>> All right, welcome, everybody. It's right at 9:40 so I'm going to go ahead and get started, because when the next person comes in, they hook us and throw us out of the room. So I'm going to chat with you all today about what we did in Illinois to revamp our Ed EHDI website. I'm with the Illinois Hands & Voices chapter and we partnered with our EHDI to focus and take you guys on a tour of what we did and why we did it and, hopefully, you gained some information if you're looking to revamp your website. Who here is with their EHDI program? Any FEO or family based? Awesome. So we'll rush through it if there's time at the end, you guys can ask questions. But I'm always around if you have questions and want to chat. You can always reach out to me. Now, to get the slides to work.

Okay, so here is the Notice of Funding Opportunity, the NOFO for everybody in an EHDI program to produce a website and these are the requirements that you must follow. So this is what creates the EHDI website of the year award, which I didn't win. It would have been much better had I won, right? Because then this would be really important. Maybe we'd have like standing room only or something. But just wanted to walk through and say, hey, here's what we did. Our website, we won in like, I don't know, 2014 I think it was? And it really just maintained after that. And the main reason why was because it was developed by a computer person who understands computer language. So how can we make it sustainable if we don't have a computer programmer on staff? Right?

So we followed the NOFO. And these were the options we had. We can have our information on our State Department of public health. We do have our EHDI information there, but it's very limited as to what we can do, and it's often not user-friendly. I have also been on the EHDI reviewer side for 7 years if I know exactly what they are looking for. And I often find that the websites that seem to have the most challenges are on the state website. So how can we do it so that it is there and that information is there, but we also have another place that families can go, or professionals can go to get the information they need.

You can also higher a professional web designer. Or you can do what we did, partner with your state family based organization. So a State Department of public health website, you're pretty much limited to what you can put. It is often intimidating to parents, believe it or not, because it's just a list. There's not a whole lot of warmness. There might be one picture of a baby. Just not as fuzzy as a lot of parents who have just found out the diagnosis was like. And the people who created the website might not be there for long and then where do we go from there? Our domain is attached to a website, or to an email address that no longer exists. So we're having heck of a time-keeping our.org domain. And we can't pull it to our site. So it's strange. We have to mirror and there's all these thick we have to do. Because there's turnover in the state often, it's hard to keep it in one place and keep it moving forward. Sometimes it's really hard to find. Getting on to a state website, you might find the EHDI website and go to the page and you click back, and all of a sudden, you're in a completely different place than you want to be.

You could hire a web designer. It's very time consuming and super expensive. I mean, they're web designers. They we want to be college to do this and they're going to require a lot of money. It's typically some form of computer language. HTML or whatever it needs to be to put on the back side of things. And you need to hire a web designer to maintain that website. It's not easy for the layman to go in there and make change as necessary. So partnering with your state FBO, what can that mean for you? You can get things quickly added. You just send an email and say hey, I want to add this tool. Where do you think we should put it and we can add it very quickly. It also promotes that collaboration and partnership between your EHDI program and FBO. It's flexible, because your state doesn't own it. It's a partnership between the FBO. Our EHDI website has always been counted Illinois Sound Beginnings. So one of the things we did was redefine what Illinois Sound Beginnings is to us and what it is, it's the collaboration between the family-based organization and EHDI. So it's our joint website. There's as much information in there for professionals as there is for parents.

In our instance, there's one dedicated individual, which is me, who does everything with the website. There's no need for a designer, because believe me, I'm a psyche major and I do not design websites at all. There's a minimum tall cost in comparison to you hiring someone developing it and you own the content. You are don't have to run it through 7 people to get approval to put it on the site. These are online website platforms that are user-friendly that anyone can go in. They have products for free up to hiring designer within their group. We chose WiX as our provider because I had already done our Hands & Voices website on WiX. And for me, it's very user-friendly. It's a drag and drop system where you determine what your content is, you determine what you want it to look like, and you put it all together.

So cost comparison. So this was based on Illinois, what we did. Website design is $10,000 and up. It's really, really expensive. Unless you want the bear, barebones and that's going to cost you thousands of dollars. Maintenance is approximately $250 a month to have a web designer maintain your website. There's no assistance with content, because they don't understand the content. And there's typically not a dedicated individual. They do not work for your group. Where with the collaboration between you and your family-based organization, we took a whole $2,000 to do the whole website. And we maintain it for $75 a month and that's just if there is grant funding available. If there wasn't, I would still maintain it for zero dollars a month, because we have that relationship, it's easier for both groups involved. And we have dedicated individuals.

I do have one other person who is working on website content as well. So I am not the only one in the chapter that understands how this programming works. There are actually three of us that can go in the back side and change things if necessary. So we did that partnership. We created an entire new website from zero pages all the way up to the several that we have now. We've enlisted subject matter experts for all of the information and content. So if it's a page on audiology, you can be sure that it was audiologists who incorporated the information that is there. If it was something about birthing hospitals, we enlisted the have you seen there. Parents, we them give us the content. We had QI groups go in and walk through pages. We still have that existing right now. We have QI professionals going in to see is this user-friendly? Is this any benefit to us so we can make it better and better?

All of the state EHDI materials are on that website, but we've also incorporated some national materials so we will open it up to anyone who wants to come and use the stuff. One of the biggest things we've put on there are the scripts used in birthing hospitals. We have them in ASL. So if you have a deaf parent, we did a video project last summer where we had a Deaf adult sign all of those scripts. So we're still working on getting them captioned. So they're not captioned currently. But once they are, they're already out on the site, but they are not yet captioned. So you can go to our site and see them. But we, at first, we weren't going to caption them. But the reality is the individual who is going to provide the iPad to the Deaf and Hard-of-Hearing parents, it's probably good they know what it's saying so they don't give them a wrong script, so we decided let's caption these and make sure they're accessible for the individual sharing that information as well.

So I'm going to give you some highlights of what we did, how we did it, how we moved forward. So this was our old 1, 3, 6. These guys ridden me of the peanuts character with sprig of hair. And we had the blocks, which is friendly. It's parent friendly, not scary. So we just updated it. And I spent hours and hours and hours working on this, because I'm not an artist. But I was still able to do this and work through the pixel. If you notice the little girl on the top has a cochlear implant. And the little guy peeking around 3 has a hearing aid so, we wanted to make it so that these are our kids. Some of them have amplification, and some of them to not. So that was one of the change we made. And here's the little guy with hearing aids. So he did not have hearing aids when I purchased this image. I added the hearing aids just to make it friendly. If you're a mom and a dad with a kiddo with hearing aids, it's nice to see characters with that as well.

And here's our little cochlear implant recipient. So this was our old image on our website. This is our, you know, when you come in, it's on the top of the screen on your website. And these little babies in diapers, we felt they're almost too old, right? They're probably two and a half years old. Maybe a year-and-a-half. So we changed them to -- and we made sure we had every tone of skin so everyone knew this was for them regardless of the color of their skin. So this is how we changed our logo, for lack of a better word. And this is what our front page looks like, so when you go to our website, which Illinois spelled out sounds beginnings.org. This is what you see on that front page. First thing we do is we explain exactly what Illinois sounds beginnings is and it's our Illinois system and Illinois EHDI system.

These are all headers. So we have families. We have newborn hearing screening. Diagnostic hearing testing. Hearing 101 which is just the basics for families that don't understand what is happening. Any referral sources and so on. So we kind of walk through anything that a parent might want to know information they want to gain. In parent training, our Guide By Your Side Program has been working on webinars for years. And so we have all the webinars that have ever been created available for families, as well as professionals in there. So there are some that are from 2010. So they're available if a family feels like going in there and watching those, they can.

We have provider tab as well, which gives you up your EHDI pals, your echo, your JCIH and all that information is held in there. For the birthing facilities, it's how to get to the training for birthing facilities and brochures that they need. Maybe it's a, you know, a card that we give them to provide to parents with the results of the screening. And then resources, training. Illinois specific resources, national resources. We have the national pep material on our website, which is parent and information training tools both for parents as well as professionals. So go out there and take a peek at that. Some of them are still in draft form, but we put them out there anyway just so everyone can see what's coming down.

We make everything accessible. We have a page that describes all of the acronyms that we use. But when we are utilizing acronyms, we try to, the first time we use it in the content, we write it out so families know what the acronym is. Because that is usually a language barrier between parents and professionals are all the acronym that we use. We are all very cognizant of the contrasting colors we use so that individuals with vision impairment can access the information.

Alt Text. Does anybody know what Alt Text is? Okay. For those of you who do not, Alt Text is for when someone has a vision impairment and there's a image used on a website, they can click on it and it tells them in description what the picture is. Down to it is a, you know, small child with brown hair wearing a green shirt. Playing on a tractor or whatever. Very specific.

So here is an example of one of the projects that is still in process. We sat down with a lot of different people to say how can we provide information to families at their pace without overwhelming them? So we started a mini video project. So our mini videos are less than 5 minutes long, and they touch the surface of a topic. So a parent can watch that 5-minute clip and decide do I want more? And if they want more, underneath that mini video clip will be webinars or videos of more training on that subject. So I'll give you an example here. Let's see if it works.

There's no volume. But, anyway, Carrie is talking about why parent support. Why you should do parent support. So she's talking in terms, she's talking from parent-to-parents. They're able to watch this video clip. And honestly, if they don't want to watch it, they simply hit "stop." and they don't have to watch it. If they don't want to know about cued speech something they're watching the cue speech video, they can turn it off. If they don't want to know about ASL, they can turn it off. What happens as providers, we want to give families the most information we can, and so we're shoving it at them. This will allow them to find it at their own time. So that was one of our projects.

The grant, we had a grant that we had with some leftover funds that we used. We hired a student crew who are getting their degrees in video making movies and all that have to do the project for us, all the way down to the editing. We get it back. We send it in for captioning so it's accessible. So this is where you can find the messaging to parents so that newborn hearing screening scripting in ASL is here and available on our website. Feel free to use it. Again, it's not quite captioned yet, but it will be. Additional things that are coming to our website are training modules for professionals where they can get professional development or early intervention credentials at their pace. All of the trainings will be available for one year's time. So they can go in and watch them when they want to. You know, they have to take a pre-test, post-test, submit it and they get their professional development. The hope is we get past those always working with kids who are deaf and hard-of-hearing into the hands who might or maybe who have one student in their school. Nurses, the upper staff, music teachers, those individuals who don't always have the student.

Here is our website. So I invite you to go and check us out. And then question why we didn't win. I'm just kidding. I was one of the people they were reviewing and that was great. Does anybody have any questions? Where's my moderator? She's going pass the mic around for access.

>> Testing, testing. Did your grant funding from HRSA? Or was that -- does ooh like --

>> ANDREA MARWAH: For the initial project? Yes, we did.

>> Do you still, this is Gina speaking from Michigan. Do you still maintain a state website in addition to this collaborative website?

>> ANDREA MARWAH: Yes, the state website is still there. And it does link to this website. So the information that is required under the Department of Public Health is still there. Like I said, it's really hard to find. Yeah. And I think it's someone within the Department of Public Health who maintains it and they don't have a background. And that's what makes it hard. And it takes 5 steps to get something at it.

>> Daniel from, wow, that's a hot mic. Daniel from Missouri here. How are you working on making it more mobile accessible with your website?

>> ANDREA MARWAH: Very good point. If you look on mobile app with WiX, you can switch between. So when you create it, you can create it on your laptop. But there is a setting that you just push, and it goes over to what it looks like on a mobile app. So then you make sure, because that is a tricky one. Because sometimes it will look beautiful on the computer. And then you go there, it's like, ah! What happened? So you have to move things around. And the beauty of this platform is it doesn't mess it up on the computer. It doesn't change it if you have to change something on the mobile part. We're 100% Spanish. And WiX does it automatically, we have a Spanish-speaker go in and make sure it's accurate. I think we have time for no more questions. So one more. I think our next presenter is here already. You are here? This is it. And then you get the stage.

>> I was just curious, since you said you had all your webinars on there. What are you using to host it? Are you using YouTube or are you uploading directly on to WiX?

>> ANDREA MARWAH: Both. It depends on the size. So you have different levels on WiX of what you can buy and how much you can put on it. So we have some on YouTube are. Some in Vimeo. And some embedded. Thank you, everybody, if you have more questions, I can standout. Feel free to reach out to us. I'm the webmaster on this site. So feel free to ask any questions. Thank you!

(Applauds)