLY POSITIVE:

"The timing in my life was perfect for this. Mark hit home. Appreciate everything."

"Please email me links to learning ASL, or mobile apps that are useful so I can strengthen my ASL skills!"

"I think this is a good class. It helps a lot."

(Feedback from fathers attending the "For Dads Only!" session.)



Event served as a platform for an evergreen promotional video highlighting the work of DEAF Project.