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Jamaica Association for the Deaf



“Promoting Deaf Excellence”

Strategic Plan 2010 - 2014

VISION STATEMENT

*A Jamaica in which Deaf persons are
empowered to fully participate
in nation building.*

MISSION STATEMENT

To effectively manage resources for education, hearing, social services and advocacy, in collaboration with key partners for the advancement of Deaf and Hard of Hearing persons.

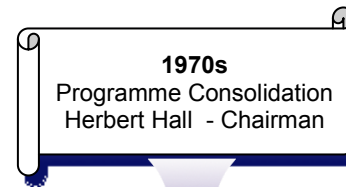
OUR PHILOSOPHY

Fundamental to the approach of the Jamaica Association for the Deaf is the belief that:

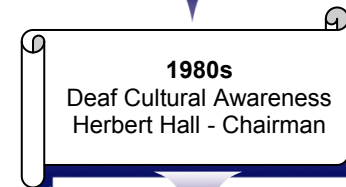
- The approach of the JAD to the development of Deaf persons must be premised on the ultimate emergence of the Deaf Community as an autonomous advocacy group.
- Deaf persons have a vital role to play in determining and implementing change in the quality of life they experience, individually and collectively.
- Deaf persons have the potential to be creative and productive citizens.
- Families of deaf children are important stakeholders in influencing their development.
- A relationship of partnership with major stakeholders will yield the best results in our endeavours to improve the quality of life for Deaf and Hard of Hearing persons.
- Recognition of a bilingual approach to Deaf Education is the most beneficial in the development of literacy.
- Deaf and Hearing awareness are important and must be promoted.
- The culture of our organization is a major factor in shaping individual attitude and behavior.
- Change is possible if we work purposefully to identify new goals, set new standards, and achieve appropriate outputs and outcomes.
- Technology can contribute significantly to a barrier-free communicative environment.

OUR GOALS

- To improve the educational, industrial, and social conditions of Deaf and Hard of Hearing persons in Jamaica.
- To integrate Deaf and Hard of Hearing persons into the mainstream of society as useful and productive citizens.
- To reduce the barriers experienced by persons with a hearing loss.
- To promote public awareness of hearing loss and its impact.



- JAD schools became grant aided
- JAD initiates advocacy for Rubella immunization
- Establishment of the Lister Mair / Gilby Prep, JAD Preschool Centre, Port Antonio Unit and JAMAL Unit for the Deaf
- May Pen Unit Class for the Deaf taken over by JAD
- JAD foster the development of training for teachers of the deaf at Mico and UWI
- Audiological Services established



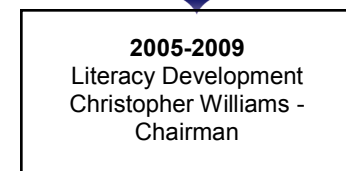
- Total Communication utilised extensively in JAD Schools
- Integrated Unit established at Excelsior Primary School
- Pre vocational programme developed at Lister Mair / Gilby School



- Facilities constructed for Danny Williams School and Pre School Centre at Hope Estate
- Capital Hearing Services and JAD Binders established
- JAD participate in framing National Policy on Disability
- Deaf Advancement Programme launched
- Lister Mair / Gilby Evening Institute established



- Deaf community representatives appointed to management committees
- Bilingual approach to Deaf Education endorsed by JAD Board
- Deaf adults employed in JAD Schools as language and cultural models
- JAD support Deaf community advocacy for drivers licences

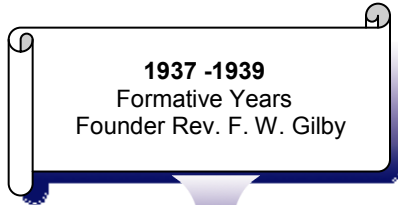


- Clinical services upgraded
- Parent advocacy group established
- Strong partnerships developed with US groups and professionals
- Islandwide promotion of hearing awareness

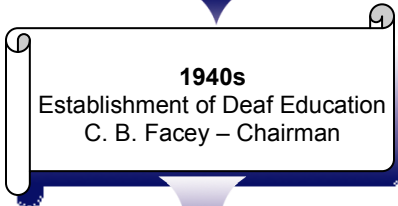
CORE VALUES:

COMMITMENT

PARTNERSHIP



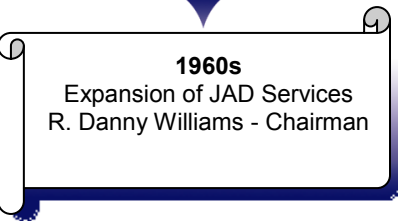
- Jamaica Association for the Deaf established in 1938
- First Adult Deaf Club formed
- First Unit Class for the Deaf commenced at Kingston Senior School .



- St. Christopher's School for the Deaf opened in St. Ann
- Reliance on expatriate teachers of the Deaf
- Oralism promoted in school but sign language flourished among deaf students



- Service Committee mandated to identify and refer deaf children to school
- Sponsorship of Jamaicans to be trained as teachers of the deaf in Europe
- Strategic planning and fundraising for programme expansion in Kingston

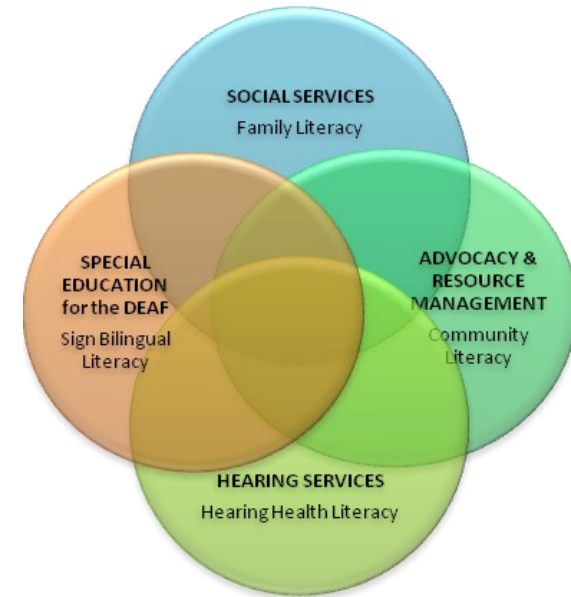


- Central administrative office established at 9 Marescaux Road in Kingston
- Adult services committee develops into Social Services Department
- Rubella "German Measles" pandemic
- Lister Mair / Gilby School and Hostel opened at Hope Estate
- Integrated Unit established at St Hugh's Preparatory School
- Sponsorship of Jamaicans to be trained as teachers of the Deaf in Canada and Europe



The JAD's focus for the period will be the **Promotion of Literacy**.

The following goals reflect this focus over the next five years. These goals are the organization's response to the critical issues identified as barriers to Deaf excellence. As such, the strategic focus and the related strategic goals will provide a roadmap for fulfilling the strategic direction.



STRATEGIC GOALS 2010—2014

1. **To develop resources and competence for sustainable promotion of Sign Bilingual Literacy**
2. **To promote public awareness of hearing loss and its impact**
3. **Capacity building for Deaf adults and families of deaf children for more effective parenting, literacy support and advocacy**
4. **Awareness building for more effective integration of Deaf persons into mainstream society**

SPECIAL EDUCATION FOR THE DEAF **Strategic Goal # 1**

To develop resources and competence for sustainable promotion of Sign Bilingual Literacy

STRATEGIES

1. Adaptation of the Ministry of Education Curriculum.
2. Development of a Plus curriculum for Deaf Studies and Jamaican Sign Language.
4. Development of JSL educational resources
 - Hand-shape stories & Nursery Rhymes
 - Simplified linguistic guide for JSL
5. Develop JSL communication competence of personnel
6. Develop bilingual instructional techniques for teachers
7. Empowering educational leaders for achieving standards and sustainability
8. Expand access to vocational training for increased employability.

SOCIAL SERVICES **Strategic Goal # 3**

Capacity building for Deaf adults and families of deaf children for more effective parenting, literacy support and advocacy

STRATEGIES

1. Empower families to support language development and emergent literacy competencies of their deaf children.
2. Empower families for more effective parenting of their deaf children
3. Capacity building for advocacy around the UN Convention on the Rights of Persons with Disabilities
4. Promotion of critical literacy in the Deaf community as a foundation for development of life coping skills and community development.
5. Facilitate more effective access to social support and health care of deaf persons.

HEARING SERVICES **Strategic Goal # 2**

To promote public awareness of hearing loss and its impact

STRATEGIES

1. Public education on hearing health management targeting
 - Health care professionals
 - Families and other care givers
 - Teachers
 - Media
2. Community networking for a sustainable programme of early detection and referral
3. Facilitate the provision of access to hearing enhancement services and resources.

ADVOCACY & RESOURCE MANAGEMENT **Strategic Goal # 4**

Awareness building for more effective integration of Deaf persons into mainstream society

STRATEGIES

1. Promotion of bilingual and bi-cultural awareness
2. Facilitate standardisation of Jamaican Sign Language through the production of a dictionary
3. Facilitate acquisition and learning of Jamaican Sign Language through structured training programmes
4. Promotion of the communication access right of Deaf persons through advocacy for interpreters
5. To promote Deaf excellence as an organizational identity.