



Program Identity Tipsheet

**For Programs Serving Deaf and Hard of Hearing
Infants & Toddlers**

Program identity reflects the philosophy, values, and beliefs that guide how a program supports deaf and hard of hearing children and their families.

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What Is Program Identity?

Program identity may include:

- A commitment to language access and development
- Support for ASL and English bilingual development
- Recognition of Deaf culture and community connections
- Partnerships with families
- Consistent values, messaging, and services

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Why Is a Clear Program Identity Important?

A strong program identity helps families:

- Understand the program's approach to language and learning
- Build trust and partnerships with staff
- Make informed decisions
- Connect with resources and community opportunities
- Feel welcomed, respected, and included

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What is a Strong Program Identity?

Strong programs:

- Have a clear philosophy that guides services
- Promote language access from the beginning
- Value Deaf culture, Deaf adults, and community connections
- Respect family strengths, cultures, and experiences
- Communicate consistent messages across staff and partners
- Engage families as active partners