

Youth Blog

NEED

- Hard of hearing youth are spread out all over the province
- Need to connect young people to others their own age, to keep them informed and to promote a positive attitude towards living with hearing loss



PROGRAM/ ACTIVITY

- Created a youth blog (a version of an online journal with many authors) – a free online service – to connect hard of hearing youth
- Youth write submissions on school, work and life and share information on upcoming events and activities of interest

AUDIENCE CHARACTERISTICS

- Hard of hearing youth in high school and post-secondary

CONNECTING WITH AUDIENCE

- Web presence – available to anyone with access to an internet connection
- Blog is interactive with regularly updated content
- Electronic interaction suits communication style of age group

LOGISTICS OF PROVIDING A SIMILAR PROGRAM

- Free and simple to use – WordPress, Blogger, LiveJournal and others offer free blog services
- Needs an administrator – someone who moderates for spam, inappropriate comments and can make any edits as necessary

CHALLENGES

- Content that is not updated regularly – visitors lose interest and stop visiting blog
- Spam must be properly filtered – works well for CHHA-NL with an administrator

SUCCESS STORY

- Our youth blog www.chha-nl.nl.ca/blog
- Youth have created a schedule for posting to ensure regular content – different authors make it interesting
- Creation of basic rules (guidelines) for anyone posting
- Provincial, national and international reach!