Hearing Loops
Don’t Just “Happen”

...and how to keep hearing loop initiatives going after the first 1 or 2 loops

Juliette Sterkens, AuD
Hearing Loop Advocate
Disclosures

• Retired from audiology practice in 2012
• Consultant the Hearing Loss Association of America – thanks to a grant from the David and Carol Family Foundation

Education
• Speech Language Pathologist / Akoupedist Hogeschool de “Hoensbroeck”, Heerlen - Netherlands (1979)
• UW- Oshkosh MS in Audiology (1983)
• Doctor of Audiology ASHS (2006)
David Myers’ lecture in October 2008

Changed my life!
Benefits of hearing loops at the moment

- **Simple:** For people of all ages to operate - (No need to pair and charge special equipment)
- **Dignified and easy to access:** No need to locate, check out, and wear special equipment
- **Affordable:** Loops don’t add to the cost of already-expensive HA or CI devices
- **Available:** Telecoils are offered in nearly all but smallest instruments (streamers/remotes make even that, possible)
- **Work in transient communication situations:** Grocery checkouts, service desks and ticket windows
Benefits of hearing loops (continued)

• **Flexible:** The hearing instrument/CI Mic can be simultaneously off or on (known as T-only and M+T programmed for the user)
• **Energy efficient:** Minimal or no additional battery drain
• **Scalable:** Loops can be applied in public spaces of any size
• **Universal:** The same signal serves everyone, no matter their location or hearing instrument manufacturer.
• **Loops are “it” for now:** A universal worldwide wireless BT system is likely not on the horizon for 5-10 years (and possibly longer...)
• **Double the usefulness of hearing aids/CIs**
Benefits of hearing loops (continued)

- **Flexible:** The hearing instrument/CI Mic can be simultaneously off or on (known as T-only and M+T programmed for the user)
- **Energy efficient:** Minimal or no additional battery drain
- **Scalable:** Loops can be applied in public spaces of any size
- **Universal:** The same signal serves everyone, no matter their location or hearing instrument manufacturer.
- **Loops are “it” for now:** A universal worldwide wireless BT system is likely not on the horizon for 5-10 years (and possibly longer...)
- **Double the usefulness of hearing aids/CIs**
- **Exceed hearing device user expectations**
  
  “I could hear the program better than my wife!”
Hearing Loops Get The Vote

By Stephen Frazier
Hearing Loss Support Specialist

The encouraged assessment to increase awareness and availability of hearing loop technology in the US continues to gain momentum. And, in Great Britain, where it’s the predominant assistive listening technology, there has been a resurgence of interest and support for multiple frequency induction loop systems (APILS), more commonly just called hearing loops. Even though FM and infrared are dominant in the US, those advocating for hearing loops have claimed for years that it is the preferred assistive listening technology, but there’s been scant documentation to support that contention.

Thanks to the Communications for Communication Access in New Mexico (C-CAM, www.ccam.buenoestudio.com/home.html), there are now some hard figures that support that claim. The C-CAM has conducted an online survey on the matter that provides a pretty clear picture of who, where, and how hearing-impaired individuals access assistive listening systems (ALS), and their preferences when doing so. Using the online services of survey Monkey, C-CAM mounted a Requestionary survey and then invited more than 3000 known hard-of-hearing email recipients to participate, and to also include their hearing-impaired friends and relatives do so. The survey was also promoted on social media and, in all instances, participation was restricted to those with a hearing loss. There were more than 300 participants when the survey was closed.

Dissociating both why they used an ALS and that they are savvy consumers, more than 98% of those taking the survey report that they have hearing aids or cochlear implants, and nearly 90% report having telecoils in their devices in order to connect to the electromagnetic signal from a hearing loop. Because a different survey found that only about 25% of American hearing aid buyers are even told about telecoils and hearing loops when they initially purchase their devices, that 90% figure demonstrates that those individuals have made a concerted effort to learn more about hearing loss, its treatment and technologies that supplement or complement their hearing aids.

Nearly 90% of respondents report avoiding activities where they know there is no ALS and expect they might have difficulty hearing the proceedings, clearly demonstrating the need for an ALS to draw in this segment of the public. However, when asked, “If you go to a theater, place of worship, meeting room or other venue that has an assistive listening system where you must borrow a receiver and a headset; how often do you borrow the equipment?” a scant 10% reported “always borrowing this equipment,” with 32% saying “usually” and another 35% claiming “sometimes.” That left a huge number (32%) saying that they never borrow the equipment. When a neckloop option was added to the question, there were more takers for the borrowed equipment, with only 31% responding “never” instead of the previous 43%.

As the old saying goes, “the proof is in the pudding.” When offered the option of using a hearing loop that would allow the user to simply touch the transducer on the hearing aids or cochlear implant to access the ALS, 59% of respondents who had telecoil-equipped devices reported “always” using the system, this in three times the number reported to receive/heed systems. With another 13% reporting they “usually” activated their telecoils, you’re up to nearly 76%. These figures are impressive by themselves, but when you add another 12% who say they “sometimes” turn on their telecoils and access the loop, you’re up to 88%, a truly meaningful endorsement of APILS technology.

Advocates report that there are a number of reasons for this dramatically demonstrated preference for hearing loops. First among these is the fact that, for those with
I started my local advocacy for loops in late 2008. By June 2010 – about 2 dozen places were looped in the Fox Valley.
June 2010

Today in Wisconsin: 640 hearing loop equipped venues
Mike Mair, AV expert
loop installer & advocate

Eau Claire – Area
Brian Haines
(loop installer/advocate)

Waupaca – librarians
& Rotary clubs

Kiel Dave Scroggins and
Jean Lullof advocates &
Loop installers

Menomonie area
Brenda Arndt (HLAA
member)

Stevens Point Area
Christine Klessig

Madison, local HLAA Chapter
John Kinstler, Lisa Zovar
Jeanne Tyler, David Seligman,
Jerry Lakipides Natalie Eberle

Oshkosh Christ Prust
& countless patients

Fond du Lac
Tom O’Connor

Fond du Lac
Librarians & Rotary clubs

Appleton HLAA Chapter of
the Fox Valley – Julie Olson,
Alice Reimer-McKee
Colleen van Rooy

MKE area:
Eloise Schwartz’s chapter–
Hearing Loop EXPO fall 2016

Library director &
Rotary Club Janesville
Nearly 9 out of 10 respondents “strongly agreed” or “agreed” hearing loop systems increased their satisfaction with their hearing aid or cochlear implant.

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent of loop survey respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>61.5</td>
</tr>
<tr>
<td>Agree</td>
<td>27.7</td>
</tr>
<tr>
<td>Neutral</td>
<td>7.4</td>
</tr>
<tr>
<td>Disagree</td>
<td>1.5</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>1.9</td>
</tr>
</tbody>
</table>

Note: Comments by unhappy loop users (<5%) were mostly related to reduced Word Discrim, poor loop installs or poor use of mics.
Advantages of Loops for Providers

- Spend less time counseling re: difficult situations
- Helps set realistic expectations to Pt. and family
- Loops increase user satisfaction with hearing devices – this is good for providers & hearing industry
- Loops raise awareness of hearing loss among general public – and offer a practical (affordable) solution – and paves the way...
- Looping has been known to make hearing care providers excited (again) about their chosen field
Where would you like to see looped venues? (% of respondents - *multiple response, n=458 subjects*)

- Theater, auditoriums & arenas: 50%
- Meeting & classrooms: 37%
- Place of worship: 27%
- Point of sale: 24%
- Public transportation: 11%
- Everywhere: 9%
- Home or car: 7%
1. **Form a Hearing Loop Committee**  
   *(Nope – you cannot go at it alone)*

- HLAA members & experienced loop users (ALDA, Say What?)
- Sertoma, Rotary, Lions or Kiwanis members
- Local audiologist(s) or hearing care providers
- Community foundation members
- Member(s) of the Clergy
- Librarian(s)
- A local loop installer/advocate
First Steps

Something everyone can do:

Appeal to your local audiologist/HHP

(Ask they loop their waiting room & keep a list of venues their clients frequent)

America Is Getting in the Hearing Loop

By Stephen G. Truax

HLAA

The idea could have been inspiring the 11th hour winner, “This could be the last step of something big. It’s a positive, perfect curve, it fits the timeline of the project and all the elements we’ve been planning.”

The idea that could have been inspiring the 11th hour winner of your project. It’s a positive, perfect curve, it fits the timeline of the project and all the elements we’ve been planning. America is Getting in the Hearing Loop.

Dear Provider,

Hearing loop and telsis technology has dramatically improved my ability to hear in places I never dreamed of before. And I’ve also learned that:

• In a recent survey, 92% of hearing aid users reported that they have and regularly use hearing aids.

• Those with hearing loss are more likely to use an internet browsing service.

• 86% of hearing loop systems require less maintenance.

• 90% of hearing loop systems are more efficient.

Advocating for hearing loops in public venues is an essential consumer-led movement that’s changing the way people hear in those venues.

America Is Getting in the Hearing Loop

By Stephen G. Truax

HLAA

TLR

The idea could have been inspiring the 11th hour winner of your project. It’s a positive, perfect curve, it fits the timeline of the project and all the elements we’ve been planning. America is Getting in the Hearing Loop.

Dear Provider,

Hearing loop and telsis technology has dramatically improved my ability to hear in places I never dreamed of before. And I’ve also learned that:

• In a recent survey, 92% of hearing aid users reported that they have and regularly use hearing aids.

• Those with hearing loss are more likely to use an internet browsing service.

• 86% of hearing loop systems require less maintenance.

• 90% of hearing loop systems are more efficient.

Advocating for hearing loops in public venues is an essential consumer-led movement that’s changing the way people hear in those venues.

America Is Getting in the Hearing Loop

By Stephen G. Truax

HLAA

TLR

The idea could have been inspiring the 11th hour winner of your project. It’s a positive, perfect curve, it fits the timeline of the project and all the elements we’ve been planning. America is Getting in the Hearing Loop.

Dear Provider,

Hearing loop and telsis technology has dramatically improved my ability to hear in places I never dreamed of before. And I’ve also learned that:

• In a recent survey, 92% of hearing aid users reported that they have and regularly use hearing aids.

• Those with hearing loss are more likely to use an internet browsing service.

• 86% of hearing loop systems require less maintenance.

• 90% of hearing loop systems are more efficient.

Advocating for hearing loops in public venues is an essential consumer-led movement that’s changing the way people hear in those venues.

America Is Getting in the Hearing Loop

By Stephen G. Truax

HLAA

TLR

The idea could have been inspiring the 11th hour winner of your project. It’s a positive, perfect curve, it fits the timeline of the project and all the elements we’ve been planning. America is Getting in the Hearing Loop.

Dear Provider,

Hearing loop and telsis technology has dramatically improved my ability to hear in places I never dreamed of before. And I’ve also learned that:

• In a recent survey, 92% of hearing aid users reported that they have and regularly use hearing aids.

• Those with hearing loss are more likely to use an internet browsing service.

• 86% of hearing loop systems require less maintenance.

• 90% of hearing loop systems are more efficient.

Advocating for hearing loops in public venues is an essential consumer-led movement that’s changing the way people hear in those venues.

America Is Getting in the Hearing Loop

By Stephen G. Truax

HLAA

TLR

The idea could have been inspiring the 11th hour winner of your project. It’s a positive, perfect curve, it fits the timeline of the project and all the elements we’ve been planning. America is Getting in the Hearing Loop.

Dear Provider,

Hearing loop and telsis technology has dramatically improved my ability to hear in places I never dreamed of before. And I’ve also learned that:

• In a recent survey, 92% of hearing aid users reported that they have and regularly use hearing aids.

• Those with hearing loss are more likely to use an internet browsing service.

• 86% of hearing loop systems require less maintenance.

• 90% of hearing loop systems are more efficient.

Advocating for hearing loops in public venues is an essential consumer-led movement that’s changing the way people hear in those venues.

America Is Getting in the Hearing Loop

By Stephen G. Truax

HLAA

TLR

The idea could have been inspiring the 11th hour winner of your project. It’s a positive, perfect curve, it fits the timeline of the project and all the elements we’ve been planning. America is Getting in the Hearing Loop.

Dear Provider,

Hearing loop and telsis technology has dramatically improved my ability to hear in places I never dreamed of before. And I’ve also learned that:

• In a recent survey, 92% of hearing aid users reported that they have and regularly use hearing aids.

• Those with hearing loss are more likely to use an internet browsing service.

• 86% of hearing loop systems require less maintenance.

• 90% of hearing loop systems are more efficient.

Advocating for hearing loops in public venues is an essential consumer-led movement that’s changing the way people hear in those venues.

America Is Getting in the Hearing Loop

By Stephen G. Truax

HLAA

TLR

The idea could have been inspiring the 11th hour winner of your project. It’s a positive, perfect curve, it fits the timeline of the project and all the elements we’ve been planning. America is Getting in the Hearing Loop.

Dear Provider,

Hearing loop and telsis technology has dramatically improved my ability to hear in places I never dreamed of before. And I’ve also learned that:

• In a recent survey, 92% of hearing aid users reported that they have and regularly use hearing aids.

• Those with hearing loss are more likely to use an internet browsing service.

• 86% of hearing loop systems require less maintenance.

• 90% of hearing loop systems are more efficient.

Advocating for hearing loops in public venues is an essential consumer-led movement that’s changing the way people hear in those venues.

America Is Getting in the Hearing Loop

By Stephen G. Truax

HLAA

TLR

The idea could have been inspiring the 11th hour winner of your project. It’s a positive, perfect curve, it fits the timeline of the project and all the elements we’ve been planning. America is Getting in the Hearing Loop.

Dear Provider,

Hearing loop and telsis technology has dramatically improved my ability to hear in places I never dreamed of before. And I’ve also learned that:

• In a recent survey, 92% of hearing aid users reported that they have and regularly use hearing aids.

• Those with hearing loss are more likely to use an internet browsing service.

• 86% of hearing loop systems require less maintenance.

• 90% of hearing loop systems are more efficient.

Advocating for hearing loops in public venues is an essential consumer-led movement that’s changing the way people hear in those venues.

America Is Getting in the Hearing Loop

By Stephen G. Truax

HLAA

TLR

The idea could have been inspiring the 11th hour winner of your project. It’s a positive, perfect curve, it fits the timeline of the project and all the elements we’ve been planning. America is Getting in the Hearing Loop.

Dear Provider,

Hearing loop and telsis technology has dramatically improved my ability to hear in places I never dreamed of before. And I’ve also learned that:

• In a recent survey, 92% of hearing aid users reported that they have and regularly use hearing aids.

• Those with hearing loss are more likely to use an internet browsing service.

• 86% of hearing loop systems require less maintenance.

• 90% of hearing loop systems are more efficient.

Advocating for hearing loops in public venues is an essential consumer-led movement that’s changing the way people hear in those venues.

America Is Getting in the Hearing Loop

By Stephen G. Truax

HLAA

TLR

The idea could have been inspiring the 11th hour winner of your project. It’s a positive, perfect curve, it fits the timeline of the project and all the elements we’ve been planning. America is Getting in the Hearing Loop.

Dear Provider,

Hearing loop and telsis technology has dramatically improved my ability to hear in places I never dreamed of before. And I’ve also learned that:

• In a recent survey, 92% of hearing aid users reported that they have and regularly use hearing aids.

• Those with hearing loss are more likely to use an internet browsing service.

• 86% of hearing loop systems require less maintenance.

• 90% of hearing loop systems are more efficient.

Advocating for hearing loops in public venues is an essential consumer-led movement that’s changing the way people hear in those venues.

America Is Getting in the Hearing Loop

By Stephen G. Truax

HLAA

TLR

The idea could have been inspiring the 11th hour winner of your project. It’s a positive, perfect curve, it fits the timeline of the project and all the elements we’ve been planning. America is Getting in the Hearing Loop.

Dear Provider,

Hearing loop and telsis technology has dramatically improved my ability to hear in places I never dreamed of before. And I’ve also learned that:

• In a recent survey, 92% of hearing aid users reported that they have and regularly use hearing aids.

• Those with hearing loss are more likely to use an internet browsing service.

• 86% of hearing loop systems require less maintenance.

• 90% of hearing loop systems are more efficient.

Advocating for hearing loops in public venues is an essential consumer-led movement that’s changing the way people hear in those venues.

America Is Getting in the Hearing Loop

By Stephen G. Truax

HLAA

TLR

The idea could have been inspiring the 11th hour winner of your project. It’s a positive, perfect curve, it fits the timeline of the project and all the elements we’ve been planning. America is Getting in the Hearing Loop.

Dear Provider,

Hearing loop and telsis technology has dramatically improved my ability to hear in places I never dreamed of before. And I’ve also learned that:

• In a recent survey, 92% of hearing aid users reported that they have and regularly use hearing aids.

• Those with hearing loss are more likely to use an internet browsing service.

• 86% of hearing loop systems require less maintenance.

• 90% of hearing loop systems are more efficient.

Advocating for hearing loops in public venues is an essential consumer-led movement that’s changing the way people hear in those venues.
First Steps  Something everyone can do: Ask.

2) Copy articles written for & by audiologists – hand carry with a handwritten note
Getting local providers involved

Let’s Loop Kalamazoo! and Battle Creek, too!

Who?
Local hearing care providers

What?
Quick meeting about how to easily help our patients advocate for themselves. We will discuss some very simple ways to help our patients get the most out of their hearing aids! There will be light snacks and we will provide you with materials to distribute to patients.

When?
Thursday, October 6, 6:00pm

Where?
Kalamazoo Central Library Board Room
315 S. Rose Street

Why?
Holland and Grand Rapids have many looped venues. We’d like to see improved hearing accessibility in our community as well.

This will not require much on your behalf aside from attending our meeting and being willing to provide patients with some printed material to help them advocate for themselves.

Quick meeting about how to easily help our patients advocate for themselves.

We will discuss simple ways to help our patients get the most out of their hearing aids (...)

and we will provide you with materials to distribute to patients.
Getting local providers involved

This will not require much on your behalf, aside from attending our meeting and being willing to provide patients with some printed material to help them advocate for themselves.
Develop & Practice an elevator speech

Explain how HAs work • HA limitations • How those can be overcome
Describe how hearing loops can be made to work for everyone

- Hearing aid or CI users with a telecoil
- Loop Listener with headphones
- Manufacturer’s T-coil equipped streamers
- iPhone with LoopBuds earphones + app
Demo – Demo – Demo

Own an iPhone? Email me for Sound Files to demo what it sounds like “in” vs. “out” of the loop

Bookmark Hearing Loop YouTube videos – Sound demos are worth a thousand words!
How to get your community in the loop?

Your Hearing Loop Committee could...

• Create your own local Hearing Loop Wish list & “lobby” accordingly (Houses of Worship vs. Libraries vs Theaters etc.)

Keep in mind: Hearing loops will ONLY work in rooms/venues that use PA system with microphones

• You could “assign” venue type to different committee members to better handle inquiries
How to get your community in the loop?

Stock up on educational handouts
(email me)
How to get your community in the loop?

Stock up on educational handouts
2. “Cultivate” loop installer(s) relations

- Support installers by sharing info with looped venues (Bulletin inserts, news releases, Cartoons, Educational Handouts)
- Offer to write letters in support of the technology when a venue questions the need
- Insist on proper signage – website mentions the loop
- Attend/Insist on Hearing Loop Dedications
- “Lend your Ears” for loop “field testing”
- Recognize installers need to make a living
How to get your community in the loop?

3. **Keep an updated list of Looped Venues**

- Use your website or Facebook page to announce new loops – create a PDF that
  a. lists places that offer loops *as well as*
  b. the places that are contemplating...

<table>
<thead>
<tr>
<th>INSTALLED Hearing loops in Our City</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mary Jones Public Library meeting room</td>
</tr>
<tr>
<td>Calvary Bible Church</td>
</tr>
<tr>
<td>Evergreen Retirement Center Chapel</td>
</tr>
<tr>
<td>St. Mary’s Catholic Church</td>
</tr>
<tr>
<td>Grand Opera House</td>
</tr>
<tr>
<td>ABC Audiology Office Waiting Room</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Venues CONTEMPLATING (or have been measured) for a Hearing loop in Our City</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Baptist Church</td>
</tr>
<tr>
<td>St Raphael Catholic Church</td>
</tr>
<tr>
<td>Maxfield Funeral Home</td>
</tr>
<tr>
<td>St. Matthew Episcopal Church</td>
</tr>
<tr>
<td>Beltone Hearing Aid office</td>
</tr>
</tbody>
</table>

- Send the link to Hearing Care Providers – this will permit them to quickly print off a list and offer to their clients
How to get your community in the loop?

Hopefully, it will soon be easier to keep a loop list up to date.

Take a look at www.LoopMinnesota.com
4. **Free PR:** Inform the community & HHCP’s of the impact loops have on users

- Letters to editor of Newspaper
- Testimonials to the venues with loops
- Hearing Loop moment letters to Hearing Health Care Providers
- Thank You's, Thank You’s… Did I mention... *Thank You's?*

![Handwritten note:](image)
How to get your community in the loop?

5. Public Speaking

A few ideas:

• Speak (and exhibit) at professional meetings of AuDs / Hearing Care Professionals
• OLLI (Osher Institute of Life Long Learning) meetings
• Rotary, Lions, Sertoma etc. Service Clubs
• Church groups
• PEO meetings
• Clergy gatherings
• ...(Fill in the blank)
How to get your community in the loop?

6. Where to “find” funding?

- Local Community Foundation - use Walk 4 Hearing funds to leverage your available funding
- Local philanthropic organizations or persons
- LSTA Grants for libraries
- Local Audiology or Hearing Care Providers
- Sertoma, Rotary or other service organizations
- Earmark donations
THANK YOU for Your Attention Questions?

A few useful links:

• Hearingloss.org/content/loop-resources
• Hearingloop.org
• Loopwisconsin.com
  (Tutorials for audiologists & consumers, links to articles etc.)

For copies of the handouts mentioned and links to additional (captioned) videos on looping for consumers and professionals, email me:

jsterkens@hearingloss.org