



Too Many People with Hearing Loss Miss Out

Did you know your clients must have **telecoils** in their hearing devices to use **ADA** mandated assistive listening technology effectively?

Telecoils are the best thing since sliced bread.

Hearing aids, cochlear implants, and bone conductive devices work remarkably well for one-on-one conversations. However, many people continue to struggle to hear and understand in many public places: city council meetings, parks and recreation activities, workshops, classes, work meetings, museums, theaters, places of worship and health care settings. Missing a boarding announcement or getting off at the wrong station may quickly turn travel into a stressful and frustrating experience.

Assistive listening systems and devices are necessary to hear and understand in situations like these. Many people with hearing loss who rely on hearing aids, cochlear implants or bone conductive devices experience difficulty in loud, crowded or noisy situations. But many people have never heard about or don't understand assistive listening systems or devices or how they could benefit from such hearing assistive technology (HAT). Perhaps they see someone with an assistive listening device at the theater but don't know where to find one, or they don't realize it could help them.

Hearing loop and telecoil technology can make a world of difference in a meeting room, at a place of worship and many other venues.



Because hearing loss seems so common, many individuals who have hearing loss may not consider themselves to have a disability. They are unaware that the Americans with Disabilities Act (ADA) provides protection for people with hearing loss, including the right to effective communication. Currently, hearing aid compatibility can be accomplished via an activated **telecoil** in a hearing instrument.

Bluetooth Technology

Although it is well established that Bluetooth is beneficial for watching TV and using a mobile phone, this newer technology is currently incapable of connecting multiple users to a large public assistive listening system. It is generally recognized that many consumers¹ need access to both Bluetooth and telecoils.

Telecoil Technology

Many people miss out because their audiologists or hearing health care providers didn't counsel them about the advantages of using telecoils in public places.

While experienced hearing aid users praise telecoils, surveys have shown^{2,3} that fewer than half of all providers counsel clients on using telecoils in hearing devices. Less than a third of all providers counsel clients on the availability and use of hearing assistive technologies, specifically assistive listening systems in public venues that can supplement hearing instruments.



To help all parties, the American Academy of Audiology, in cooperation with the Hearing Loss Association of America (HLAA), launched the *Get in the Hearing Loop* in 2010; a national campaign to raise the awareness of hearing care professionals and people with hearing loss of the benefits of telecoils, hearing loops, and assistive technology in general.

The original campaign has been expanded by HLAA into a formalized *Get in the Hearing Loop* program. Other organizations like Sertoma have joined our awareness raising efforts, and some states have enacted legislation to ensure clients are counseled on telecoils and assistive listening systems before purchase and demonstrate proper use at the time of fitting.

Help your clients hear *everywhere*; educate them about the benefits of telecoils and how to use them with public assistive listening systems.

For additional information, contact:

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GITHL Advocacy Toolkit

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¹ Greer Clark, J & Glib, B, (*Audiology Today*, 2019, March/April) www.audiology.org/audiology-today-marchapril-2019/hat-awareness-efficiency-may-be-key-increased-use

² Stika, C.J., Ross, M., & Cuevas, C. (2002, May/June). Hearing aid services and satisfaction: The consumer viewpoint. *Hearing Loss*, 25-31.

³ Frazier, Stephen, (March 2016) http://www.loopnm.com/T-coil_Survey.pdf