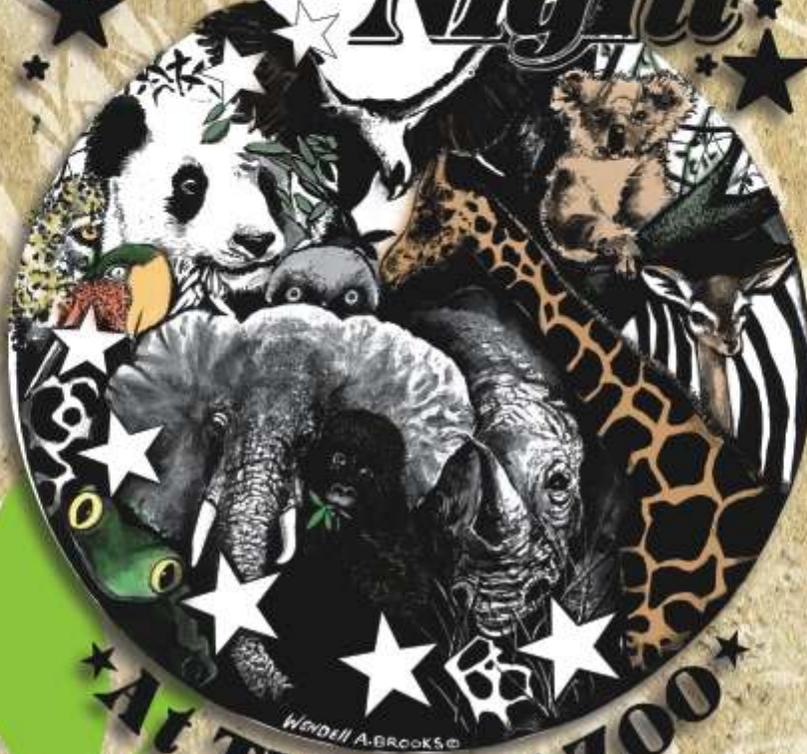


# Dream Night



At The OKC ZOO



Oklahoma City Zoo  
& Botanical Garden  
Oklahoma City, Oklahoma

2007

# Table of Contents

 <b>Section I – Introduction</b>	
Dreamnight at the Zoo	3
Contact Information	3
 <b>Section II – Event Background</b>	
Event History	4
Mission	4
Dreamnight Partners in 2007	5
 <b>Section III – Planning</b>	
Developing a Committee	7
Meetings and Event Timeline	8
Event Budget	9
Sponsor Partners	9
Public Relations	10
Sponsor Solicitation Letter	11
Sponsor Thank You Letter	12
Invitations	13
 <b>Section IV – Event Details</b>	
Audience	14
Food	14
Entertainment	15
Department Participation Form	16
Dreamnight Area Participation	17
Staff and Volunteers	18
Event Itinerary	18
Example Itinerary	19
Event Check-In	20
 <b>Section V – Evaluation</b>	
Wrap-Up	21
Family Survey	21
 <b>Section VI – Resources</b>	
Developmental Disabilities Council	22
Progressive Independence	24
Ronald McDonald House Charities	25
HIPAA (Health Insurance Portability and Accountability Act)	26
The Ten Commandments of Communicating with people with Disabilities	29



# Section I – Introduction

**In this section:**

**Dreamnight at the Zoo  
Contact Information**

*“If it weren't for you hosting (Dreamnight), my family, and probably many others, would not have been able to take our children to such a special event,” said Pamela Airington.*

*“We felt like royalty,” commented the Teeman family after attending Dreamnight at the Oklahoma City Zoo.*

We opened our zoo and hearts to more than 1,800 participants for an evening of close-up animal encounters, special enrichment activities, entertainment and a complimentary dinner. With the help of 150 volunteers and staff members from almost every zoo department, this event was a huge success.

*“My children called the evening magical,” said one mother.*

That sentiment was echoed by children, parents and everyone involved. Each family received a goody bag and a keepsake photo as a memento of the evening.

We partnered with many outstanding organizations such as Ronald McDonald House Charities, Oklahoma Zoological Society and Camp Cavett of the Children's Hospital at the University of Oklahoma Medical Center to make this event possible. The Oklahoma Developmental Disabilities Council was able to provide us with guidance and financial support. With their help, we provided sensitivity training for all staff to help us better serve zoo patrons with special needs. Our trainings were well attended and the comments received afterward were overwhelmingly positive. The Oklahoma Developmental Disabilities Council also provided funding to assist us in creating an event manual for our fellow American Zoo and Aquarium Association (AZA) institutions.

Our hope is that all institutions will be able to take part in this enchanting experience. This event did more to bring our zoo family together than we ever could have imagined.

## Contact Information

**Lizabeth Ogle, Volunteer Coordinator**  
(405) 425-0275  
logle@okczoo.com

**Candice Rennels, Public Relations Associate**  
(405) 425-0298  
crennels@okczoo.com

**Oklahoma City Zoo & Botanical Garden**  
2101 N.E. 50th Street  
Oklahoma City, Oklahoma 73111

## Section II – Event Background

In this section:

Event History

Mission Statement

Dreamnight Partners in 2007



### What is Dreamnight?

The following information is taken from the Dreamnight Web site at [www.Dreamnightatthezoo.nl](http://www.Dreamnightatthezoo.nl)

Rotterdam Zoo initiated an annual evening 'out at the zoo' for children from the Sophia Children's Hospital in 1996. This first edition of the "Dreamnight at the Zoo" was especially for children with cancer. One hundred seventy five children were invited, and they brought their mothers, fathers, brothers and sisters. Also in the years that followed, 1997, 1998 and 1999, the Rotterdam Zoo continued to organize these evenings with more children each year and with more (children's) hospitals and institutions. The event has not only grown in the number of zoos holding it, but also within the individual zoos. Rotterdam started with one hospital in 1996 and in 2001 they welcomed children from 13 hospitals and institutions.



### Mission

The mission of "Dreamnight at the Zoo" is one annual and cost-free evening out in the zoo, preferably on the first Friday of June, from 6 to 9 p.m., for children (with special health care needs and children with disabilities) and their family members.

Our goal is literally: "An annual and entrance-free evening opening of a zoo exclusively for children (with special health care needs and children with disabilities), their parents and brothers and sisters." These very special guests do not often have opportunities to visit our zoos, because they come from children's hospitals or institutions for children (with disabilities).

It really is a project that is well worth the effort. It is our dream that all zoos in the world once will call the first Friday of June (or December) their "Dreamnight at the Zoo."

Please contact the Dreamnight at the Zoo Foundation, Pootstraat 17d, 3034 BA Rotterdam, the Netherlands, or send an e-mail to [info@Dreamnightatthezoo.nl](mailto:info@Dreamnightatthezoo.nl) to be added to the list of participants in the United States.

## Dreamnight Partners in 2007

### THE NETHERLANDS

Diergaarde Blijdorp  
Artis  
Ouwehands Dierenpark  
Safari Beekse Bergen  
Apenheul  
Dierenpark Amersfoort  
Burgers Zoo  
Avifauna  
Dolfinarium Harderwijk  
Noorder Dierenpark  
Zoo Parc Overloon  
Dierenpark Wissel  
Aqua Zoo Friesland  
Sealife Scheveningen  
Dierenrijk Europa  
Gaia Park Kerkrade  
Vlindertuin Berkenhof  
Kasteelpark Born  
Papagaaienpark Veldhoven

### BELGIUM

Zoo Antwerpen  
Olmense Zoo

### DENMARK

Aalborg Zoo  
Ebeltoft Zoo & Safari

### FRANCE

Parc Zoologique de Lille  
Zoo de Pont-Scorff  
Parc Zoologique de Fréjus  
Zoo de la Flèche  
Zoo de Jurques  
Zoo d' Amiens  
Parc Animalier de Sainte  
Croix  
Zoo de Doué la Fontaine  
Terrarium de Kerdanet  
Aliotis, l'Aquarium de  
Sologne  
Parc Zoologique de Cleres

Zoo de la Boissière du Doré  
Safari de Peaugres

### CANADA

Magnetic Hill Zoo  
Vancouver Aquarium  
Jungle Cat World Wildlife  
Park

### UNITED KINGDOM

Colchester Zoo  
Marwell Zoological Park  
Chester Zoo  
Newquay Zoo  
Belfast Zoological Gardens  
South Lakes Wild Animal  
Park

### CZECH REPUBLIC

Decin Zoo  
Brno Zoo  
Zoo Ústí nad Labem  
Zoo Praha  
Zoo Ostrava  
Zoological Garden Hodonin  
Zoopark Chomutov

### UNITED STATES

Roger Williams Park Zoo  
Blank Park Zoo  
Chattanooga Zoo  
Oklahoma City Zoo  
Sacramento Zoo  
Glen Oak Zoo  
Houston Zoo  
Cleveland Metroparks Zoo  
Columbus Zoo and  
Aquarium  
Abilene Zoo  
Riverbanks Zoo and Garden  
Dickerson Park Zoo  
Franklin Park Zoo (Zoo New  
England)

Sequoia Park Zoo  
Cheyenne Mountain Zoo  
Santa Ana Zoo  
Akron Zoo  
Salisbury Zoo  
Topeka Zoological Park  
Arizona Sonora Desert  
Museum  
Memphis Zoo  
Rolling Hills Wildlife  
Adventure  
Pittsburgh Zoo & PPG  
Aquarium  
BREC's Baton Rouge Zoo  
The Greenville Zoo  
Utah's Hogle Zoo  
Fresno Chaffee Zoo  
Stone Zoo (Zoo New  
England)

### COLOMBIA

Fundacion Zoologica de Cali  
Parque Recreativo y Zoologico  
Piscilago  
Aguaviva y Acuario y Museo  
del Mar  
Jaime Duque Zoo

### NEW ZEALAND

Wellington Zoo

### GREECE

Attica Zoological Park

### HUNGARY

Budapest Zoo  
Jászberény Zoo  
Kittenberger Zoo

### SWEDEN

Kolmården Zoo

## Dreamnight Partners in 2007 continued..

### GERMANY

Aachener Tierpark  
Vivarium Darmstadt  
All Wetterzoo Münster  
Naturzoo Rheine  
Zoo Frankfurt  
Garten der Schmetterlinge  
Schloss Sayn  
Zoo Neuwied  
Tierpark Chemnitz  
Zoonimal Zoo

### POLAND

Poznan Zoo (the old one and the new one)  
Plock Zoo  
Warsaw Zoo  
Zoo Opole  
Krakow Zoo  
Zoological Garden of Polish Fauna  
Gdansk Oliwa Zoo  
Zoobotanical Garden of Torun  
Zoo Wroclaw

### SOUTH AFRICA

Johannesburg Zoo

### AUSTRALIA

Currumbin Wildlife Sanctuary  
Pet Porpoise Pool  
Cleland Wildlife Park  
Maru Koala and Fauna Park

### IRELAND

Dublin Zoo

### JAPAN

Yokohama Zoological Gardens  
Kanazawa Zoological Gardens of Yokohama

### MEXICO

Africam Safari

### TAIWAN

Taipei Zoo

### SCOTLAND

Galloway Wildlife Conservation Park  
Edinburgh Zoo

### SPAIN

Fuengirola Zoo  
Los Palmitos Park

### Mundomar

Parque de la Naturaleza de Cabárceno y Museo Marítimo del Cantábrico  
Zoo Aquarium de Madrid  
Jerez Zoo  
Barcelona Zoo  
Rio Safari Elche  
La Reserva del Castillo de Las Guardas

### SWITZERLAND

Zoo Zürich  
Abenteuerland Walter Zoo

### PORTUGAL

Park & Zoo S.Inácio

### LUXEMBURG

Parc Merveilleux

### ISRAEL

Zoological Center Tel Aviv - Ramat Gan

### BANGLADESH

Wildlife Trust of Bangladesh



## Section III – Planning

**In this section:**

**Developing a Committee**  
**Meetings and Event Timeline**  
**Event Budget**  
**Sponsor Partners**  
**Public Relations**  
**Sponsor Solicitation Letter**  
**Sponsor Thank You Letter**  
**Invitations**

### Developing a Committee

Most of the zoos that we contacted formed a committee to help plan this event that consisted of staff, volunteers and sponsor partners. Although we have planned many special events throughout the years without the help of each department, it was important to include everyone interested in the planning stages.

Our committee was representative of almost the entire Oklahoma City Zoo. At times, we had more than 20 people attend meetings during their lunch break to help with the planning. We had keepers, animal management staff, public relations and marketing, education, veterinary staff and administrative staff. We also opened our meetings up to community partners such as the Children's Hospital and the Oklahoma Developmental Disabilities Council. Their perspective was important as they had ideas about how to best include children with disabilities and special health care needs. They also knew the service systems and could point us in the right direction in terms of outreach.



## Meetings and Event Timeline

Our meetings were held on zoo grounds during lunch. This was the best time for staff to meet without impeding on anyone's schedule. We appointed a committee chairperson who organized monthly meetings from November to May and then weekly meetings from May until the event on the first Friday in June. The following is an event timeline used by our committee:

### November

- First meeting with zoo staff and the Developmental Disabilities Council to discuss outreach and potential partners.
- We brainstormed event ideas and details.
- Discussed who to invite for the first year and how many.

### December

- Created a timeline and event checklist.
- Narrowed our focus of event activities.
- Looked at what resources were available in the zoo (Animal Behavior Committee, Maintenance and artists) for help in planning and ideas for activity implementation.
- Decided on numbers of participants and ideas for invitations and RSVPs.

### January

- Developed a budget and solicited outside funding.
- Began working on logistics of animal encounters, rides, flow of traffic and planned a staff training/in-service on disability etiquette.
- Sent out questionnaires to all animal areas asking if they were interested in participating, what ideas they had for enrichment or animal contact and what needs they might have for volunteers at the event.

### February

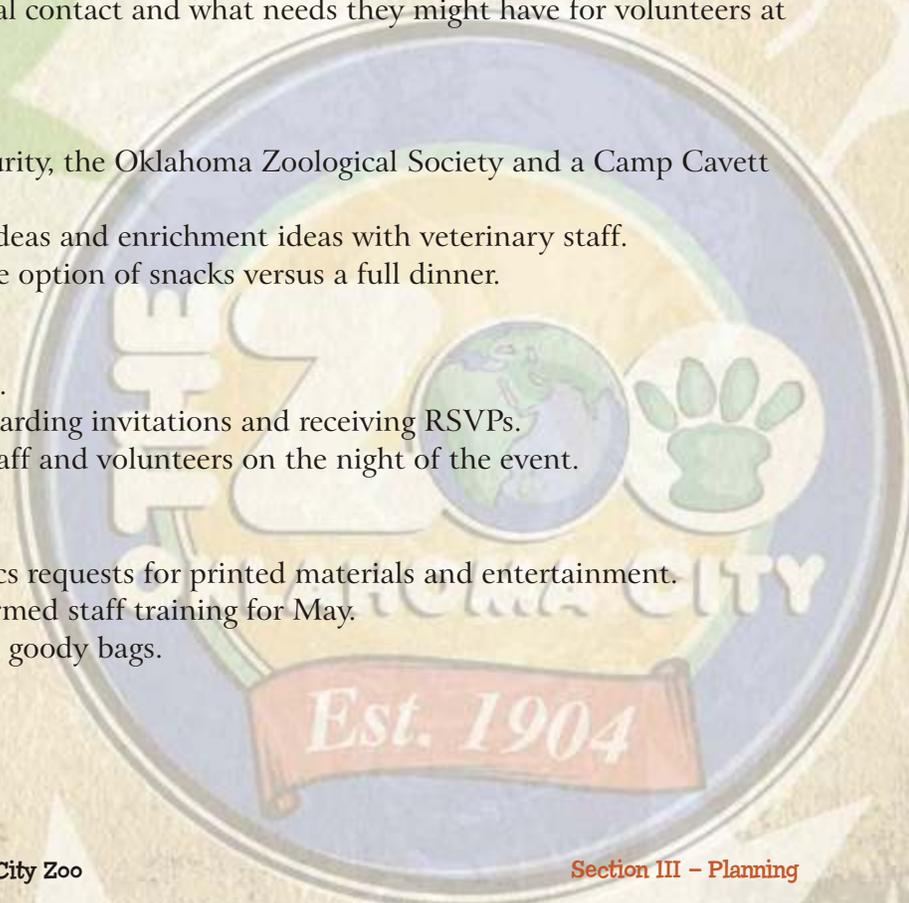
- Our meeting included members of security, the Oklahoma Zoological Society and a Camp Cavett (Children's Hospital) representative.
- Reviewed departmental participation ideas and enrichment ideas with veterinary staff.
- Worked on the menu and discussed the option of snacks versus a full dinner.

### March

- Set timeline for invitations and RSVPs.
- Interpretation of HIPAA guidelines regarding invitations and receiving RSVPs.
- Worked out a plan for scheduling of staff and volunteers on the night of the event.

### April

- Solidified menu, T-shirt design, graphics requests for printed materials and entertainment.
- Worked on check-in process and confirmed staff training for May.
- Items were collected and stored for the goody bags.



## May

- Several meetings took place, both with the whole committee and smaller project teams.
- In-service training took place at the beginning of May for the entire zoo staff and volunteers (including those not involved with the event).
- Volunteer placements were decided, and volunteers signed up.
- RSVPs were due by May 15 for the food count.
- Goody bags were stuffed two days prior to the event.

## June

- Dreamnight at the Zoo on Friday, June 3, 6-9 p.m.
- Wrap-up meeting with staff and partnering agencies.

## Event Budget

From the results of our survey, we learned that budgets varied in range of \$0-\$20,000 from institution to institution. The popularity of this event made fundraising goals more attainable.

Most zoos were able to get many items donated or even secure funding from local businesses and corporations. In-kind donations of food seemed popular as well.

When developing your event budget be mindful that most institutions include food and some kind of memento for the participants. Staff cost can be substantial depending on the support of your institution. While many zoos had employees volunteer their time, the Oklahoma City Zoo had to compensate staff who performed their regular job duties as stipulated by the State of Oklahoma Department of Labor. This had the potential to increase our budget dramatically. As an alternative, we had staff work with their supervisor in scheduling the event time as part of their regular shift. Some employees worked split shifts that day, and others came in late. This alleviated the additional cost of overtime pay. Zoo administration was extremely cooperative in allowing staff and supervisors to coordinate these shift changes.

## Sponsor Partners

We had the support of several community businesses as do many zoos according to our survey. The first partnership we developed was with our local children's hospital to discuss who our audience was for this event and how we should go about inviting them. After meeting with the children's hospital staff, we discovered that it would be difficult to get invitations and information to young patients and their families because of the restrictions in HIPAA guidelines. Only acute patients stay in the hospital, so all of them would be excluded from the event because of illness. The Children's Hospital, however, was able to connect us to Camp Cavett a local organization affiliated with Children's Hospital, and dedicated to providing a forum of support through various events outside of the hospital that promote character, coping skills and wellness.

Camp Cavett was able to provide us with advice to make our event and planning go smoothly. Most importantly, they were able to provide the participants! While HIPAA guidelines prohibited us from contacting the children directly, Camp Cavett was able to send out invitations on our behalf. Depending on your interpretation of HIPAA, RSVPs can come directly to your organization or to

your partner. Children's Hospital was more comfortable with all names of the children remaining anonymous so guests and their families RSVP'd to Camp Cavett.

Another successful partnership was with the Oklahoma Developmental Disabilities Council (ODDC). They provided us with some grant funding and resources for the event. The ODDC brought in an organization called Progressive Independence. Progressive Independence, a Center for Independent Living, provided two training sessions to better prepare our staff and volunteers about how to assist visitors with disabilities. The feedback from their presentations was very positive. This training is now incorporated into our new employee training. ODDC assisted with funding for Dreamnight and the creation of this manual. They were able to provide great insight in planning for the event and were a good sounding board for legal questions that arose as well. Each state has a Developmental Disabilities Council and information is available online.

## Public Relations

From our survey, we learned that each zoo promoted Dreamnight differently. As a committee, we decided not to pre-promote Dreamnight to the public. Our goal was to create an environment in which the children invited and their families would enjoy a private evening at the zoo. We chose to limit promotions and media so we could focus all of our efforts on providing the best possible experience for these wonderful children and their families.

During the event, photos were taken by members of the Public Relations and Education departments with verbal permission from guests. Some of our guests signed waivers at the check-in table requesting that their child not be photographed. We identified these guests with a sticker on their shirt, so staff would be aware.

To help offset the costs, many participating zoos solicited sponsors for Dreamnight. The benefit of monetary or in-kind donations received helped provide a quality event for those attending. Included in this manual is a copy of our sponsor solicitation and thank you letters. Following Dreamnight, we developed an event prospectus and PowerPoint presentation to use for soliciting sponsors next year. As a benefit to sponsoring Dreamnight, sponsors were listed on all on-grounds signage and invited to the event.

One of our zoo keepers volunteered to create a T-shirt design for the event. T-shirts were provided for all staff, volunteers and sponsors. Our Graphics Department internally produced all of our event signage. We had the event itinerary enlarged and posted at the front entrance and on grounds. Sponsor partners were listed on the back side. We had the Dreamnight banner developed by the Rotterdam Zoo hanging at the front entrance of the zoo.



## Sponsor Solicitation Letter (Example)

[DATE]

Dear Zoo Friend,

The Oklahoma City Zoo invites you to be a part of the wonder and joy of Dreamnight at the Zoo. On Friday, June 3, the zoo will be hosting this one-of-a-kind private event for some very special Oklahomans and we would like to have you join us in the festivities.

Started in 1996 by the Rotterdam Zoo, Netherlands, Dreamnight is an international event that invites children with special health care needs and disabilities along with their families to spend a cost free evening at their local zoo or aquarium. It is now hosted by 79 zoos and aquariums worldwide including the Oklahoma City Zoo!

By sponsoring this event, your company will increase its visibility and goodwill in the community. The enclosed prospectus will provide details about the levels of sponsorship available. We look forward to your organization joining the zoo in its efforts to provide a memorable experience for all those involved.

Lizabeth Ogle or I will contact you next week to answer any questions you may have. In the meantime, please feel free to call either one of us at (405) 425-0275 or (405) 425-0298, respectively.

Sincerely,

Candice Rennels  
Public Relations Associate

Lizabeth Ogle  
Volunteer Coordinator

Enclosures



## Sponsor Thank You Letter (Example)

[DATE]

Dear Zoo Friend,

Dreamnight at the Oklahoma City Zoo was an evening of wonder and joy for many local children with disabilities and special health care needs. Without your generous donation, the night would not have been as bright or as memorable for these children and their families.

In its first year, Dreamnight delighted more than 1,800 visitors on June 3! The private event featured complimentary zoo admission, dinner, activities, rides, animal enrichment and treats. This is a wonderful beginning to an event we hope to hold annually!

Your sponsorship helped make this event not only possible but a great success! Thank you again for your generosity. Your support makes zoo events such as Dreamnight possible.

Sincerely,

The Dreamnight Committee



## Invitations

HIPAA guidelines can be a major obstacle in sending out invitations to potential participants. A copy of the HIPAA guidelines for marketing programs is included in the resource section of this manual. Several zoos shared the responsibility with Children's Hospital staffs. We created invitations and sent them through Camp Cavett and they mailed them to all children affiliated with the medical center. They made additional copies to have available at the clinics and several large posters to advertise the event.

Wording on the invitation is also important. We invited the child and their immediate family. "Immediate family" was under interpretation by some of our guests. Our definition was "limited to family living under the same roof." Many zoos worded their invitations to invite the child plus a limited number of guests, or sent out tickets.

RSVP was required from each family to give us an accurate count for food and goody bags. RSVPs could be made over the phone, by mail or in person at the clinics. Some institutions used an entrance ticket per participant, while others were able to open their gates to all interested attendees. Camp Cavett staff took all of the RSVPs for us. We created a form that was filled out as each person called. The RSVP forms helped us gather other useful information besides the numbers of attendees. The ages of children attending and any concerns of family members were directed to zoo staff allowing us to respond.

After the event, our committee evaluated the RSVP process and decided that next year the zoo would take all RSVPs directly. Since this was the Oklahoma City Zoo's first year to host Dreamnight, this was a learning experience and we later discovered that we would not be in violation of any HIPAA guidelines by taking RSVPs ourselves. The guests would be providing their information voluntarily.

Keep in mind the target audience is children with special health care needs and disabilities, so the return ratio of invites to attendance will be lower than other events. The following shows how many invites were sent out and the corresponding attendance for the zoos we surveyed.

<b>Number of Invitations Sent</b>	<b>Number of Guests in Attendance</b>
31	27 kids + families
400	69 kids + families
1000	650-700
800-900	200
850	350 kids + families

## Section IV – Event Details

**In this section:**

**Audience**

**Food**

**Entertainment**

**Department Participation Form**

**Staff and Volunteers**

**Event Itinerary**

**Example Itinerary**

**Event Check-In**

### Audience

While it was clear who our target audience was, there was also a secondary audience that was equally important. We wanted to recognize and create great memories for the siblings as well. Sometimes when a family has a child with special needs, the siblings are not always the child of focus. It was important to us to make sure that all children attending Dreamnight were treated as guests of honor.

Many outside organizations stressed to us the importance of normalizing the experience of a zoo visit by children with special needs. While we were unsure about keeping rides open that had limited or no handicapped accessibility, we were assured that this was an important life lesson. Further, we were assured that the most important aspect of our evening was that all guests would be treated equally. We believe our guests validated these thoughts and were grateful for all the experiences we could offer.

Just the experience of being at the zoo seemed like an overwhelming gift for some of these families. Parents commented throughout the night and in numerous thank you letters that if it weren't for this event, they never would have been able to provide a night like this at the zoo for their family.

### Food

Most of the zoos surveyed served some kind of food at the event. Food items ranged from snack foods, like popcorn and cotton candy, to more elaborate meals. Some zoos kept open their food court, offering families a variety of menu choices. We offered dinner, but gave families with special dietary needs the option to bring their own picnic. Because our meal was costly, we had volunteers stationed at the front of each line for portion control. Guests and their families were given bracelets to identify them and help ensure that we were not providing food to zoo visitors that remained on grounds and were not part of Dreamnight.

Prior to the event, we provided a light meal for all volunteers and staff. This was a quick thank you for their time as well as a good way to share any last minute information.

## Entertainment

Several groups volunteered to provide entertainment for this event. Committee members contacted various local artists. A singing group with 30 members was located near the picnic pavilion and put on a show during the time that dinner was served. A group of harpists and flutists played music in the aquarium building for a couple of hours. We were contacted by artists with physical disabilities asking if they could perform. This was a great way to empower young visitors. Some groups will even bring out instruments and art supplies for the kids to try.

One of the highlights of our evening was an adapted sea lion show. Trainers showed how our animals are desensitized to participate in blood draws and routine veterinary procedures. Parents and children were fascinated to see these behaviors. Children were comforted to know that even animals have to go to the doctor and everyone gets an occasional shot. It was a simple change to our regular sea lion show, but it meant a lot to our audience. The veterinary hospital also set up a display of mock animal X-rays along with stethoscopes and gauze bandages for kids to use on plush animals.

Other sources of entertainment included were disc jockeys, face painting, clowns, puppet shows, story time, live animal demonstrations, and enrichment. Anything that makes a child smile will be successful.

At the end of the evening, each family received a goody bag filled with items from vendors and our gift shop. Our goody bags included a large and small plush animal, kid's baseball cap, bubbles, Frisbee, poster, pen, pencils, key chain, zoo souvenir cup, candy, keychain calculator, two small flash lights, Zoo Centennial book and informational inserts from partnering agencies. Almost all zoos provided some kind of memento for the children or their families. One zoo created animal themed canvas bags filled with goodies. Others gave T-shirts or mementos created especially for Dreamnight.



## Department Participation Form

Dreamnight has had several successful meetings in preparation for the event.

In an attempt to make sure that all interested areas are represented that evening, we are asking each area to fill out the following commitment form. We want to make sure that each area's contribution is unique as well as make sure that we have all the supplies and props needed (i.e. tables, biofacts, binoculars, etc.). Please discuss this with your staff and return to me ASAP so that I may type up the responses for our next meeting on Thursday, February 10, at noon.

Thank you,  
Lizabeth ext. 275

Area \_\_\_\_\_

Primary contact for the event \_\_\_\_\_

What would you like to do that night? (enrichment, keeper chats, tactile display, etc.)

Will this be taking place at a specific time?

Do you have a time preference?

What supplies to you need?

How can the Dreamnight committee help you prepare?

Will you need volunteer assistance than night? If so, how many?  
(Volunteers may include staff, docents, JCs, hospital volunteers, girl scouts and others. Do you have a volunteer preference if volunteers are needed?)

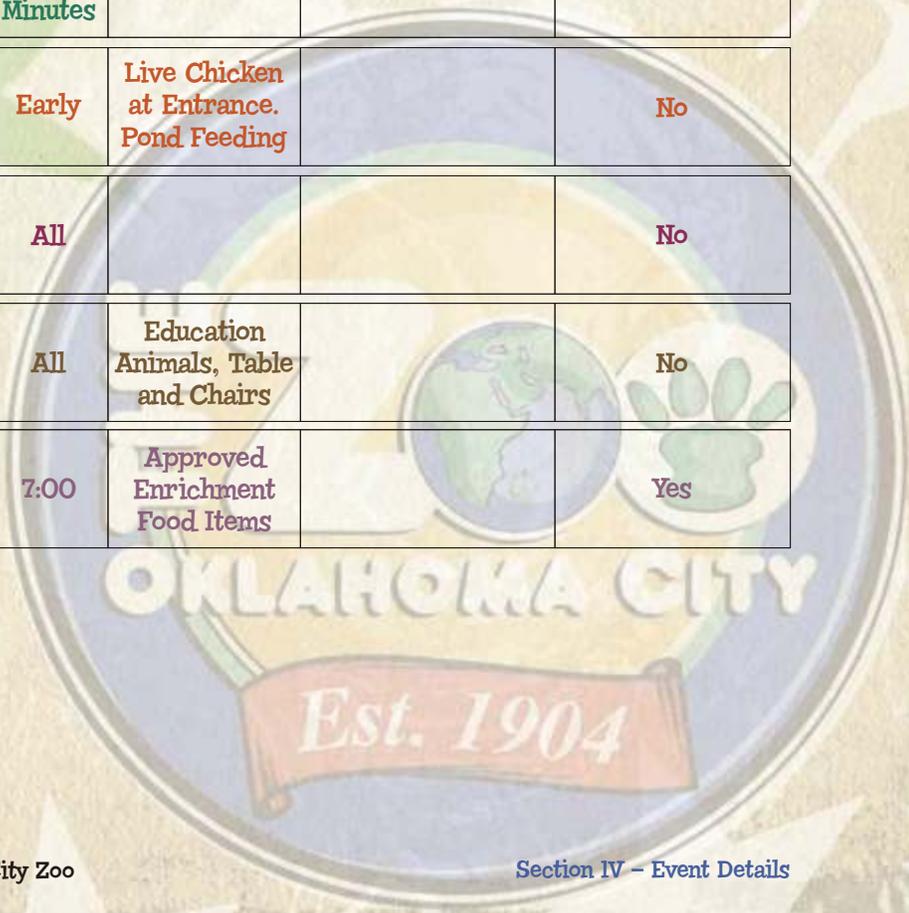
Does anyone in your area have a special skill they would like to volunteer? We may need musicians, crafty people, who knows what ....

**THANK YOU SO MUCH FOR YOUR TIME AND HELP WITH THIS WONDERFUL EVENT!**



## Dreamnight Area Participation

Area	Primary Contact	Activity	Time	Supplies Needed	Committee Assistance	Volunteers
Aquatics	Laura	Fin and Feather Show	TBD			Yes
Vet Hospital	Carol	Vet Hospital Table	N/A	Animal Toys, Gauze Bandages and Antiseptic Wipes	Brain-storming	No
Zoological Society	Betsy	Tattoos	All	3-4 Tables		Yes-Their Own
Giraffe	Jenny	Animal Enrichment	5-5:30	Lag Bolts, Chains for Enrichment Feeders	Biofacts	Yes
Education	Liz	Puppet Shows	Every 30 Minutes			Yes
Birds	Mary	Pond Feeding	Early	Live Chicken at Entrance. Pond Feeding		No
Children's Zoo		Lorikeet Exhibit	All			No
Herp	Brian	Live Animal Station	All	Education Animals, Table and Chairs		No
Great Escape	Debi	Enrichment Demo	7:00	Approved Enrichment Food Items		Yes



## Staff and Volunteers

There was some hesitation from staff about volunteering for Dreamnight. Most of the hesitation came from fear of the unknown in dealing with people, especially children, who have special needs. The Oklahoma Developmental Disabilities Council put us in contact with the staff of Progressive Independence. They put together multiple staff trainings to help our staff and volunteers feel more comfortable about working with people with disabilities. Their training was based on “The Ten Commandments of Communicating with People with Disabilities.” A copy is provided in the resource section of this manual. The feedback that we received from this training was overwhelmingly positive and has been incorporated into our new staff training. A volunteer sign-up sheet for Dreamnight was available after the training sessions and at least one person from every department signed up to help. Many organizations provided some kind of training for staff and volunteers. Some were in-house while others invited hospital staff to come and prepare them for Dreamnight.

Every zoo handled staffing issues differently. Some zoos included Dreamnight as part of their regular work day, so staff was paid. Others asked all staff to volunteer their time and even asked them to sign a waiver saying they agreed to volunteer. A few zoos that have employee unions had to get permission in advance for this to be done as volunteer time.

Employees at the Oklahoma City Zoo were paid if they were working in their normal job capacity, and once they were finished, they were asked to volunteer for the remainder of the event. We also invited our animal area volunteers, docents, teen volunteers and Children's Hospital staff to help with the event. All volunteers and employees were asked to check-in before the event. They were given dinner, a T-shirt, a copy of the evening's itinerary and any last minute updates.

## Event Itinerary

There was so much to see and do during Dreamnight that it was important to give our guests some direction as they arrived. Itineraries were printed on the back of zoo maps and posted on sign boards around the zoo. During the January meeting, we asked areas what they would be interested in doing during Dreamnight. Our intention was to offer guests something that they wouldn't be able to experience during a regular zoo visit. Included in this manual is a copy of our area commitment form and what each area committed to do.

Feedback that we received from families after the event indicated that there was almost too much to do. They were pleased just to be in the zoo. Many of the animal enrichment sessions were poorly attended because families opted to walk around the zoo instead of attending planned events.

## Example Itinerary Flyer

# DREAMNIGHT at the Zoo!

Friday, June 3, 2005

Welcome! Zoo gates open at 5 PM. Please check-in at the main entrance.  
Dinner will be served from 6:30 to 8 PM in the Zoo's Picnic Pavilion!

### Activities on Zoo Grounds:

- **Fins & Feathers Show at 6 and 7 PM** (Noble Aquatic Arena). Guests wearing yellow wristbands attend the 6 PM show and guests wearing pink wristbands attend the 7 PM show.
- **See the koalas!** Kiley and Nariha, the two female koalas visiting from the San Diego Zoo, are on exhibit in the pachyderm building.
- **ExpLorikeet Adventure** Hand-feed the lorikeets, medium sized parrots from Australia!
- **Souvenir Photos** (Global Plaza). Each family will receive a souvenir photo.
- **Story Time** at 5:30, 6:30 & 7:30 PM in the Judy Memorial Garden, across from the elephant yard.
- **Puppet Shows!** Pop over to the Jungle Gym Playground and see the shows! The first show is at 6 PM with additional shows every half-hour. The last show will be at 8:30 PM.
- **Zoo Tattoos** (Picnic Pavilion)
- **Safari Game Station** (across from the Dan Moran Aviary)
- **Animal Hospital Station** (Global Plaza)
- **Darting Demonstration** at 6, 7, and 8 PM in the grassy area behind the pachyderm building.
- **Reptile Wrangle** (next to the Herpetarium)
- **Sea Lion Photo Station** (next to the Canopy Food Court)
- **OK Chorale Singers** (grassy area by the Picnic Pavilion)
- **Harp Performers** (lower level galleries of the Noble Aquatic Center)
- The zoo will be closing at 9 PM.

### Enjoy a free ride on the following attractions (weather permitting):

The Safari Tram, Endangered Species Carousel, Centennial Choo-Choo, Swan Paddleboats, Rock-Climbing Wall, and Children's Train!

### Animal Enrichments:

5 to 5:30 PM	Giraffes
5:30 to 6 PM	Bison
7:15 PM	Koala Feeding (in the pachyderm building)
7:15 PM	Great EscApe

Thank you for coming – We hope you had a “ZOO”per evening!

*Sponsor partners for Dreamnight include Camp Cavett, Elite International, K&M International, Kohls, Oklahoma Development Disabilities Council, Oklahoma Zoological Society, Pennsylvania Avenue Christian Church Committee, Scooter Bug, the Children's Hospital Volunteers, the Oklahoma City Zoo, Ronald McDonald House Charities, and USA Screen Printing & Embroidery.*

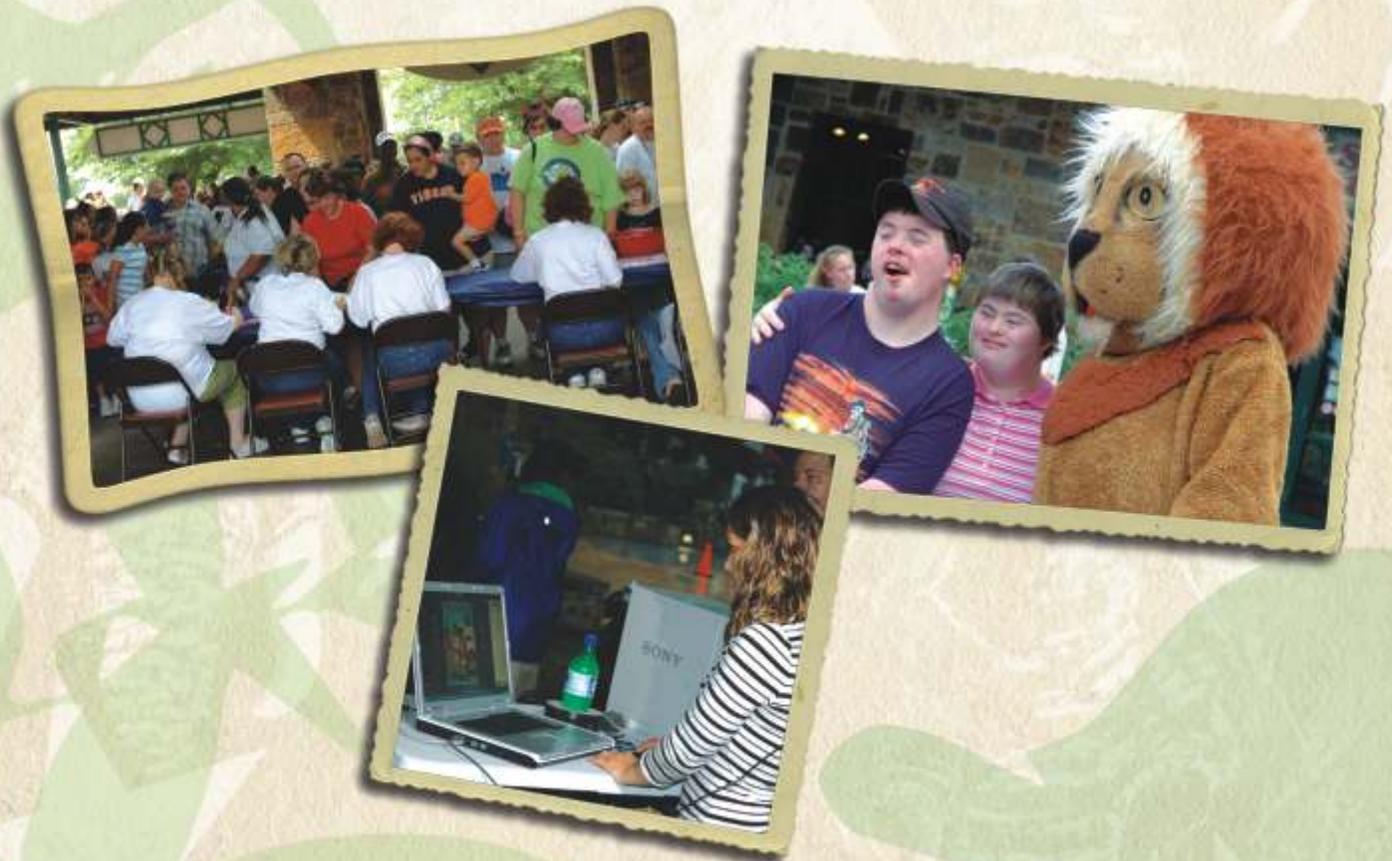


## Event Check-In

Since our participants were asked to RSVP, we had to have them check in. Tables were set up in front of the entrance gates and arranged alphabetically by the VIP child's last name. When a family checked in, they each received a VIP wristband, a coupon for a family keepsake photo, a goody bag coupon and an itinerary. Parents were also asked to sign a photo release form for their children. If a family turned up with more participants than expected or hadn't RSVP'd at all, they were still welcomed and invited to attend the event. We found that the number of extra people who showed up was about equal to the number of people who RSVP'd and then didn't show up.

After guests checked in and entered the zoo, they were greeted by staff, volunteers and costumed characters. Activity tables were set up near the entrance. A photographer was located near the front entrance and took family photos that were printed and framed.

Near the end of the evening the check-in tables were used to present goody bags to families. Staff and volunteers who had finished their assigned duties gathered near the exit to say goodbye to our special guests. Families were so thankful for the experience and it was heartwarming to hear their thanks and see all the smiles as they left the zoo. This was a great bonding moment for staff.



# Section V – Evaluation

**In this section:**

Wrap-Up

Family Survey

## Wrap-Up

While we felt that the event was a huge success, it was important to us to get feedback from staff, volunteers and most of all, participants. At a wrap-up meeting after the event, staff members wrote down what they liked best and least, and improvements for future Dreamnights. As families left they were given a short survey and a postage paid return envelope. These surveys will be used to help us secure funding and sponsorship for future Dreamnights.

## Family Survey

### Dreamnight at the Zoo

Thank you for attending Dreamnight at the Zoo! To help us continue and improve this event, we are asking that you take a few minutes to share your comments with us. Please return the survey in the stamped envelope.

**What did you like best about Dreamnight at the Zoo?**

.....  
.....

**What did you like least about the event?**

.....  
.....

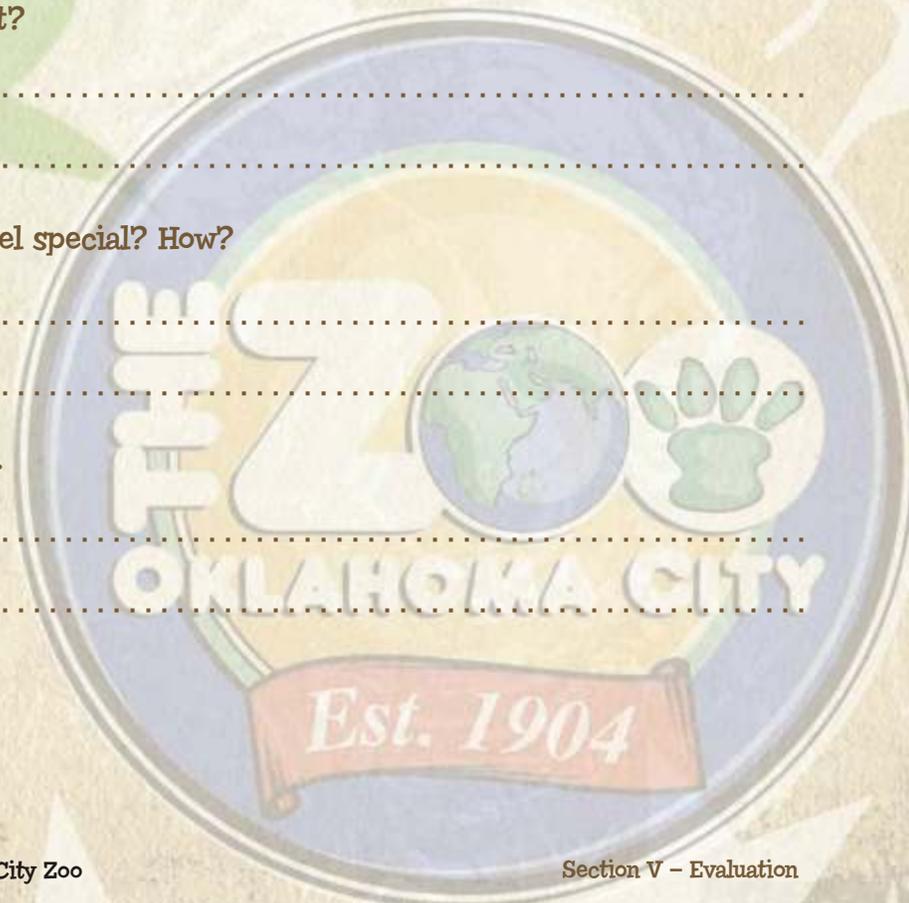
**Did this event make your child(ren) feel special? How?**

.....  
.....

**Any comments you would like to share.**

.....  
.....

Thank you for your time!



# Section VI – Resources

## In this section:

Developmental Disabilities Council

Progressive Independence

Ronald McDonald House Charities

HIPAA

The Ten Commandments of Communicating with People with Disabilities

## Developmental Disabilities Council

Each state has a Developmental Disabilities Council. They may be able to help with funding, event dos and don'ts and finding your audience. At the very least, they will be a great resource of information. The following information was taken from [www.nacdd.org/index.htm](http://www.nacdd.org/index.htm)

The National Association of Councils on Developmental Disabilities (NACDD) is a national, member-driven organization consisting of 55 state and territorial councils. NACDD places high value on meaningful participation and contribution by council members and staff of all member councils, and we advocate and continually work toward positive system change on behalf of individuals with developmental disabilities and their families.

NACDD was established in 2002 to bring together the two organizations that previously supported DD councils, the Consortium of Developmental Disabilities Councils and National Association of Developmental Disabilities Councils.

NACDD represents the diverse interests of its council members. It is the national voice of the Councils on Developmental Disabilities. Its purpose is to support councils in implementing the Developmental Disabilities Assistance and Bill of Rights Act and in promoting the interests and rights of people with developmental disabilities and their families.

### What is Their Purpose?

The Developmental Disabilities Assistance and Bill of Rights Act (DD Act) states that the purpose of state councils is to “engage in advocacy, capacity building, and systemic change activities that are consistent with the purpose of the DD Act and contribute to a coordinated, consumer and family centered, consumer and family-directed, comprehensive system of community services, individualized supports and other forms of assistance that enable individuals with developmental disabilities to exercise self-determination, be independent, be productive and be integrated and included in all facets of community life.”

DD councils are encouraged to promote the involvement of their members and staff, especially persons with developmental disabilities and their families. NACDD promotes, encourages, and supports persons with developmental disabilities and their family members in leadership positions within the organization. Councils on Developmental Disabilities are located in every state and territory. Council members are appointed by governors to represent and advocate for people with developmental disabilities. Council members serve in a volunteer capacity. More than 60 percent of these volunteers must be people with developmental disabilities or family members. In this way, the “customer” of the service system plays an important role in directing councils' activities. The Developmental Disabilities Act charges councils to identify the most pressing needs of people with

developmental disabilities in their state or territory and to develop innovative and cost-effective ways to meet these needs in a manner that upholds the human and civil value of people with developmental disabilities.

### State Plans

Each council develops a State Plan, identifying specific five year goals for their State. Councils implement their state plans by conducting activities such as outreach, training, technical assistance, supporting and educating communities, interagency collaboration and coordination, barrier elimination, systems design and redesign, coalition development and citizen participation, informing policymakers, and demonstration of new approaches to services and supports.

### Areas of Emphasis

Areas of emphasis in which councils must work, according to the DD Act, are related to activities in quality assurance, education and early intervention, child-care, health, employment, housing, transportation, recreation, and other services available or offered to people in a community that affect their quality of work.

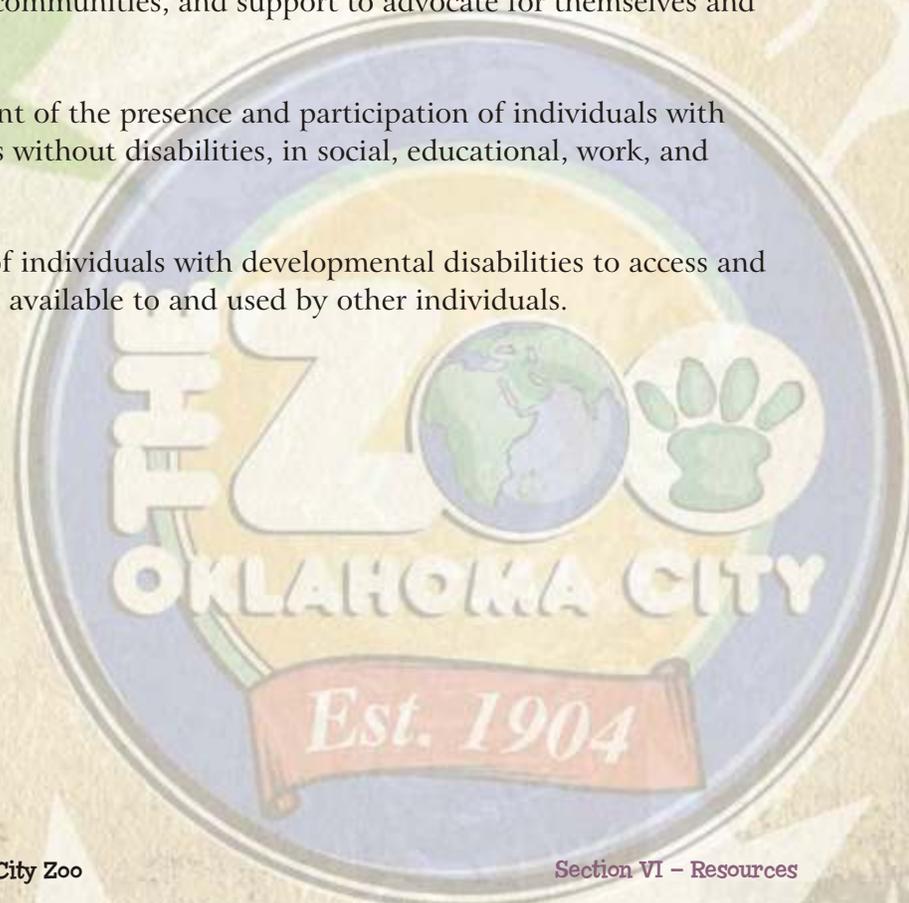
### Goals for Change

Councils are given powerful direction and broad authority to set priorities in their individual states by the Developmental Disabilities Assistance and Bill of Rights Act (DD Act). Councils work toward public policies that promote several goals for people with developmental disabilities, including:

**Self Determination** – Activities that result in individuals with developmental disabilities having the ability and opportunity to communicate and make personal decisions, exercise control over the type and intensity of supports and services they receive, the authority to control resources, opportunities to participate in and contribute to their communities, and support to advocate for themselves and others.

**Inclusion** – acceptance and encouragement of the presence and participation of individuals with developmental disabilities, by individuals without disabilities, in social, educational, work, and community activities.

**Integration** – exercise of the equal right of individuals with developmental disabilities to access and use the same community resources as are available to and used by other individuals.



## Progressive Independence

Progressive Independence provided the Oklahoma City Zoo staff with outstanding training. They are a Center for Independent Living. The following information was taken from [www.ed.gov/programs/cil/index.html](http://www.ed.gov/programs/cil/index.html)

### What is a Center for Independent Living?

Centers for Independent Living, often referred to as CILs, are non-residential places of action and coalition, where persons with disabilities learn empowerment and develop the skills necessary to make lifestyle choices. Centers provide services and advocacy to promote the leadership, independence, and productivity of people with disabilities. Centers work with both individuals as well as with the local communities to remove barriers to independence and ensuring equality of persons with disabilities.

### How are Centers for Independent Living funded?

Centers are non-profit organizations, which are funded by state, federal, local and private dollars. Part C of Title VII of the Federal Rehabilitation Act provides general operations money for CILs. Additional funds under Title VII, Part B of the Act are granted to centers under the state Plan for Independent Living. The plan, which is jointly developed and signed by the Statewide Independent Living Council, the Department of Rehabilitative Services and Department of the Blind and Vision Impaired, provides Part B funds to Centers for systems change activities. Centers also solicit local and private funding to meet service needs that have been identified at the local level.

### Who do Centers serve?

Centers provide services to individuals with significant disabilities as well as to the local community at large. Core services to individuals, provided by all centers include information and referral, peer counseling, independent living skills training, and individual and systems change advocacy. Services to the community include disability awareness, technical assistance regarding accessibility and legal issues, as well as general disability related information. In fiscal year 2002, centers provided comprehensive services to more than 7,800 consumers and provided local communities with more than 18,600 hours of systems advocacy and community education.



## Ronald McDonald House Charities

A great national resource is the Ronald McDonald House Charities. They provided items for goody bags as well as funding. The following information was taken from [www.rmhc.com/rmhc/index/grants.html](http://www.rmhc.com/rmhc/index/grants.html)

Helping to provide these things is what we do. By creating, finding and supporting programs that directly improve the health and well-being of children, Ronald McDonald House Charities (RMHC) is working to better the lives of children and their families around the world.

The three core programs of RMHC – the Ronald McDonald House, Ronald McDonald Family Room and Ronald McDonald Care Mobile – are focused on helping families in need. Our cornerstone Ronald McDonald House program began in 1974 based on a simple idea: Provide a “home away from home” for families of seriously ill children receiving treatment at nearby hospitals. Since that time, more than 10 million families around the world have benefited from the comfort provided by a Ronald McDonald House.

The Ronald McDonald Family Room program extends the comfort of a Ronald McDonald House to a hospital setting. Typically located just steps from neonatal or pediatric intensive care units, the Family Room provides a place to escape the stress and tension of the hospital.

Through relationships with local health care providers, the Ronald McDonald Care Mobile program brings cost-effective medical, dental and health education services directly to underserved children in both rural and urban areas around the world.

In addition to supporting the core programs, RMHC and our global network of local chapters in 48 countries have awarded more than \$400 million dollars in grants and program services worldwide to make an immediate, positive impact on as many children as possible. Together with support from hundreds of thousands of passionate and caring volunteers, donors and RMHC staff, we've had plenty of success.



## HIPAA

There was much confusion about the HIPAA guidelines and how they related to invitations and patient information. The marketing section of HIPAA guidelines is the most pertinent to this event. The following is taken from [www.hhs.gov/ocr/hipaa/](http://www.hhs.gov/ocr/hipaa/)

Marketing [45 CFR 164.501, 164.508(a)(3)]

### Background

The HIPAA Privacy Rule gives individuals important controls over whether and how their protected health information is used and disclosed for marketing purposes. With limited exceptions, the rule requires an individual's written authorization before a use or disclosure of his or her protected health information can be made for marketing. So as not to interfere with core health care functions, the rule distinguishes marketing communications from those communications about goods and services that are essential for quality health care.

### How the Rule Works

The Privacy Rule addresses the use and disclosure of protected health information for marketing purposes by:

- Defining what is “marketing” under the rule;
- Excepting from that definition certain treatment or health care operations activities;
- Requiring individual authorization for all uses or disclosures of protected health information for marketing purposes with limited exceptions.

What is “Marketing”? The Privacy Rule defines “marketing” as making “a communication about a product or service that encourages recipients of the communication to purchase or use the product or service.” Generally, if the communication is “marketing,” then the communication can occur only if the covered entity first obtains an individual's “authorization.” This definition of marketing has certain exceptions, as discussed below.

Examples of “marketing” communications requiring prior authorization are:

- A communication from a hospital informing former patients about a cardiac facility, that is not part of the hospital, that can provide a baseline EKG for \$39, when the communication is not for the purpose of providing treatment advice.
- A communication from a health insurer promoting a home and casualty insurance product offered by the same company.

### What Else is “Marketing”?

Marketing also means: “An arrangement between a covered entity and any other entity whereby the covered entity discloses protected health information to the other entity, in exchange for direct or indirect remuneration, for the other entity or its affiliate to make a communication about its own product or service that encourages recipients of the communication to purchase or use that product or service.” This part of the definition to marketing has no exceptions. The individual must authorize these marketing communications before they can occur.

Simply put, a covered entity may not sell protected health information to a business associate or any other third party for that party's own purposes. Moreover, covered entities may not sell lists of patients or enrollees to third parties without obtaining authorization from each person on the list.

For example, it is “marketing” when:

- A health plan sells a list of its members to a company that sells blood glucose monitors, which intends to send the plan's members brochures on the benefits of purchasing and using the monitors.
- A drug manufacturer receives a list of patients from a covered health care provider and provides remuneration, then uses that list to send discount coupons for a new anti-depressant medication directly to the patients.

### What is NOT “Marketing”?

The Privacy Rule carves out exceptions to the definition of marketing under the following three categories:

(1) A communication is not “marketing” if it is made to describe a health-related product or service (or payment for such product or service) that is provided by, or included in a plan of benefits of, the covered entity making the communication, including communications about:

- The entities participating in a health care provider network or health plan network;
- Replacement of, or enhancements to, a health plan; and
- Health-related products or services available only to a health plan enrollee that add value to, but are not part of, a plan of benefits.

This exception to the marketing definition permits communications by a covered entity about its own products or services. For example, under this exception, it is not “marketing” when:

- A hospital uses its patient list to announce the arrival of a new specialty group (e.g., orthopedic) or the acquisition of new equipment (e.g., X-ray machine or magnetic resonance image machine) through a general mailing or publication.
- A health plan sends a mailing to subscribers approaching Medicare eligible age with materials describing its Medicare supplemental plan and an application form.

(2) A communication is not “marketing” if it is made for treatment of the individual. For example, under this exception, it is not “marketing” when:

- A pharmacy or other health care provider mails prescription refill reminders to patients, or contracts with a mail house to do so.
- A primary care physician refers an individual to a specialist for a follow-up test or provides free samples of a prescription drug to a patient.

(3) A communication is not “marketing” if it is made for case management or care coordination for the individual, or to direct or recommend alternative treatments, therapies, health care providers, or settings of care to the individual. For example, under this exception, it is not “marketing” when:

- An endocrinologist shares a patient's medical record with several behavior management programs to determine which program best suits the ongoing needs of the individual patient.
- A hospital social worker shares medical record information with various nursing homes in the course of recommending that the patient be transferred from a hospital bed to a nursing home.

For any of the three exceptions to the definition of marketing, the activity must otherwise be permissible under the Privacy Rule, and a covered entity may use a business associate to make the communication. As with any disclosure to a business associate, the covered entity must obtain the business associate's agreement to use the protected health information only for the communication activities of the covered entity.

### **Marketing Authorizations and When Authorizations are NOT Necessary**

Except as discussed below, any communication that meets the definition of marketing is not permitted, unless the covered entity obtains an individual's authorization. To determine what constitutes an acceptable “authorization,” see 45 CFR 164.508. If the marketing involves direct or indirect remuneration to the covered entity from a third party, the authorization must state that such remuneration is involved. See 45 CFR 164.508(a)(3).

A communication does not require an authorization, even if it is marketing, if it is in the form of a face-to-face communication made by a covered entity to an individual; or a promotional gift of nominal value provided by the covered entity.

For example, no prior authorization is necessary when:

- A hospital provides a free package of formula and other baby products to new mothers as they leave the maternity ward.
- An insurance agent sells a health insurance policy in person to a customer and proceeds to also market a casualty and life insurance policy as well.



## The Ten Commandments of Communicating with People with Disabilities

- Speak directly rather than through a companion or sign language interpreter who may be present.
- Offer to shake hands when introduced. People with limited hand use or an artificial limb can usually shake hands and offering the left hand is an acceptable greeting.
- Always identify yourself and others who may be with you when meeting someone with a visual disability. When conversing in a group, remember to identify the person to whom they are speaking. \*\* When dining with a friend who has a visual disability, ask if you can describe what is on his or her plate.
- If you offer assistance, wait until the offer is accepted. Then listen or ask for instructions.
- Treat adults as adults. Address people with disabilities by their first names only when extending that same familiarity to all others. Never patronize people in wheelchairs by patting them on the head or shoulder.
- Do not lean against or hang on someone's wheelchair. Bear in mind that people with disabilities treat their chairs as extensions of their bodies. \*\*And so do people with guide dogs and help dogs. Never distract a work animal from their job with out the owner's permission.
- Listen attentively when talking with people who have difficulty speaking and wait for them to finish. If necessary, ask short questions that require short answers, or a nod of the head. Never pretend to understand; instead repeat what you have understood and allow the person to respond.
- Place yourself at eye level when speaking with someone in a wheelchair or on crutches.
- Tap a person who has a hearing disability on the shoulder or wave your hand to get his or her attention. Look directly at the person and speak clearly, slowly, and expressively to establish if the person can read your lips. If so, try to face the light source and keep hands, cigarettes and food away from your mouth when speaking. \*\*If a person is wearing a hearing aid, don't assume that they have the ability to discriminate your speaking voice. \*\*Never shout at a person. Just speak in a normal tone of voice.
- Relax. Don't be embarrassed if you happen to use common expressions such as "See you later" or "Did you hear about this?" that seem to relate to a person's disability.

The Ten Commandments were adapted from many sources as a public service by United Cerebral Palsy Associations Inc. (UCPA). UCPA's version of The Ten Commandments was updated by Irene M. Ward and Associates (Columbus, Ohio), also as a public service, and to provide the most current language possible for its video entitled, The Ten Commandments of Communicating with People with Disabilities.

The Oklahoma City Zoo Dreamnight Committee would like to thank the Oklahoma Developmental Disabilities Council for their support with manual preparation.

