

ISA OUTREACH AFRICA

PROJECT PLAN

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1 Objectives

These objectives are derived primarily from the ISP-S General Mission. However, a subset of those objectives is selected in order to create a project with achievable and measurable goals.

The objectives of the Project, for each targeted city in each targeted country, are:

- Identify PWS in the target countries (who can become local leaders at some point in time)
- Establish a National Association
- Establish a website and facebook group
- Establish SHG groups for PWS in the main population centers (including providing advice on how to find more PWS)
- Make information on stuttering available in the native language(s)
- Educate PWS about stuttering
- Arrange for at least one article on stuttering in a major newspaper (or relevant media)
- Educate leaders in Education
- Educate speech language professionals

Implementation of the Project will be flexible, taking into account the conditions on the ground in the target area. The status, desires and expectation of the local group will be considered.

Some of the Objectives

When implementing the Project, we will do the best we can to choose the most relevant targets, and to define the continuing steps as “Goals for the Day After”, i.e. after our primary objectives have been met. The continuing work will be done by the grass-roots teams that we will help to establish.

2 General Note about the ISP-S Role

Help has to be given with care. The more we help with the details, the more we will be relied on and in time, the more we will be resented because the more they feel an obligation they cannot repay. That resentment often builds up. So the more our help is directed to helping them to help themselves, the less resentment will occur as the obligation is less.

On the other hand, in some countries we may find that the PWS need more proactive help, more kick-starting, as it were. In many societies, the people will be hesitant to take action and lead. The ISP-S teams should judge how much proactive help to provide, and how much to only advise and guide.

3 Project Overview and Evaluation

The ISA Board must create a small team (suggested 4 people) who will provide Guidance and Evaluation to this plan. This is necessary in order to:

- Make sure teams are coordinated
- Make sure work is not being done that has been done before, or is being done concurrently by someone else
- Provide input from past ISA experience in Outreach
- Help to engage people who have experience in Outreach of this sort

- Periodically review the activity and progress of the ISP-S teams, and suggest ways to overcome obstacles should that be necessary

4 Priorities

It seems that we should place our first priority on countries where there is, or has been, some PWS activity in the past. Those are countries where presumably contacts with PWS have been made, and perhaps some initial activities done. Especially in cases where activity dropped off, we should see if we can review the activity. Appendix 1 has a preliminary list of countries and contacts.

5 ISP-S Project Team(s)

Teams are composed of Professional and non-Professional people. Ideally a Project team would consist of 2 or 3 people: 1 or 2 SLP/SLT's, and a PWS from ISA.

Professional:

- Experts in clinical treatment of stuttering
- Workshops to bring local professionals (if there are any) up to date with current expertise
- Workshops for PWS, providing basic speech management techniques (such as rate of speech, prolongations, bouncing), as well as cognitive aspects such as Being in the Moment. These ideas needs to be reinforced and practiced at the SHGs.
- Participate with PWS in media / University / School / local government / health workers and employers discussions

Non-professional:

- PWS, expert in successful management of stuttering and on changing the mind-set.
- Workshops for Educators, anyone involved with PWS (parents / teachers health workers / employers), and PWS themselves

6 The Current State

6.1 *Countries with Active PWS*

TBD

http://www.stutteringhelp.org/portals/english/THE_STUTTERING_NEWS_MAY2011.pdf

6.2 *Level of Activity in Each Country*

Here we list each country and the level of PWS self-help activity. This list enables us to identify what's happening in each country, and which countries need our help.

7 Gaps between Current State and Objectives

TBD

8 Goals for The Day After

The leaders of the local PWS in any one city/country continue to be in contact with the ISP-S teams.

After a number of months, some of the teams go again to help expand and reinforce.

8.1 *Extending the reach within the Target Country*

The initial local group that we have helped should do the Outreach to additional cities, towns and villages.

8.2 *Outreach to Neighboring Countries*

Since the ISP-S teams cannot go to every African country, due to constraints of time, budget, and security and health concerns, it might be effective if countries where we have set up groups can reach out to their neighbors. This obviously needs some discussion, but the priority is secondary to achieving our Objectives in the primary target countries.

9 Method to Achieve the Objectives

9.1 *Identify PWS in the Target Countries*

PWS in the Target Countries are those people who:

- could help us to understand the local culture, attitudes towards stuttering, and suitability of our Project Plan to the specific country
- could work with us to achieve our objectives and,
- carry on the work after the primary objectives have been met

Appendix 1 contains a list of people we currently know.

Action Items (for Project Leader)

- Make contact with people we currently know
- Introduce the ISP-S Outreach Plan and objectives
- Understand the level of activity. The questions to ask are based on the Objectives, as follows:
 - What SHGs exist and are active? Active → meetings held regularly, at least once a month.
 - Is there a local website? Is there a local facebook group?
 - Do the population, in general, have access to Internet? What bandwidth do locals typically have?
 - If so, is that access mostly from computers or from mobile devices? (*The question is important in case the ISA will help to set up a website, since site design might be different if, say, access is mainly from mobile devices.*)
- What information on stuttering is available in the local language(s)?
- Get feedback on the ISP-S Objectives, and buy-in from the local PWS
- Brainstorm on possible link to and use of Universities.

9.2 Establish a National Association

The local people take responsibility for establishing a national Association. The ISP-S team can and should provide encouragement and guidance where necessary.

At first the Association can simply be, without having to be a registered charity or non-profit. That can come later.

9.3 Establish a Website and Facebook Group

- A basic web page can be created on the ISA website (if the local community wants)
- The local group is responsible for creating a facebook page.

9.4 Establish SHG groups for PWS in the main population centers

The SHG is established with the local leadership of the PWS identified. Action items include:

1. Explain the concept of a SHG and why it is necessary and effective. See <https://uk.groups.yahoo.com/neo/groups/stutteringselfhelp/files> and the files
 1. What is a Stammering Self Help Group
 2. How do I start the Self Help Group
 3. What happens at a Self Help Group meeting
 4. Miscellaneous issues for Self Help Groups and
 5. Advantages of a Self Help Group.

Where necessary, these files should be translated into local languages.

See also <http://www.mnsu.edu/comdis/kuster/SupportOrganizations/peercounseling.html>

2. Suggest a framework for the SHG meetings. Use the files mentioned above, as well as your own experience.
3. Provide advice for a suitable place for SHG meetings. Could be in public places, such as the people in India seem to do, or in community centers, schools or universities. We will know what's suitable only once we speak with the local leader.
4. Schedule meetings every 2 weeks or every month, whatever is suitable for the people and the place.
5. Publicize the meetings. This is a challenge especially in societies where stuttering is seriously stigmatized. Here, again, working with the local leader to identify the right way of doing things is crucial.

ISA supports the local leader with:

- Written material , in the local language, explaining the SHG concept
- Framework for the SHG
- Approaching institutions, if necessary, to secure a location to host the meeting
- Printed flyers, if necessary (*but the budget needs to be available before suggesting this*)
- Media SHG articles with dates and place of meetings

9.5 Make information on stuttering available in the native language(s)

The Stuttering Foundation (<http://www.stutteringhelp.org/>) seems to be a good, standard source for information about stuttering. Such information is available to specific groups (children, parents, teens, adults), and much material already exists in languages other than English. Refer to

- <http://www.stutteringhelp.org/translations>
- <http://www.mnsu.edu/comdis/isad10/papers/translation10/translation10.html>
- <http://www.stammering.org/help-information>

Action Items:

- Help the locals to prepare a basic set of information on stuttering. For example:
 - Myths about stuttering
 - Facts about stuttering
 - Notes to the Teacher: The Child Who Stutters at School
 - Notes for employers
 - Stuttering and Your Child: Question & Answers; tips for talking with your child
 - Etc.
- For each target country, identify the language(s) spoken
- Check if material exists in the target language
- If not, then work with the local PWS contact to get the material translated by a local volunteer.

Having printed materials enables easy distribution and dissemination of the knowledge. However, this activity needs funding, and cannot be committed to (by the ISA) as yet.

9.6 Educate PWS about stuttering

PWS need to be educated regarding the facts about stuttering, especially all the cognitive aspects. So, we need a “Key Concepts in Understanding Stuttering” presentation/workshop. Here, the ISP-S teams should create such a workshop, and have people travel to the target countries to do the presentation. Timing needs to be discussed. Should we do this right at the beginning when we have identified perhaps only a few PWS in the target country? To be discussed... perhaps on a per-country basis.

Action items:

- Project Team conducts workshops

9.7 Arrange for at least one article on stuttering in a major newspaper (or relevant media)

Awareness of stuttering is effectively raised via articles and reports in the media.

Action items for the ISP-S team:

- Identify the primary media outlets (print, radio and TV)
- Identify a reporter who deals with Social and/or Health topics
- Contact the reporter and work towards a major report on Stuttering

Of course and as always, the local PWS are involved in this activity as much as possible. If they can lead the activity, then that is better. The ISA can be used as a reference.

9.8 Educate leaders in Education

Working on the assumption that culture is affected and attitudes changed by leaders in Education, we aim to work with universities to educate about stuttering.

Action Items (Keith and Jerry):

- Letters from Profs at USA universities and the ISA, to get invitations to present at the local universities
 - Address staff and students. Workshops
 - Workshops about SHGs, and the advantages
 -

9.9 Educate Health Professionals

This Objective should be the responsibility of the local group of PWS, and not the responsibility of the ISP-S team. The ISP- team raises awareness for the need, and can provide suggestions of whom to approach

- Educating SLPs about the modern view on stuttering, i.e. that stuttering is a lot more than the physical manifestations.
- Educating doctors/nurses in local clinics about stuttering → in order to break taboos and change the way stuttering is regarded.

Action items:

- Identify SLPs, if any exist
- Understand how health services are provided, and if there are central clinics
- Working with health professionals, plan to work with parents of pre-school children as well as school age children

(A lot of this action plan depends on the target country. We need to understand how that country works before making a specific plan, but the idea is the same: educate health professionals, anyone who might be in contact with PWS.)

10 Budget

10.1 Budgetary Needs

The primary budgetary need is for ISP-S teams to go to Africa in order to implement their part of this Plan. The budget is described in the "ISA Fundraising Plan", managed separately from this document. That plan will also address

- Potential Donors
- Guidelines for the Grant Proposal