

Division 14: New Event, Exhibit or Program: Appeal, creativity, success of program

A) What was the Goal? Define the challenge/ problem / target audience and explain what you were trying to accomplish.

- a. The goal was to create an isolated area for children; more specifically children with special needs.
- b. The first challenge was that there has never been an area within the fair to fulfill this need. To overcome this challenge we collaborated with New Mexico Autism Society (NMAS) to develop activities that we could provide to make the area a success.
- c. There weren't any easily distinguishable problems with developing the Sensory Station. All the organizations were more than willing to help. Just a few individuals that didn't want to provide necessary information for the Volunteer Sheets, but the result was that they weren't allowed to volunteer.
- d. The target audience ideally was children with special needs. There were a couple of classes of adults with Autism or other special needs that showed up to the area. The audience honestly kind of turned into the general public because nobody was prohibited or forbidden from being in the area. Many neuro-typical individuals liked the Sensory Station and utilized it in a respectful manner.
- e. Our primary goal was to provide an isolated quieter area for children, most specifically with Autism. The idea was for families that may have children with Autism to utilize the area so that their child could deescalate for however long they needed to be there. The area was definitely utilized correctly by these parents and was much appreciated. The area was also just a space for fair-goers to use and deescalate.

B) How did you achieve the goal? What steps were taken to solve the problem or accomplish the goal? Who was involved in the project? Include any working relationships with other agencies / groups.

- a. We had multiple Staff meetings to decide what we should and shouldn't have in the Sensory Station. To solve the problems and questions we didn't have the answers for we contacted organizations that have helped individuals with special needs before. Those organizations had the answers for most of our questions. Luckily, nothing uncontrollable occurred and there was never a problem during the fair that couldn't be answered.
- b. NMAS was the most involved organization in the project. They had the connections to get other organizations involved. These organizations include: Behavioral Change Institute, Centria, Explora, Autism Spectrum Therapies, Autism Learning Partners, Bridges Inc., Explorability and Pathways.

C) What were the results? Include tangible and quantifiable benefits such as financial, public or media awareness and attendance. Use percentages when applicable.

a. Seeing the entire project of the sensory station come together was rewarding to see. This was an area that has not been created before to our knowledge at any State Fair. Just the innovation and creativity coming together was amazing and rewarding. It was fascinating to see how the New Mexico State Fair and NMAS came together along with organizations that volunteered their time just to help the community. The Sensory Station allowed families to enjoy the fair and it was rewarding to see the children's face's light up upon seeing what activities were in the area. All the moving parts created something that was successfully innovative and well received by the public community in the New Mexico State Fair.

b. **Attendance:**

Total Attendance for Duration of Fair: approximately 3,500 attendees in total. 316 on average each day. 26 throughout the hour on average.

- 9/7 - Thursday – 24 – 2 throughout the hour
- 9/8 – Friday – 200 – 25 throughout hour
- 9/9 – Saturday – 400 – 50 throughout hour
- 9/10 – Sunday – 200 – 25 throughout the hour
- 9/11 – Monday – 380 – 48 throughout the hour
- 9/12 – Tuesday – 250 – 31 throughout the hour
- 9/13 – Wednesday – 500 – 65 throughout the hour
- 9/14 – Thursday - 250 – 31 throughout the hour
- 9/15 – Friday – 300 – 38 throughout the hour
- 9/16 – Saturday – 700 – 81 throughout the hour
- 9/17 – Sunday – 300 – 38 throughout the hour

PDF Entry Information

Exhibitor Name: Sabrina Garza

WEN: 3B5A1D

Division: Section 2 - Innovation & Management

Class: 14 New Event, Exhibit or Program

Title: NMSF Sensory Station

Description: Primary goal was to create an isolated area for children to deescalate from the Fairs activities

Notes:
