

Practical Strategies for Advocates

Success Stories From the Field

(We present a variety of strategies - and yes, there is some overlap)

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Starting Your Loop Advocacy Outreach

Keys to Your Success:

1. Providers
2. “Ordinary” Hearing Aid Users
3. Houses of Worship

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Advocacy: You'll need a healthy dose of

- Patience
- Perseverance
- Partners
- PASSION
- So Why Get Involved?

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You can Trust
Hearing Loop
Technology
Delivers

Hearing Loops
Delight People

Helping People
Makes This
World A Better
Place!

Hear

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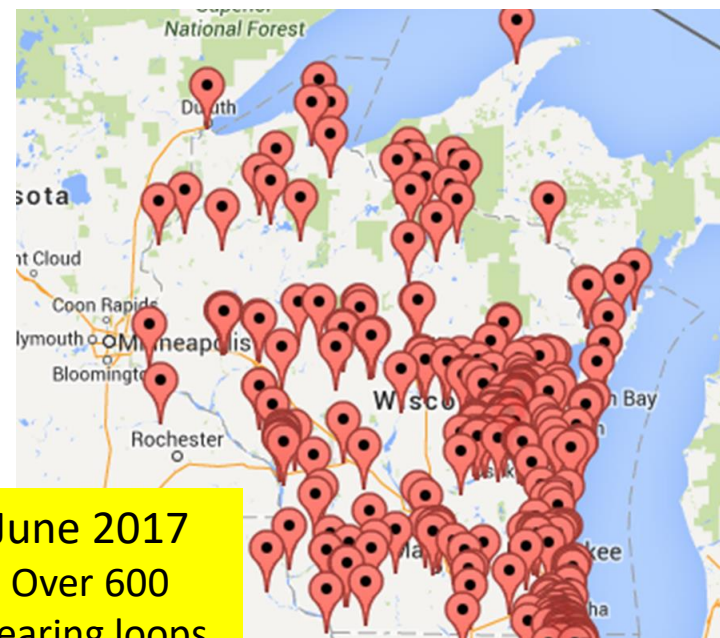
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Wisconsin success — how did it happen?



June 2010
2 dozen loops



June 2017
Over 600
hearing loops

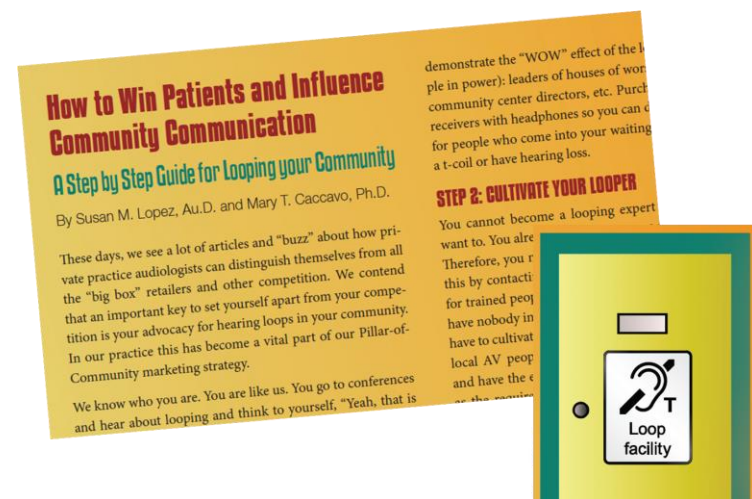
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Advocacy Strategies – 1. Providers

1. Point blank: Ask for support. Suggest an office loop, share copy of “roadmap” or Caccavo article & point them to www.hearingtracker.com
2. Tell them *your* story - what loops do for you – your success matters to them
3. Share “How to get Community in loop” and “Open letter from audiologist to the community in support of looping” letters
4. Bring provider in contact with local installer(s)
5. “Bring Your Audiologist” chapter meeting day
6. Write public thank you letters
(I can't stress this enough)

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Advocacy Strategy – *and why support from providers is a must*

2. Outreach to “Ordinary” Hearing Aid Users

1. Why? There’s so many more of them - than HLAA chapter members
Yet they are not aware of loops and don’t know they have telecoils inside their devices.
Get them involved and you will have many more people in a community advocating for loops
2. These folks frequent the local places that can benefit from loops
3. Offer advocacy materials to providers to share with non-chapter members
(see “Loop the Zoo” document in your handouts) –
4. Designate a chapter member as a contact person in the community

Shout out to advocate/HLAA member Chris Prust who has sent out hundreds of info packets



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One
(actually, many)
of the
reasons
for the
success
in Wisconsin



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ADVOCACY STRATEGY – 3. Outreach to Ministers & Houses of Worship

1. Can *only* be done via parish members – again – why providers are key
2. Hearing loops in Houses of Worship help “fuel” installations elsewhere
3. Loops are most effective if the house-of-worship includes a) **bulletin insert**, b) **news release to NP** and does c) **a formal hearing loop dedication**
(See materials on the jump-drive under houses of worship – no need to reinvent the wheel)
4. Invite ministers to your looped chapter meeting to try the technology out
“Bring Your Minister to Your Chapter” day...

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Cheri Perazzoli

Building Powerful Loop Partnerships

More Keys to Your Success



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Roadmap to a Looped Community

1. Ask for What *you* Need
2. Provide Information and Referrals
3. Build Council Support
4. Request Funding in Mayor's Budget
5. Follow the Budget Process
6. Testify with HLAA at Council
in Support of the Proposal.
7. Navigating Detours and Roadblocks
8. On Approval-Thank Publicly
9. Monitor Implementation
10. Celebrate with Community Engagement



**Roadmap to a
Looped Community**

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STRATEGY - Dedicated Installers Support Your Advocacy



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STRATEGY - Make the Ask: Request ADA Accommodations

- Make ADA request in writing, email
- Specify what you need and how the accommodation will help you
- Use ADA speak



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STRATEGY Build Partnerships and Make Presentations

- Office of the Deaf and Hard of Hearing, WA (ODHH)
- Bellevue Network on Aging
- NW Universal Design Council
- Seattle Commission for People with DisAbilities
- Universal Airport Access Sea-Tac
- 4 Culture (arts org)
- AARP Washington
- Washington Senior Lobby



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STRATEGY - Show People What Hearing Access Looks Like



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STRATEGY - Deliver the Audience

- **Publicize event and hearing access**
(social media, email, newsletter, flyers
(No need to reinvent the wheel – examples on jump drive))
- **Talk about access at the event**
- **Train, inform, educate the venue and whoever else will listen**
- **Signs**
- **Say thank you**



Hearing Accessible Event
Wednesday, March 6, 2013, 7:30-9:00pm
Downstairs at Town Hall Seattle




Katherine Bouton:
Life After Deaf: The Hidden Disability of Hearing Loss

 For 21 years, Katherine Bouton had a secret. She had gone profoundly deaf in her left ear, her right was getting worse, and she couldn't hear what her New York Times colleagues were saying at news meetings. Bouton was losing her hearing, and was part of a national epidemic: 50 million Americans suffer some degree of hearing loss, and it is not exclusively a product of aging. In her book, *Shouting How? Help*, Bouton uses her experience as a guide to examine the challenges personally, psychologically, and physiologically capturing what it's like to live with an invisible disability—and offering a prescription for this increasing problem. Presented by Town Hall and University Book Store as part of the Future of Health thread of The Seattle Science Lectures, sponsored by MicroSoft. Series media sponsorship provided by RPLL.

Tickets are \$5 at www.townhallseattle.org or 888/377-4310 and at the door beginning at 6:30 pm.
Town Hall members receive priority seating.
Downstairs at Town Hall, 1110 Eighth Avenue, Seattle, WA 98101, enter on Seneca Street.

Hear Here! Program format will ensure that all people and degrees of hearing loss can have clear understanding. Real Time Captioning. Read the captions to know what's being said. Audio Loop System for those who wear hearing aids or use amplification for loudness.

For accommodation or to request an interpreter please call 888/377-4310.

Hearing Loop & CART Captioning provided as a courtesy by the Hearing Loss Association of Washington.
www.townhallseattle.org • www.hearingloss-wa.org

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STRATEGY - Celebrate with a Community Event

- Model accessibility
- Demonstrate & explain how the loop works
- Invite folks to try a receiver.
- Give thanks
- **Stress** how it benefits the venue
- Give public recognition and awards



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STRATEGY – Leveraging an Event

- Town Hall is fully ADA-accessible
- Their Great Hall is also fully-looped, to allow patrons who are hard of hearing to have a more complete listening experience at Town Hall.
- Assisted-listening devices are available



Headset with Receiver
Allows wearer to hear clearly within a looped room without the use of a hearing aid.

What is a T-Coil & How Do You Use It?
The essential hearing aid component to utilize publically mandated hearing assistive technology.

Janice Schacter Lintz, CEO, Hearing Access & Innovations

What is a T-coil?
T-coil (also known as the telecoil, telephone or audio coil) is a small coil of copper wire that allows people to receive sound directly from a microphone when they switch their hearing aid or cochlear implant (CI) to the "T" setting.

How do you know if you have a T-coil?
Many hearing aids/CIs implants now have a T-coil. It is best to check with your hearing aid provider to confirm that your hearing device has a T-coil and that it has been activated. Some hearing aids have automatic T-coils that are meant to auto activate with use on the telephone. This type of auto-coil does not work in a hearing loop. Make sure that you have a T-coil that can be manually turned on as needed.

What are the benefits of having a T-coil?
When an induction loop also known as a hearing loop, is installed, people with a T-coil equipped hearing aid/CI can wirelessly receive the audio signal in the venue without needing to pick up a receiver. It is not necessary to self-identify, locate, check out, wear and return visible receivers or neck loops. Head sets should still be available. Because of their use-friendliness, induction loops have become the most widely installed assistive listening technology around the world. Induction loops are the only type of assistive listening system available in venues such as mass transit, when there is

How do you use a T-coil?
It is important to ask your hearing aid dispenser or audiologist how to activate the T-coil on your hearing aid or CI. The user typically flips a switch or presses a button on the hearing aid, cochlear implant or on a remote control that was supplied with their device.

Where can you use a T-coil?
Telephones, audio guides, and sound enhancement devices that are T-coil compatible have a transmitting inductive coupler within the device. Hearing loops can be found at theaters, pharmacies, houses of worship, supermarkets, fast-food and ticket windows, museum videos, New York City subway information booths, and soon New York City taxis.

For more information, Contact: Janice Schacter Lintz, CEO, Hearing Access & Innovations. JaniceSLintz@gmail.com

Does your hearing aid have a telecoil?

INDUCTION LOOP INSTALLED
Switch hearing aid to T-coil

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STRATEGY – Navigating Roadblocks

Roadblocks and Barriers

- Loops are not *specifically* required by law
- The venue doesn't *really* want to do it
- General AV techs typically prefer other ALS systems and have little to no loop training
- Experienced loop installers may not be called initially
- Lack of loop training may cause misinformation and inaccuracies (and harm decision making)
- Installations may not meet IEC standards



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Peggy Ellertsen

Ensuring The Hearing Loop Gets Installed

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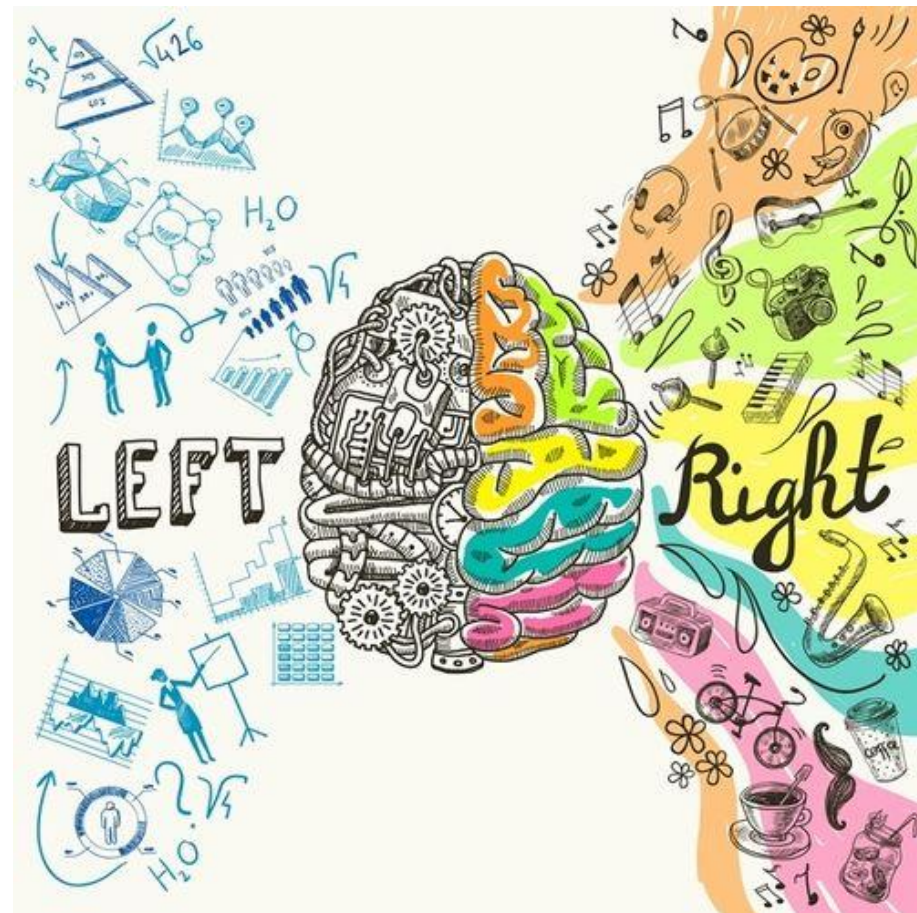


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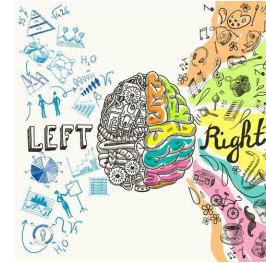


1. Think like a fundraiser

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1. Think like a fundraiser



People give to people.

Cultivate a relationship with staff person or persons.



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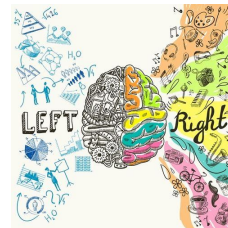
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1. Think like a fundraiser

Successful fundraising (and advocacy) involves storytelling that opens hearts and minds.

Tell your stories.



Invite the venue staff persons to visit your experience**

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**** for example:**

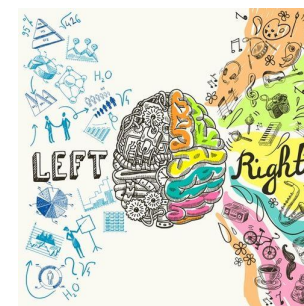
www.starkey.com/hearing-loss-simulator



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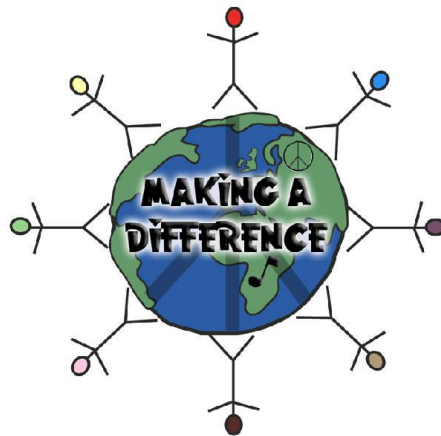
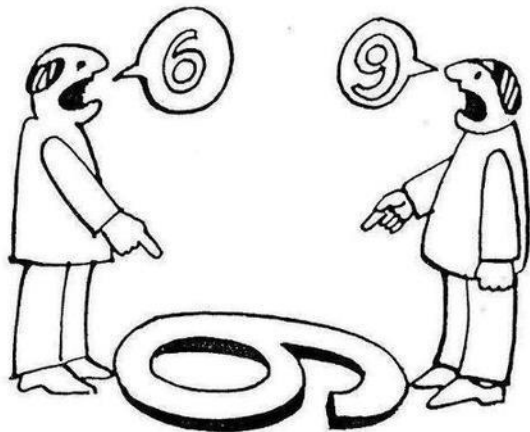
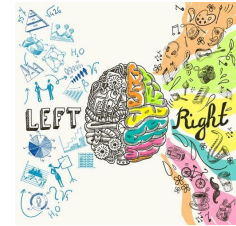
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1. Think like a fundraiser

It helps to be able to see things through the venue's eyes.

Put yourself in the shoes of the venue.

*Ask yourself the question,
"What's in it for them?"*



2) Start with low hanging fruit

Early successes result in media coverage for loops!



- [Newspaper coverage](#)
- [Online publications](#)
- [Social media](#)

The Boston Globe

 *The Art and Technology of Theatre*
STAGE DIRECTIONS

new
rep
THEATRE
in residence at the
mosesian center for the arts

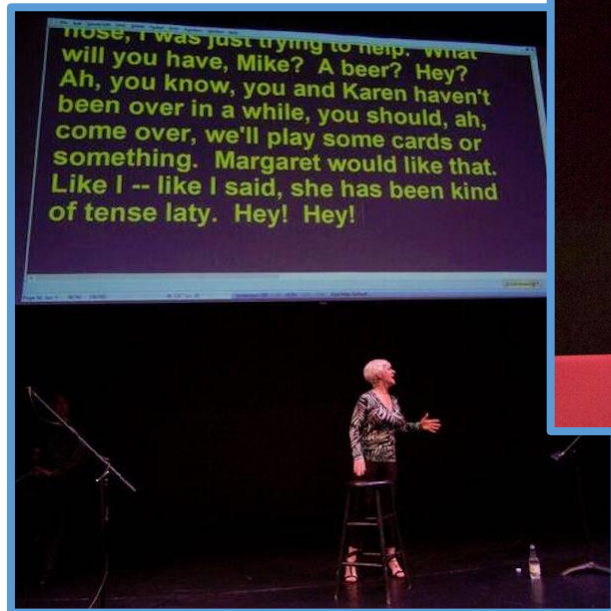
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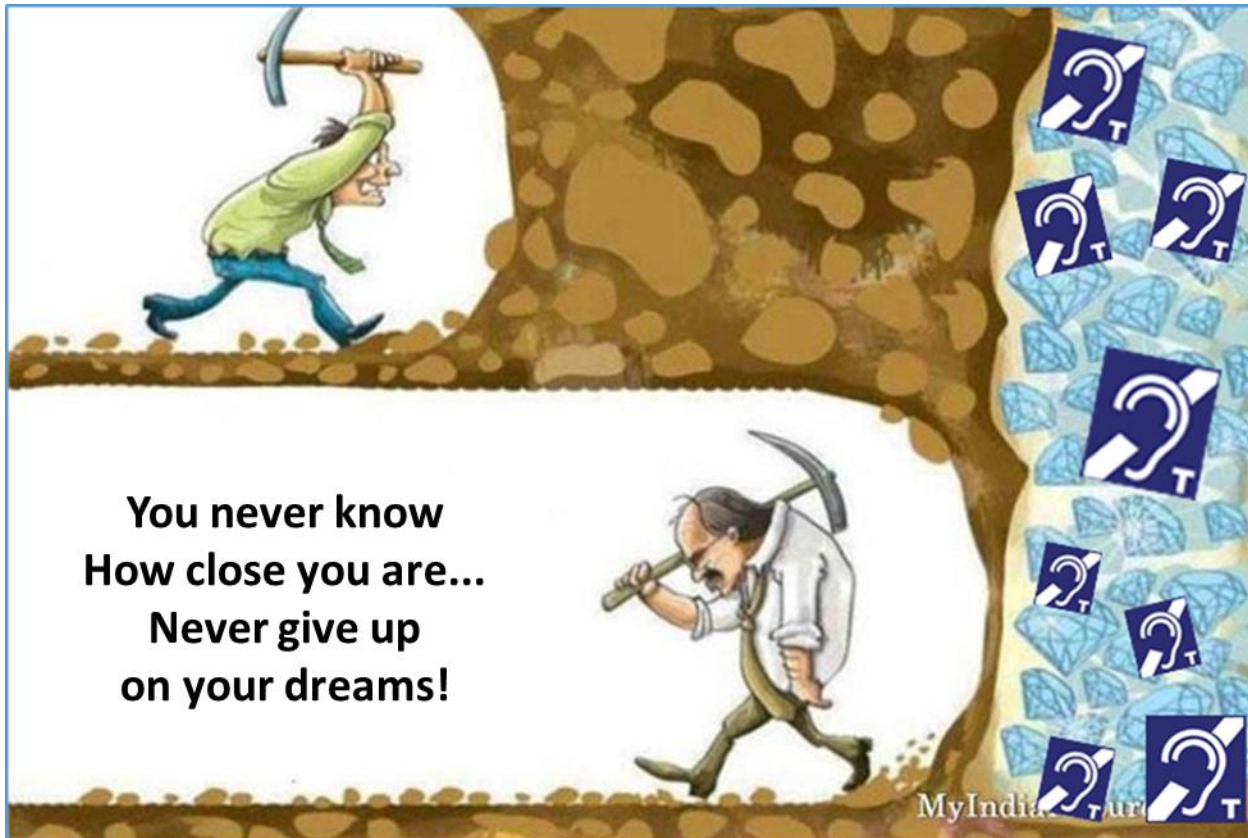
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3. *Tend to your venue.*

Support, encourage and facilitate!



4. *Practice patience and persistence!*



Karen MacLennan, AuD

Ensuring the loop installation is a success:
Training Staff and Theater Ushers

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The Telecoil

Connecting Directly to Sound

A telecoil can make a dramatic difference in your ability to hear clearly and understand dialogue.

- Even with the today's technology, hearing aids and cochlear implants can't separate the sounds you want to hear from background noises, or pick up all the sounds from a distance, such as in a performance hall or place of worship.

With a telecoil you can expand the functionality of your hearing aid or cochlear implant. A telecoil in a hearing aid functions as a wireless antenna that links into a sound system and delivers customized sound to the listener.

• What is a telecoil?

A telecoil is a small copper coil that is an option on most hearing aids and is built into cochlear implant processors. They are also known as t-coils and were originally used to boost the magnetic signals from the telephone handset. The telecoil is activated by a t-switch on the hearing aid or cochlear implant. All

landline and some cell phones are designed by law to be used with a telecoil. The telecoil can make a noticeable difference in your life when you combine it with hearing assistive technology. This pairing of technology bridges the physical space between you and the sound source. Hearing assistive technology connects the listener directly to the sound source while most background noise is eliminated.

- The telecoil, a small copper coil, is located inside the hearing aid.



Artwork courtesy of NABOSH's of David Myers

• When would you use a telecoil?

Increasing the volume on your hearing aid or cochlear implant won't necessarily increase the clarity of what you hear. Hearing assistive technology combined with a telecoil can improve your understanding of dialogue at work, in a meeting, in the classroom, theaters, places of worship, tour buses, and other places. Some people use telecoils at home with the TV while keeping the TV volume low for the comfort of others.

Many public places are equipped with hearing assistive technology. With the implementation of the Americans with Disabilities Act of 1990, hearing assistive technology is increasingly available in public places.

continued on back

For more information on audiology and hearing loss, visit www.HowsYourHearing.org. Think you may have a hearing loss? Click on the "Find an Audiologist" link of the Web site to locate and set up an appointment with an audiologist in your area to get your hearing tested.



Get more from hearing aids or cochlear implants with hearing loops

A hearing loop provides significantly enhanced functionality for hearing aids and cochlear implants.

- Even with the most up-to-date technology, hearing aids and cochlear implants cannot completely separate important sounds from background noises; nor do they pick up all sounds from a distance such as those in a performance hall, a place of worship or even a home TV viewed from across the room. In such difficult listening settings, hearing (induction) loops are often a solution.

A hearing loop is a wire connected to an electronic sound source that transmits that sound to the telecoil in a hearing aid or cochlear implant. A hearing loop can discreetly surround a room, a chair in your home, or even be worn around the neck. Hearing loops can be connected to a public address system, a living room TV, a telephone (land line and cellular), or any source that produces sound electronically.

- **A hearing aid and most cochlear implants equipped with a manually controlled T-switch is needed to hear in a hearing loop.** The telecoil, also called t-coil, receives the signal from the loop and turns it back into sound in the hearing aid, often eliminating much of the background noise. The listener then hears only the sounds they desired, whether it is speech from a pulpit, a stage, a telephone conversation, or the television.
- **Hearing loops can double hearing aid and cochlear implant functionality.** Using the telecoil in conjunction with a hearing loop is a cost-effective way to improve the usability of your hearing aid or cochlear implant. The telecoil can also be used in conjunction with a variety of wireless or hand held hearing assistive listening devices.

Almost any room or facility can be looped. To learn more about loops or how to advocate for loops in your own community, visit www.HowsYourHearing.org. Contact an audiologist to learn more about how to use telecoils with your hearing aids/ cochlear implants.



- **To find looped venues look for this symbol:**

• Where are hearing loops used?

- Theaters and performing arts centers
- Places of worship
- High school and college auditoriums
- Court rooms and government chambers
- Board rooms and large meeting rooms
- Banquet and sports facilities
- Ticket counters and information booths
- Doctors' offices and pharmacy counters
- Drive thru and pick up windows
- Elevators, trains and buses
- Museum exhibits

- Hearing loops are also helpful in the home by using a neck or small room loop:
 - Television or computer
 - Telephone or cell phone
 - MP3 player, iPod or stereo system



Used Alone, Hearing Aids Fail to Deliver

by Linda S. Remensnyder, Au.D.

30 AUDIOLOGY PRACTICES • VOL. 5, NO. 3

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Hearing Loops



FM Systems



Infra Red
Systems

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To Be in Compliance with the ADA:

1. Use the hearing loop and microphone at all times.
2. Speak into the microphone at all times.
3. Speak slowly and clearly, face to face communication is best.
4. Know that individuals who use hearing loops will adjust their devices accordingly.
5. Any ruffling of papers or noise near the mic will be transmitted through the loop. Be conscientious of background noises.

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- Clean with an appropriate disinfecting wipe such as Audio Wipes after use
- Institute a routine to check batteries daily/weekly and keep a record (size AAA)
- If the LED does not stay illuminated when powered on – (re)check batteries
- Turn the loop receiver **off** when not in use – to save on batteries
- Remove/replace the cushions as they cannot be cleaned properly for re-use
- Consider using disposable non-woven headphone covers
- There are **no** serviceable parts



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**Thank you
for your attention**

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