

## Power Point talking points:

- Slide 2
  - Hearing loss is an epidemic in this country and it affects all age groups. The latest studies indicate that there are over 36 million Americans with some degree of hearing loss and that the number is growing faster than the rate of growth for the population in general.
  - Approximately 33 babies are born every day with significant hearing loss.
  - Hearing loss is generally considered an expected consequence of aging but research has documented that a high percentage of school aged children have hearing loss. It is estimated that 1.5 million school-aged children have some degree of hearing loss (Better Hearing Institute)
  - In 2010 the Journal of the American Medical Association published the findings for a study, performed 2005 – 2006, documenting that a grand total of 6.5 million teens have some degree of hearing loss.
  - According to the Better Hearing Institute, 1 in 6 Baby Boomers have hearing.
  - The number of people in the U.S. who are 65 and older is expected to double in the next 25 years to nearly 20% of all Americans—78 million!
  
- Slide 3
  - In summary, it is clear that there is an epidemic of hearing loss in the U.S.
  - One effective way to improve the lives of those with hearing loss is the installation of “hearing loops” in locations where hearing for hearing aid and cochlear implant wearers is difficult.
  - Such as places of worship, meeting halls, council chambers, airports, train stations, and even doctor’s offices.
  - The installation of hearing loops could impact a larger segment of the disability population – and at a much lesser cost– than such accommodations as installing elevators, ramps, or larger bathrooms for those physically challenged.
  
- Slide 4
  - The copper wire of a hearing loop is placed at ceiling height or floor height of the room being looped.
  - A loop driver drives the electromagnetic field which allows a hearing aid or cochlear implant’s telecoil (also called T-coil) to function as an antenna directly linking the listener to the facility’s sound system.
  - Looping is relatively inexpensive depending upon the price of copper. A loop driver drives the
  - Image shows the typical placement of a hearing loop
  
- Slide 5
  - The source of this schematic was the Chicago Tribune newspaper which ran a front page article on the hearing loop in July, 2010
  
- Slide 6
  - Telecoils can be fitted in many styles of hearing aids and add very little to their cost.
  - Many hearing care providers automatically include them at no additional fee. Generally, if the telecoil is accessible in the hearing aid’s software, the software can enable its use. Thus, the telecoils can be activated at the time the hearing aids are dispensed or at a later date.
  - Not all hearing aids are able to accommodate a telecoil because of their size or other features that preclude installation. In order for the telecoils to interface with hearing loops, they must have a manual

control rather than the automatic control that can turn them on when they sense a telephone receiver (earpiece) placed near them.

- Slide 7
  - Venues offering the complimentary loop listening devices do require the user to leave a driver's license or credit card just to ensure that the device is returned at the end of the presentation.
  - Another option is to have your hearing aids retrofitted with telecoils, but the cost would be considerably greater than if included when the hearing devices were originally manufactured and this cannot be done on all hearing aids so visit your audiologist to see what if that would work for you.
- Slide 8 & 9 - NO NOTES
- Slide 10
  - Reverberation of sound is one of the reasons for installation of a hearing loop.
  - Reverberation means bouncing sound and/or echoing sound caused by highly reflective surfaces. Poor acoustic environments such as auditoriums, Places of Worship, meeting halls, and gathering rooms which, due to their large size, high ceilings, and lack of sound deadening (no drapes, carpets, acoustical tiles, etc), are very reverberant.
  - Even normal hearing individuals have difficulty hearing in environments that are considered very reverberant.
- Slide 11
  - The sound levels for this graph were measured in a quiet room with no ambient noise.
  - Note: even a normal hearing individual has difficulty hearing in highly reverberant rooms but those with moderate hearing loss can understand less than 50%.
- Slide 12
  - The speech recognition scores are even more adversely affected by reverberation in the presence of ambient noise.
  - Based on these graphs you can see how a hearing loop would help individuals with hearing loss overcome the difficulty of reverberation and ambient noise.
- Slide 13 – NO NOTES
- Slide 14 – NO NOTES
- Slide 15
  - Talk about the many uses of loops – images indicate items that interface or can be used with loops.
  - Encourage audience members to come up with other ways they might find a loop useful.
- Slide 16 – NO NOTES
- Slide 17 – 21 NO NOTES
- Slide 22 –
  - The AudiologyNOW! 2011 Takes place in the spring every year. Visit, [www.audiologynow.org](http://www.audiologynow.org) to learn more
  - The HAAA annual meeting takes place in the early summer of every year. Visit, [www.hearingloss.org](http://www.hearingloss.org) to learn more.

- Slide 23 – 24 NO NOTES
- Slide 25
  - Why Audiologists should get involved:
    - Hearing Loops are good PR for Hearing Aids
    - Helping your patients advocate for loops is advocating for your patients improved hearing
    - Builds patient loyalty
  - Why Consumers should get involved:
    - Getting more loops in American Communities will improve living satisfaction for hearing aid and cochlear implant wearers. (Possibly add slides of quotes at this point)
    - The American Disabilities Act
- Slide 26