



Hearing Loss Association of America (HLAA) Statement of Strategic Intent

HLAA seeks to enable people with hearing loss to live life fully and without compromise. Success will be achieved when:

- **Stigma withers away.** Hearing loss is no longer considered shameful.
- **People take action.** Effective, affordable, and easy-to-use hearing devices are routinely worn by people with hearing loss.
- **Costs come down.** Medicare and all other insurance plans cover a full range of hearing technology and aural rehabilitation programs.
- **More public spaces are communication accessible.** High-quality assistive listening devices and captions are available in theaters, transportation, government buildings, and houses of worship.
- **Consumers have know-how.** People understand how to successfully cope with their hearing loss, and how to obtain and use the technology and therapies they require.
- **Providers follow best practices.** Clinicians offer a wide spectrum of devices and treatments, know how they work, and base care on an assessment of each person's hearing and lifestyle needs.
- **Technology works seamlessly.** Audio devices, including mobile phones, easily connect to one another without glitches, incompatibilities, or additional devices like streamers.
- **Hearing loss is recognized as a key public health issue.** Healthy hearing is deemed essential to human physical and psychosocial health so that screening for hearing loss occurs routinely in primary care.
- **Hearing loss prevention is routine.** School children are taught how and why to protect their hearing. Laws limiting noise levels in public spaces are enforced.

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