

Introducing ICAAT

HLAA Toolkit

JULY 2023



Meeting the Technology Needs of People with Loss

ICAAT is an online alliance for industry and consumers with hearing loss that provides an easy, structured way for consumers and industry to connect, work together and inspire better technology from the ground up.

As a first-of-its-kind program for people with hearing loss, ICAAT was created with extensive input and feedback from consumers, hearing loss experts and industry. Its goal is for consumers and industry to collaborate on everyday products that meet the needs of the growing number of people with hearing loss. ICAAT was developed by the Deaf/Hard of Hearing Technology Rehabilitation Engineering Research Center at Gallaudet University and its partners the American Institutes for Research (AIR) and the Hearing Loss Association of America (HLAA) through a grant from the National Institute on Disability, Independent Living, and Rehabilitation Research (grant #90REGE0013).

Please help us spread the word about how ICAAT can inspire more accessible technology for people with hearing loss. This toolkit includes key information, sample posts, and graphics that we hope you and your networks will find useful for growing awareness of ICAAT on your digital/social media platforms.

Key Online Resources

1. [ICAAT](#)
2. [Hearing Loss Association of America](#)
3. [American Institutes for Research](#)
4. [Deaf/Hard of Hearing Technology Rehabilitation Engineering Research Center at Gallaudet University](#)
5. [Gallaudet University](#)
6. [National Institute on Disability, Independent Living, and Rehabilitation Research](#)

Sample Newsletter Post

Title:

Meeting the Technology Needs of People with Hearing Loss

Body:

ICAAT is a new online alliance providing an easy, structured way for consumers with hearing loss to engage with technology developers. ICAAT offers consumers an online community where they can view current or upcoming product research/testing opportunities, engage in discussions, and share resources as well as their user experiences. Industry representatives can enlist consumers with hearing loss in product research and testing activities and talk directly with consumers to learn when technology meets their needs and when it doesn't. <https://allianceforaccess.org/>

Source: Placeholder for sources and permissions (if needed).

Sample Social Media Posts

We encourage you to tailor and use the following sample social media posts to amplify awareness of ICAAT. Graphics you can use to accompany these posts can be found on page 8. Additional hashtags to use to increase your post’s reach can be found on page 9.

We also encourage to you repost or share content about ICAAT published on HLAA’s social channels.

Social handles to follow:

- [Hearing Loss Association of America](#) – Facebook
- [Hearing Loss Association of America](#) – LinkedIn
- [@HLAA](#) – Twitter
- [Hearinglossassociation](#) – Instagram

Sample Posts

Introducing the Industry-Consumer Alliance for Accessible Technology! #ICAAT <https://bit.ly/3Jb0Syl>

Looking for a place where consumers with hearing loss and industry can connect, work together and inspire better technology from the ground up? <https://bit.ly/3Jb0Syl>

“Bluetooth streaming between my hearing aids and my cell phone has been a game-changer for me...” Read this user story and find others here at #ICAAT: <https://bit.ly/43ULn Cp>

#ICAAT is a new online alliance providing an easy way for consumers with hearing loss to engage with tech developers. <https://bit.ly/3Jb0Syl>

Join our new community bringing together consumers with hearing loss and tech developers to inspire accessible tech! <https://bit.ly/3Jb0Syl>

Sample Social Media Posts

Sample Posts

#ICAAT brings industry and consumers together to ensure technology meets the needs of consumers with hearing loss or who are Deaf. <https://bit.ly/3Jb0Syl>

Introducing #ICAAT – a new alliance providing an easy, structured way for consumers with hearing loss to engage with tech developers. <https://bit.ly/3Jb0Syl>

“As a med student with hearing loss, the OR poses challenges that are both similar to and different from challenges people with hearing loss face in other environments.” Read this user story and find others here at #ICAAT: <https://bit.ly/42BVta8>

#ICAAT is a first-of-its-kind program for consumers with hearing loss. Join today! <https://bit.ly/3Jb0Syl>

#ICAAT’s mission: inspire more accessible, innovative, and responsive technologies from the ground up. Learn more: <https://bit.ly/43PEJ0e>

Want to make the everyday products you use more accessible for consumers with hearing loss? Join #ICAAT! <https://bit.ly/3Jb0Syl>

“Captions on TV for live programming are sometimes like a comedy of errors, except I'm not laughing.” Read this user story and find others here at #ICAAT: <https://bit.ly/43VVh72>

#ICAAT’s vision: Industry and consumers working together for mutual benefit to ensure that new and existing tech improves the quality of life for consumers with hearing loss. <https://bit.ly/3Jb0Syl>

Want to inspire more accessible technology for consumers with hearing loss? Join #ICAAT today! <https://bit.ly/3Jb0Syl>

“It's hard to explain what it's like to have hearing loss and communicate in a group setting.” Read this user story and find others here at #ICAAT: <https://bit.ly/3X1klBA>

Sample Social Media Posts

Sample Posts

Join #ICAAT and share your insights and opinions on consumer product #accessibility <https://bit.ly/3Jb0Syl> #HearingLoss

Are you an early adopter? Join our new community of consumers with hearing loss and tech developers seeking to make everyday products more accessible. <https://bit.ly/3Jb0Syl>

Be “in the know” about ICAAT, a new program bringing together consumers with hearing loss and tech developers. It’s free, it’s easy to join, and it gives you the opportunity to help make consumer products more accessible: <https://bit.ly/3Jb0Syl>

#ICAAT is a new program for consumers with hearing loss. Become an #accessibility champion today: <https://bit.ly/3Jb0Syl>

As a consumer with hearing loss, are you seeking more accessible, innovative, and responsive technologies? Your input is needed at #ICAAT! Join us: <https://bit.ly/43PEJ0e>

ICAAT Graphics

- Static graphic (PNG file)



- 15-second motion graphic (mp4 file)



Source: Placeholder for sources and permissions (if needed).

Sample Hashtags to Use

1. #ICAAT
2. #HLAA
3. #a11y
4. #accessibility
5. #ux
6. #HearingLoss

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