

HLAA Basic Hearing Loop Presentation Guidelines

The presenter notes are included in the PowerPoint presentation

Text of slide 1

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.


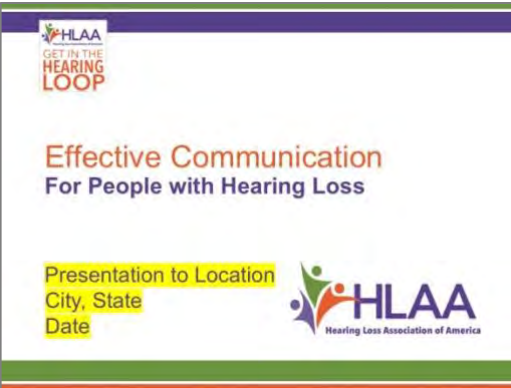
Audience: Organizations who are required or want to provide communication access. For example, state and local government organizations and departments responsible for ensuring communications access, e.g., city councils, hospitals, public-funded venues, museums, funeral homes, theaters and other organizations,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



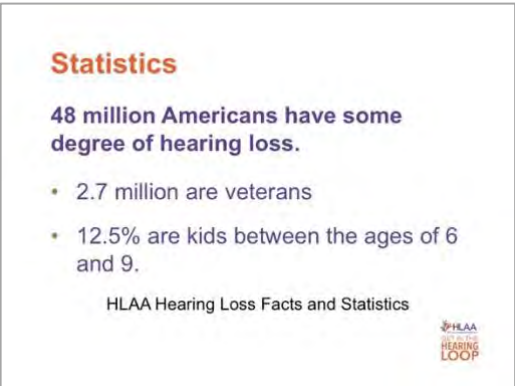
Presentation Guidelines:



- 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 HLAAGITHL@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

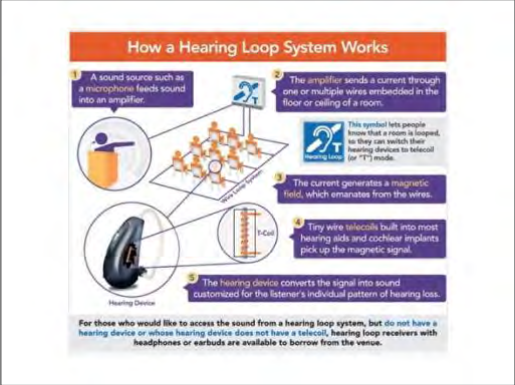


Slide #	Content	Presenter Notes
1		<p>How to use this Presentation</p> <p>Guidelines—read the information on slide 1. When giving the presentation, hide this slide.</p> <p>The title of this presentation is Effective Communication For People with Hearing Loss. Although the title is broad, our focus is narrow—hearing loops. We would like the audience to understand the value of assistive listening systems in general and our preference for hearing loops over other systems.</p> <p>When providing personal stories in addition to communicating all of the benefits of hearing loops, you could also give examples of why hearing loops are better—you used an FM and had difficulty with the equipment working, or you were given an infrared and couldn't use it because it was only the stethoscope version.</p>
2		<p>Edit slide—be sure to update the highlighted area of slide #2 with specific meeting information (org., city/state, date).</p> <ul style="list-style-type: none"> • Introduce yourself—mention that you're a hearing loss advocate or briefly that you have a hearing loss, if true. • Introduce HLAA—HLAA is the nation's leading organization representing consumers with hearing loss. HLAA opens the world of communication to people with hearing loss through information, education, support and advocacy. • Explain the purpose of the meeting • Set an expectation for the information that will be presented and the amount of time to be spent • Let your audience know if they can ask questions throughout or wait until the end





<p>3</p>		<p>The needs of people with hearing loss are often misunderstood.</p> <p>Did you know hearing devices aren't like glasses? Hearing devices do not restore your hearing to normal. Hearing loss usually affects the clarity of what is heard and many people with hearing loss report that they can hear, but not understand.</p>
<p>4</p>		<p>Edit slide—look up the number of people who live in your location (city, county, or state) and multiply that number by 20%. 20% = 1 out of 5.</p> <p>Example—Bethesda, MD, 63,374 inhabitants X 20% = an estimated 12,675 people have hearing loss.</p> <p>Do you know how prevalent hearing loss is? Chances are, you know someone who has hearing loss. Or it may be you.</p> <p>Read slide—That's a lot of people! 1 in 5 of all shoppers at the supermarket.</p> <p>These numbers are staggering. The statistics may seem large to you. That may be because we have an invisible disability. And the stigma that surrounds it means some people don't speak up.</p>
<p>5</p>		<p>Hearing loss is incredibly common. While we often associate it with aging, it affects people of all ages, backgrounds, and walks of life.</p> <p>Read slide 48 million Americans have some degree of hearing loss.</p> <ul style="list-style-type: none"> 2.7 million are veterans. It is the top service-connected disability among veterans. 12.5% are kids between the ages of 6 and 9 as a result of listening to loud music. This increase in hearing loss in children is unfortunate because hearing loss due to noise is mostly preventable.




<p>6</p>		<p>Edit slide—personalize this for the group you’re presenting to.</p> <p>Are you including everyone?</p> <p>Read slide</p> <p>Maybe give a before, and after personal story, that talks about your experiences with a venue. Did you request communication access and were denied? Did you need to file a letter of complaint? Is there an ongoing situation you are asking to have communication access for?</p>
<p>7</p>		<p>Hearing devices, such as hearing aids, cochlear implants, or bone conduction devices, work well for most users in one-to-one, close conversations in quiet locations.</p> <p>It is important to repeat that they do not restore the user’s hearing to normal.</p> <p>Read slide bullet one</p> <p>Hearing devices aren't enough in many settings, such as auditoriums, city council chambers, service counters, to name a few.</p> <p>Contrary to what many people believe, few people with hearing loss know American Sign Language. Most of us lost our hearing after speech became our primary means of communication.</p>



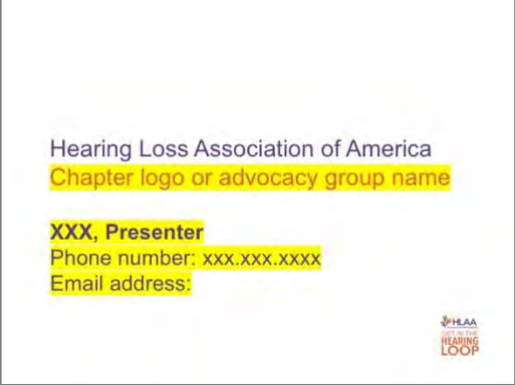
<p>8</p>	<div data-bbox="269 380 781 762" style="border: 1px solid black; padding: 10px;"> <p>Obstacles to Speech Comprehension</p> <ul style="list-style-type: none"> • distance from the source • reverberation or echo • competing background noise  </div>	<p>There are numerous situations that are particularly difficult for people with hearing loss.</p> <p>This is due to the limitations of hearing devices and the environment.</p> <p>How far is a person from the sound source? A sound source could be a person speaking, a PA announcement, or presentation.</p> <p>Does the room have good acoustics? Are reverberation and echo problems?</p> <p>Is there any other competing noise? For example, have you ever tried to understand someone while loud music is playing? This is exacerbated for a person with hearing loss.</p> <p>Use personal stories—use a local situation or place that everyone acknowledges makes it hard to hear. Give an example of barriers like high ceilings, glass partitions, competing noise like traffic, baby crying, coughing, side conversations, or air conditioners.</p>
<p>9</p>	<div data-bbox="269 1131 781 1514" style="border: 1px solid black; padding: 10px;"> <p>Americans with Disabilities Act</p> <p>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.</p> <p><small>EXCEPTION: other than in courtrooms, assistive listening systems shall not be required where audio amplification is not provided.</small></p>  </div>	<p>Did you know that disability access laws include people with the invisible disability of hearing loss? Both federal and state civil rights laws aim to ensure people with disabilities are able to participate as others do. The most commonly known protection is the Americans with Disabilities Act, known as the ADA. These laws require that people with hearing loss have equal access.</p> <p>Because of the problems mentioned in the previous slide, the ADA helps to address these problems.</p> <p>Read slide</p>

<p>10</p>		<p>Everyone is familiar with the International Symbol of Accessibility on the right, commonly known as the mobility symbol. There is another symbol, which many people are not familiar with: the one on the left called the International Symbol for Hearing Access.</p> <p>Our dream is that communication access is everywhere, part of our daily lives, just as mobility access is. We want to see the International Symbol for Hearing Access as often as the mobility symbol.</p>
<p>11</p>		<p>Read slide</p> <p>People with hearing loss can greatly benefit from assistive listening systems. Assistive listening systems help bridge the gap between the ears of the listeners and the sound source by eliminating the effects of distance, background noise, and reverberation. Assistive listening systems make it possible for people with hearing loss to be active participants in city meetings, follow lectures in public meeting rooms with ease and enjoy plays and performances.</p> <p>Give an example—tell a personal story that illustrates how you have used an assistive listening system and the huge difference it has made. If possible, make it local so people can relate to it.</p>
<p>12</p>		<p>There are 3 different assistive listening systems that can be installed for communication access.</p> <ul style="list-style-type: none"> • Hearing loop • FM • Infrared. <p>Of these systems, a hearing loop is the assistive... continue reading the slide</p>

<p>13</p>	 <p>How a Hearing Loop System Works</p> <ol style="list-style-type: none"> 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. 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. 5. The hearing device converts the signal into sound customized for the listener's individual pattern of hearing loss. <p><small>This symbol lets people know that a room is looped, so they can switch their hearing device to telecoil or "T" mode.</small></p> <p><small>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.</small></p>	<p>So how does a hearing loop work, anyway?</p> <p>Read slide—use a pointer</p> <p>Number 1 Number 2 Number 3 Number 4 Number 5</p>
<p>14</p>	<p>Hearing Loop Installation</p> <ul style="list-style-type: none"> • use experienced and trained hearing loop installers • confirm installation to meet the IEC Standard 60118-4 	<p>A hearing loop assistive listening system must be professionally installed. It should be designed specifically for each site. The installer must use accepted hearing loop standards known as the International Electrotechnical Commission Standard: IEC 60118-4.</p> <p>Certified installer + IEC Standards + skilled design = effective loops, outstanding access, delighted customers.</p>
<p>15</p>	<p>Who Can Use a Hearing Loop? Everyone!</p> <ul style="list-style-type: none"> • hearing device + t-coil • hearing device - t-coil * • no hearing device * <p>* with a hearing loop receiver and headphone</p> 	<p>Hearing loops provide hearing access to everyone!</p> <p>The large majority of Hearing Loss Association of America members surveyed have a t-coil. They can walk into a room that has a hearing loop and easily hear well.</p> <p>Additionally, people without t-coils or who aren't yet using hearing aids can also benefit. They can check out a receiver and headphone.</p> <p>Emphasize hearing loops are not just for people with t-coils.</p>

<p>16</p>	 <p>“Hearing loops are used more often by people with hearing loss than any other system.”</p> <p>Juliëtte Sterkens, Au.D. HLAA Hearing Loop Advocate</p> 	<p>Read slide</p>
<p>17</p>	<p>Hearing Loops</p> <ul style="list-style-type: none"> • are seamless and user-friendly • are inconspicuous • do not visually announce I have hearing loss 	<p>You may be wondering, why do we like them so much?</p> <p>Read slide</p> <ul style="list-style-type: none"> • Additionally, they are the only widely used assistive listening system that directly couples with the hearing device. • The sound from the microphone on a stage or lectern is broadcast wirelessly into the user’s hearing device. • Do not require people with hearing loss to pick up a receiver or other intermediary device, as long as their device is t-coil equipped. • Users do not need to self-identify they have hearing issues or wear earphones.
<p>18</p>	<p>A hearing loop turns</p> <p>“your own hearing instrument into a wireless loudspeaker that broadcasts sound customized for your own ears”</p> <p>David Myers, Ph.D. Hearing Review February 2010</p> 	<p>Read slide</p> <p>Hearing loops give us simple, easy to use hearing access like no other assistive listening technology.</p> <p>Tell a personal story— about how hearing loops have helped you. I love hearing loops because...</p>

<p>19</p>	 <p>Hearing Loops Require Less Maintenance</p> <ul style="list-style-type: none"> • fewer receivers or headphones for staff to distribute • less staff maintenance <p><small>HEAA HEARING LOOP</small></p>	<p>Why do venues like them so much?</p> <p>Read slide</p>
<p>20</p>	 <p>“Hearing loops are more likely to be used...and to be increasingly used, once installed!”</p> <p><small>Juliëtte Sterkens, Au.D. HEAA Hearing Loop Advocate</small></p> <p><small>HEAA HEARING LOOP</small></p>	<p>Read slide</p> <p>Studies have also shown that hearing aids users search out places that have a hearing loop installed. For example, when a hearing loop was installed in the IMAX Theater at the Science Center in St. Louis, MO, hearing loop users who found out how well they could hear, joined the center as members and have encouraged friends with hearing devices to attend performances and it resulted in a print article. Good for the loop users and good PR for the Science Center.</p>
<p>21</p>	 <p>Install hearing loops!</p> <p>Make XXX (name of city or facility) a hearing-friendly XXX (city or venue).</p> <p><small>HEAA HEARING LOOP</small></p>	<p>Edit slide—XXX to name and type of venue</p>

22		
23		<p>For more information, please see our HLAA website. Email us with any questions</p>
24		<p>Edit slide—customize this slide for you and your group.</p> <p>Distribute information packets, including business cards.</p> <p>Thank people for coming.</p>