



Easterseals Central and Southeast Ohio, Inc.

Communication Messages

Your Personal Elevator Speech

Our Mission Statement:

Easterseals' purpose is to change the way the world defines and views disability by making profound, positive differences in people's lives every day.

Top Communication Messages

1. Easterseals provides exceptional services for people with disabilities.
2. Our core services include the following; Early childhood education including therapies, adult day services, camp & recreation, and in-home services.
3. Last year, we provided services for almost 14,000 families through our wide range of services.
4. We provide services in 28 Ohio counties and Wood County, West Virginia.
5. Eighty-six cents of every dollar raised, goes directly to central and southeast Ohio programs and services.
6. Easterseals envisions all people having choices and opportunities to reach their full potential.
7. 61 million adults, or 1 in 4 Americans live with a disability.
8. Easterseals works with local communities to provide, create or improve programs and services for people with disabilities and their families.
9. Easterseals was founded in Northeast Ohio in Elyria, Ohio in 1919 due to a street car accident. Our founder, Edgar Allen's son was involved in this accident and passed due to lack of facilities to care for a disabled person.
10. Easterseals ensures people with disabilities and their families can live, learn, work and play in their communities.
11. Easterseals is unique as the nation's leading provider of services and support for children and adults living with disabilities and their families.
12. Easterseals is the nation's largest non-profit provider of adult day services.

Secondary Communication Messages for Development

1. For 25 consecutive years, the National Health Council has cited Easterseals as the nationwide leader among its member voluntary non-profit health care organizations for the percentage of program dollars spent on direct client services.
2. We raise over a half-million dollars annually to cover uncompensated services.
3. When consumer funding runs out, our goal is to continue providing services.
4. We raise funds through events, foundations, corporations, and individual and planned giving.

Early Intervention Program Communication Messages

1. Easterseals Early Intervention (EI) program is designed for children 12 months to 3 years of age at risk for or experiencing developmental delays and autism.
2. Easterseals has been providing early childhood education programs for more than 50 years.
3. Easterseals offers support services, pediatric physical, occupational and speech therapy services to children that attend our Early Intervention program
4. The early intervention program is designed to meet the individual needs of children with all levels of ability.
5. We have state-of-the-art indoor and outdoor play yards, which is fully accessible for every child.

Secondary Communication for Early Intervention

1. Easterseals offers support services, pediatric physical, occupational and speech therapy services to children that attend our Early Intervention program
2. Physical therapy improves a child's balance and coordination, strength, flexibility, and endurance. This helps children learn skills such as crawling, walking, sitting and standing.
3. Occupational therapy improves children's fine-motor and visual-motor skills, memory, attention span and problem-solving abilities. Our trained therapists help children learn skills such as dressing, eating, personal hygiene, writing and scissor skills.
5. Speech therapy improves feeding and swallowing skills, oral-motor skills and breathing support. Our trained therapist help with language comprehension and expression, articulation, voice fluency, attention, memory and problem-solving abilities.
5. Easterseals therapy services are offered to clients through our Early Intervention Program for children ages 12 months to 36 months.

In-Home Services

1. Our In-home services enable adults with disabilities, special needs or autism to live at home with their families and remain in the community.
2. The family chooses who works in the home.

3. Services include: in-home personal care, transfers and lifts, preparation of meals and feeding, assistance with therapy treatment plans, housekeeping, skill development, behavior support, delegated nursing, social and recreational opportunities and transportation.

Adult Day Services

1. Easterseals is the largest provider of adult and senior services in the country.
2. Adult day services are an ideal option for those caring for a loved one with a disability, special needs or autism that requires continuous care.
3. Caregivers can go to work, run errands, or take a needed break knowing that their loved one is in a safe, fun-filled, engaging environment.
4. We have adult day programs in Chillicothe, Portsmouth, and Ironton.
5. Easterseals adult day program provides center based therapeutic, socialization, educational and recreational activities for adults with disabilities, special needs, or autism.

Recreational

1. Our summer day camp is designed for both children with and without special needs and autism ages 18 months to 12 years of age. We have a program in the Southwest City School District and at our Hilliard campus.
2. Easterseals afterschool program is free to qualifying families at both Finland and West Franklin elementary schools in the Southwest City School District. Our students receive homework assistance, take part in physical activity and receive nutritious snacks.

Enrichment Program Communications

Ohio Governor's Imagination Library

1. Through our partnership with the Ohio Governor's Office and the Dolly Parton Imagination Library, Easterseals Central and Southeast Ohio supports the early literacy efforts in 9 counties across Ohio.
2. Our sponsorship of this program provides over 10,000 children with free books, each month, until their fifth birthday.
3. We provide the Ages and Stages Questionnaire screening tool for young children through this program that helps parents measure important milestones that should be met.
4. Young children whose parents read them five books a day enter kindergarten having heard about 1.4 million more words than kids who were never read to, a new study found
5. Children who are read to at least three times a week by a family member are almost twice as likely to score in the top 25% in reading compared to children who are read to less than 3 times a week.

Chance to Dance

1. The mission of Chance to Dance is to make sure the students appreciate the art of movement through rhythmic ability and to use various music as well as imaginative play and develop a love for dancing.
2. Classes are offered completely free for families.
3. Music and movement benefit a child's development of social skills, expressing emotion, creativity and imagination and helps develop large motor skills.
4. Children involved with dance who have disabilities tend to improve with their acceptance of eye contact and physical contact with others.
5. Our commitment to inclusivity explores the limitless possibilities of each person that attends the class.

Discovery Garden Children's Playgroup

1. This playgroup is a free, weekly, intergenerational playgroup for families with infants, toddlers, and preschoolers of all abilities in Ross County.
2. The playgroup is designed to give families the support they need in raising a healthy and happy child
3. The playgroup provides a play environment that encourages educational and recreational play with parent and child cooperative games.
4. Discovery Garden supports our [Make the First Five Count](#) initiative, which focuses on early childhood development for children to ensure they are prepared for kindergarten ready to learn alongside their peers.