

Information About: Effective Communications Access Presentation

Prepared by: the HLAA Get in the Hearing Loop Committee

Purpose: Enable HLAA Chapter leaders and members to present consistent and branded HLAA messaging to local decision-makers responsible for ensuring communication access.

Audience: Organizations who are required or want to provide communication access. For example, State and local government organizations and departments responsible for ensuring communications access, e.g. city councils, hospitals, public-funded venues, museums, funeral homes, theaters and other organizations etc.

Presentation Guidelines:

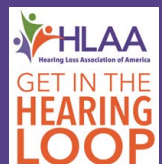
- Suggested talking points are provided for each slide; these can and should be personalized for a more impactful presentation
- Depending on the meeting size and venue, work with staff prior to meeting, to ensure projection capability from your laptop or tablet
- If possible, use a venue with a hearing loop installed or use a mobile loop system
- Launch the presentation on slide 2, title slide.
- A pointer would be helpful to use with slide 13
- The materials to support this presentation can be found in the Get in the Hearing Loop Toolkit, available on the HLAA website and also HLAALoopers@groups.io. You can select materials to include for presentation information packets.

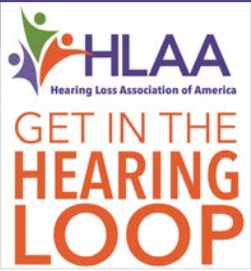
Use:

- When giving a presentation with this PowerPoint hide slide 1. From the Slide Show tab select hide slide.
- The yellow highlighted areas of slides 2, 4, 6, 21 and 24 may be altered without permission. All other slide content cannot be altered without permission. To request permission or for any other questions, email GITHLinfo@hearingloss.org

Get in the Hearing Loop is a national communications access program of the Hearing Loss Association of America

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Effective Communication For People with Hearing Loss

Presentation to Location

City, State

Date

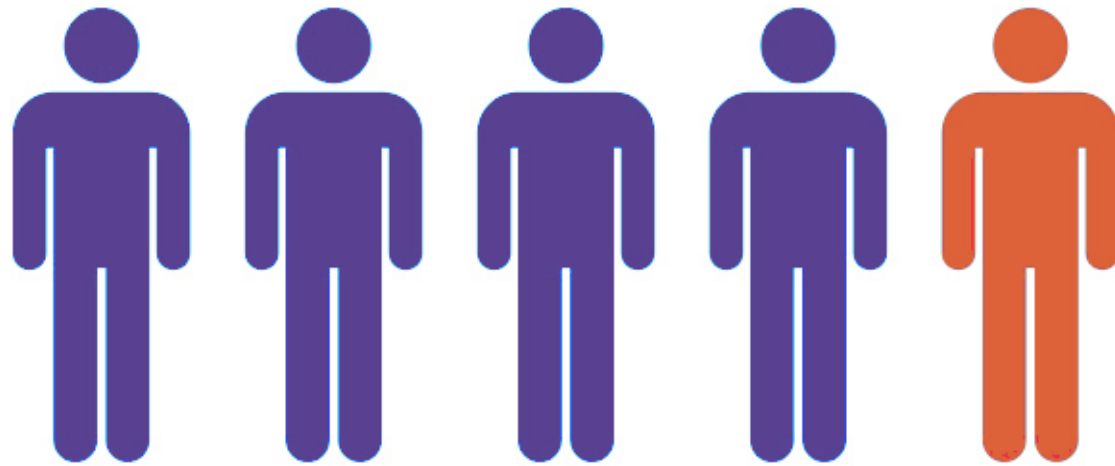


Can You Hear?



Just because a person can hear someone speaking, does not mean they can understand the words.

Even with hearing aids or cochlear implants!



An estimated **XXX** (20% of population of location) people in **XXX** (location) have hearing loss

National Institute on Deafness and Other Communication Disorders

Statistics

48 million Americans have some degree of hearing loss.

- 2.7 million are veterans
- 12.5% are kids between the ages of 6 and 9.

HLAA Hearing Loss Facts and Statistics

Are people with hearing loss able to participate in the programs and services of the city of XXX (location) and other public venues?

Hearing Devices Aren't Enough

- Most people with hearing loss say their primary challenge is to improve intelligibility in high noise areas.
- Very few people with hearing loss know American Sign Language.

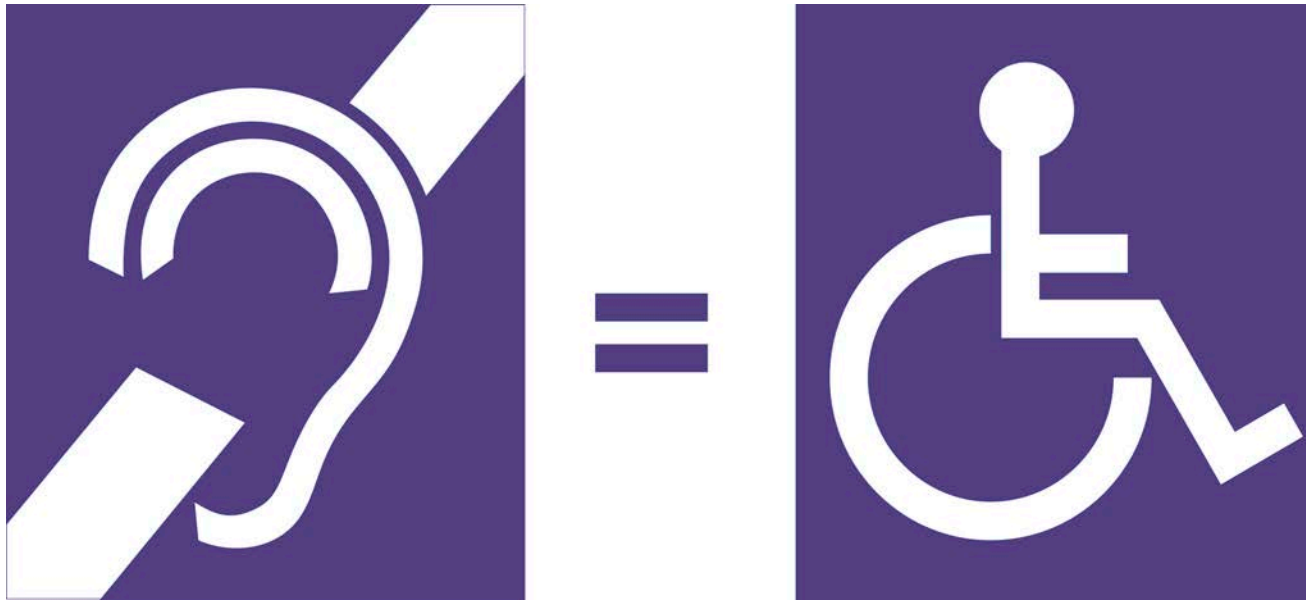
Obstacles to Speech Comprehension

- distance from the source
- reverberation or echo
- competing background noise

Americans with Disabilities Act

In each assembly area where audible communication is integral to the use of the space and a public address system is available an assistive listening system shall be provided.

EXCEPTION: other than in courtrooms, assistive listening systems shall not be required where audio amplification is not provided.



Assistive listening systems
help people with hearing loss the
same way ramps help people with
mobility issues.

Assistive listening systems

help people with hearing loss understand speech.

This can greatly increase their ability to participate in the programs and services of state and local government and other venues.

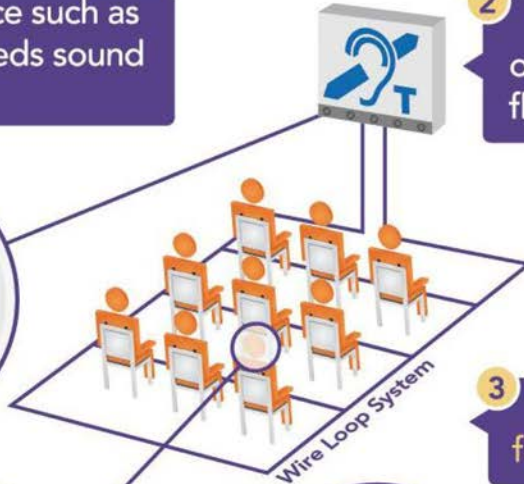
A **hearing loop** is the assistive listening system of **choice** for many people who have a hearing loss.

How a Hearing Loop System Works

1 A sound source such as a microphone feeds sound into an amplifier.



2 The amplifier sends a current through one or multiple wires embedded in the floor or ceiling of a room.



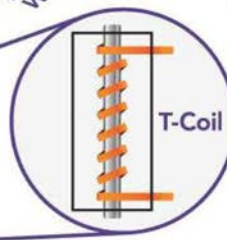
This symbol lets people know that a room is looped, so they can switch their hearing devices to telecoil (or "T") mode.

3 The current generates a magnetic field, which emanates from the wires.

4 Tiny wire telecoils built into most hearing aids and cochlear implants pick up the magnetic signal.



Hearing Device



T-Coil

5 The hearing device converts the signal into sound customized for the listener's individual pattern of hearing loss.

For those who would like to access the sound from a hearing loop system, but **do not have a hearing device or whose hearing device does not have a telecoil**, hearing loop receivers with headphones or earbuds are available to borrow from the venue.

Hearing Loop Installation

- use experienced and trained hearing loop installers
- confirm installation to meet the IEC Standard 60118-4

Who Can Use a Hearing Loop?

Everyone!

- hearing device + t-coil
- hearing device - t-coil *
- no hearing device *

* with a hearing loop receiver and headphone



“Hearing loops are used more often by people with hearing loss than any other system.”

Juliëtte Sterkens, Au.D.
HLAA Hearing Loop Advocate

Hearing Loops

- are seamless and user-friendly
- are inconspicuous
- do not visually announce
I have hearing loss

A hearing loop turns

“your own hearing instrument into a wireless loudspeaker that broadcasts sound customized for your own ears”

David Myers, Ph.D.
Hearing Review
February 2010

Hearing Loops Require Less Maintenance

- fewer receivers or headphones for staff to distribute
- less staff maintenance



Juliëtte Sterkens, Au.D.
HLAA Hearing Loop Advocate

“Hearing loops are more likely to be **used**...and to be increasingly used, once installed!”

Install hearing loops!

Make **XXX** (name of city or facility) a hearing-friendly **XXX** (city or venue).

QUESTIONS?



www.hearingloss.org/programs-events/get-hearing-loop/

GITHLinfo@hearingloss.org

Hearing Loss Association of America

Chapter logo or advocacy group name

XXX, Presenter

Phone number: xxx.xxx.xxxx

Email address: