DoD Hearing Center of Excellence (HCE)
Hearing Health Community Outreach Toolkit
AudiologyOnline
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“Medically Ready Force...Ready Medical Force”

Disclaimer

The author(s) have no financial or non-financial interests to disclose.

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Learning Outcomes

1. Identify hearing health trends/stats
2. Identify ways to provide community outreach
3. Identify the location of this toolkit and where resources in the toolkit are located

Agenda

- Hearing Health (HH) trends/stats
- Healthy People 2020 goals for HH
- Community Outreach Toolkit
  - Organizing an event
  - Goals of outreach
  - Materials/resources available for use
  - Apps available
  - Types of Community Outreach
    - Information booth
    - Fun 5K
    - Hearing loss/tinnitus self-help groups
  - Special population outreach
  - Use of social media
- Ways to provide the kit
- References
### Hearing Health trends/stats

- Hearing Loss
- Tinnitus
- Comorbidities
- Healthy People 2020 goals for hearing health

### Hearing Loss Trends in Adults

According to American Academy of Audiology (AAA), www.HowsYourHearing.org

- 36 million Americans have hearing loss
- 1 in 3 developed hearing loss from noise exposure
- 1 in 3 people over age 60 have hearing loss
- 1 in 2 people over age 85 have hearing loss

By percentage:

- 30-35% of adults between ages 65 and 75 years suffer from hearing loss
- 40-50% of adults age 75 and older suffer from hearing loss
Tinnitus Trends in Adults

According to the American Tinnitus Association (ATA), www.ata.org/understanding-facts

- 50 million Americans experience a form of tinnitus
- 15% of general US population
  - 20 million will have bothersome chronic tinnitus
  - 2 million will have severe psychological/emotional difficulties with their tinnitus

Comorbidities

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Healthy People 2020 goals for Hearing Health (HH)

- Healthy People 2020 goals/data found at:
  https://www.healthypeople.gov/2020/topics-objectives/topic/Hearing-and-Other-Sensory-or-Communication-Disorders/objectives#4408
- Healthy People provides 10-year national objectives for improving the health of all Americans
- 2020 goals are for a 10% improvement per 1000 population for the following:
  - Hearing
  - Tinnitus
- 2030 goals

Healthy People 2020 HH goals

- Increase the proportion of persons with hearing impairments who have ever used a hearing aid or assistive listening devices or who have cochlear implants
Healthy People 2020 HH goals

- Increase the proportion of persons who have had a hearing examination on schedule
  - Currently only 21.3% of adults age 20-69 years had a hearing exam in the past 5 years
  - Currently 40% of adults age 70 years and older had a hearing exam in the past 5 years

Healthy People 2020 HH goals

- Increase the use of hearing protection devices
  - 45.9 adolescents per 1,000 age 12 to 18 years had elevated hearing thresholds, or audiometric notches, in high frequencies (3, 4, or 6 kHz) in both ears, signifying noise-induced hearing loss
  - 121.4 adults per 1,000 age 20 to 69 years had elevated hearing thresholds, or audiometric notches, in high frequencies (3, 4, or 6 kHz) in both ears, signifying noise-induced hearing loss in 2003–04 (age adjusted to the year 2000 standard population)
## Healthy People 2020 HH goals

- Increase the proportion of adults bothered by tinnitus who have seen a doctor or other health care professionals
  - 44.5% of adults age 18 years and older bothered by tinnitus in the past 12 months had seen a doctor
  - 45.8% of adults age 18 years and older bothered by the onset of tinnitus in the past 5 years for whom they stated it was a moderate, big, or very big problem had seen or been referred to an audiologist or ENT physician
  - 14.7 percent of adults age 18 years and older for whom tinnitus is a moderate to severe problem tried appropriate treatments

## Community Outreach Toolkit Contents

- Information on organizing an event
- Helpful resources/links
- Types of outreach
- Helpful resources/links available for special population outreach
- Information on using social media
Community Outreach Toolkit Goals

- Objective: This toolkit is designed to be a resource for audiologists that want to promote hearing health in their communities through outreach events/activities
  - Important to have fun with your outreach
  - Materials in this toolkit are available and in most cases free to use
- Designing an outreach event/activity phases (based on the World Hearing Day toolkit): Preparation, Planning, Implementation, Evaluation/reporting
  - Preparation: Assembling your team and familiarizing yourself with resources available
  - Planning: Set objectives/themes, id targeted community/audience, brainstorm, prioritize your ideas
  - Implementation: Promote your event
  - Evaluation and reporting
- Link to the toolkit: https://www.who.int/deafness/world-hearing-day/World-Hearing-Day-Toolkit-for-planning-of-events.pdf?ua=1

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Community/Audience Involvement

- Social-ecological model
  - Theory of understanding effects of personal and environmental factors that determine behaviors
  - Best hearing health prevention approach needs to address multiple levels of influence on health behaviors
    - Based on Theory at a Glance: A Guide For Health Promotion and Practice
    - https://www.ruralhealthinfo.org/toolkits/health-promotion/2/theories-and-models/ecological
  - 5 levels: Individual, Interpersonal, Community, Organizational, Policy/Enabling Environment
- Communities are complex social structures where all people live, work, socialize, learn and play (Hearing Health Care for Adults)
  - Types of communities: workplace, military bases, religious, neighborhoods, schools
  - Types of audiences: Military SMs, Veterans, patients, workers, professionals, students, senior citizens, young children

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Material researched

- 40+ sources evaluated
- Ease of use, pediatric focused, consumer materials, free/available for public use, reliable sources, website/materials currently updated
- Focused on organizations versus commercial product sites such as hearing aid manufacturers, cochlear implant devices, etc.

Community Outreach Toolkit

References with the most helpful brochures/fact sheets, sample press releases, videos available for free:

- American Academy of Audiology (AAA)
- American Speech-Language-Hearing Association (ASHA)
- DoD Hearing Center of Excellence (HCE)
- National Institute on Deafness and Other Communication Disorders (NIDCD)
American Academy of Audiology (AAA)

https://www.audiology.org/publications-resources/consumer-information/fact-sheets

Hearing Health Quick Test

Fact Sheets about Hearing Loss

Customizable Press Releases on Hearing Loss

American Speech-Language-Hearing Association (ASHA)

https://www.asha.org/public/
https://www.asha.org/aud/pei/

Patient Information Handouts
Available in English and Spanish

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DoD Hearing Center of Excellence (HCE)


- CHPP brochures
- DOD HCE Public Service Announcements
- DVD Video
- HCE Posters

National Institute on Deafness and Other Communication Disorders (NIDCD)

https://www.nidcd.nih.gov/health

- Interactive Hearing Test Shareable Link
- Fact Sheets in English and Spanish
- Journey of Sound to the Brain Video Link: https://www.nidcd.nih.gov/health/journey-of-sound-video

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Most Helpful by Topic

Hearing Loss:

• American Academy of Audiology (AAA)
• American Speech-Language-Hearing Association
• DoD Hearing Center of Excellence (HCE)
• Hearing Health Foundation, www.hearinghealthfoundation.org
• Hearing Loss Association of America (HLAA), www.hearingloss.org
• National Institute on Deafness and Other Communication Disorders (NIDCD)

Most Helpful by Topic

Noise-Induced Hearing Loss/Hearing Conservation Program Education:

• Council for Accreditation Occupational Hearing Conservationist (CAOHC), www.caohc.org
• DoD Hearing Center of Excellence (HCE)
• Hearing Education Awareness for Rockers (HEAR), www.hearnet.com
• National Institute of Occupational Safety and Health (NIOSH), www.cdc.gov/niosh/index
• Occupational Safety and Health Administration (OSHA), www.osha.gov

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Tinnitus:

- American Academy of Audiology (AAA)
- American Speech-Language-Hearing Association (ASHA)
- American Tinnitus Association (ATA), www.ata.org
- DoD Hearing Center of Excellence (HCE)
- Ida Institute (must sign up for a free account), https://idainstitute.com/tools/tinnitus/

Demographic information to consider for outreach
- National Health and Nutrition Examination Survey 2011-2012 Data Documentation, Codebook, and Frequencies
- Shargorodsky, Curhan, and Farwell's 2010 analysis, Characteristics of Tinnitus among U.S. Adults, originally published in the American Journal of Medicine
  - High Risk Groups:
    - Senior Citizens
    - Active Duty military and veterans
    - People employed in loud workplace environments
    - Musicians and music lovers
    - Motorsports and hunters
    - People with a prior behavioral health issues
Consumer Apps Available

Hearing Screening apps
- Easy Hearing Test (displays hearing test on audiogram)
- Mimi Hearing Test (displays hearing in categories/percentage and on audiogram)
- Audicus (displays at percentage for high, mid and low frequencies)
- MFA Hearing Test (relates hearing to a person's age)
- Hear WHO (uses detection to numbers under noise, if you score below 50 then hearing loss is present, score of 50-75 check hearing regularly, score above 75 hearing is good)

Noise Measurements
- Decibel X
- NIOSH SLM

Consumer Apps Available

Tinnitus
- Tinnitus Relief (sound therapy only)
- Widex Zen Tinnitus (relaxation strategies along with sound therapy)
- Resound Relief (added charge for personalized plan)
- Oticon Tinnitus Sound (relaxation strategies along with sound therapy)

Hearing Conservation/CAPD
- WHHIP
- HEAR (Android only)
- Hear Coach
Types of Community Outreach—Information Booth

- Information Booth
  - Brochures/materials/sample news releases available
  - Demos: hearing aids, assistive listening devices like amplified telephones, pocket talkers
  - Promotional materials/freebies
    - Posters/banners, models and keychains
      - Oaktree Products [https://www.oaktreeproducts.com/educational-materials](https://www.oaktreeproducts.com/educational-materials)
    - Variety of earplugs
    - Business cards
    - Other freebies like pens, keychains, phone holder

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Types of Community Outreach—Fun 5K

- Find a course, information about organizing a 5K
  - 5Kevents.org, does require a membership to register your event and marketing tips
  - Raceentry.com, free to create a race map and event, tips for marketing/sponsoring your race
  - Runningintheusa.com, advertise races for free
  - Eventbrite to post an event, provide tickets, advertisement

- Considerations
  - Incorporate fun facts/scavenger hunt for walkers
  - First aid stations/hydration stations/portable restrooms/security
  - Special considerations: Handicaps/disabilities
  - Sell tickets, [www.eventbrite.com](http://www.eventbrite.com), helps set up an event
  - Location of run
  - Race timing/Race permits
  - Raffles/contests to incorporate, Tshirts, finisher medals/awards, food/drinks after
  - Types: Glow in the Park, color runs, costumes, different themes

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Fun 5K

- Causes
  - Hearing loss awareness
  - Tinnitus awareness
  - Hearing Loss Association of America Walk4Hearing
    http://hlaa.convio.net/site/PageServer?pagename=walk_home_page.
  - World Hearing Day 3 March
  - May is Better Speech and Hearing Month
  - October is National Audiology Awareness Month/National Protect your Hearing Month

Types of Community Outreach-Self-Help Groups

- Patients with hearing loss/tinnitus, parents of children with hearing loss
- Traditionally held by HLAA volunteers or universities with speech and hearing centers
- Topics to cover: icebreakers, stress reduction, self-advocacy, communication strategies, information on assistive listening devices
- Websites/apps to help organize:
  - Meetup Website/App https://www.meetup.com
  - Website/app that organizes online groups that host in-person events for people with similar interests
  - Idainstitute https://idainstitute.com/tools/group/get_started/
  - Group Rehabilitation Online Utility Pack (GROUP), 2 or 8 session program
  - Provides information of planning and facilitating Self-Help/Group AR sessions
    - Lists location and date/time of support group meetings
Special Population outreach

- Pediatric
  - Infants
  - School-age
  - Teens

- Other Specialized Resources
  - Blogs/webinars/webcasts for professionals
  - Special ENT concerns

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Pediatric Stats/Trends

According to AAA
- Approximately 6 out of 1000 babies are born with significant hearing problems at birth
- More than 4000 babies are born with hearing loss every year
- Approximately 12% of children ages 6-19 years have noise-induced hearing loss

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Hearing Loss Comorbidities

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Most Helpful by Topic

- AAA Turn it to the Left
- Dangerous Decibels
- NIDCD Noisy Planet
- Ida Institute
- Boys Town National Research Hospital

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Pediatric Resources

AAA Turn it to the left http://www.turnittotheleft.org/
- Coloring pages/ear diagrams
- Fun facts

Dangerous Decibels http://dangerousdecibels.org/
- Curriculum/Modules: workshops give you the curriculum, classroom materials and script to follow, designed for 4th graders
- Activities: Hearing loss simulator game
- Research on changing knowledge, attitudes and behaviors of school-age children
- Resources:

Pediatric Resources

NIDCD Noisy Planet https://www.noisyplanet.nidcd.nih.gov/
- National Institutes of Health
- Increase awareness among parents of children ages 8 to 12 about the causes and prevention of noise-induced hearing loss
- Shareable images and downloads including seasonal themes
- Demonstration videos
- Fact Sheets and posters
- Games: All About Noise crossword puzzle, Test Your Noise Knowledge quizzes
- Teacher Toolkit with powerpoint and script
Pediatric Resources

Boys Town National Research Hospital:
https://www.boystownhospital.org/hearingservices/Pages/default.aspx

- Newborn Hearing Screening information: https://www.babyhearing.org/ or https://www.audiciondelbebe.org/ (Spanish site)
- Resources geared toward infant hearing loss
- Parenting and support section
- Information of counseling families with children with hearing loss
- Fact Sheets on Newborn Hearing Screening developed in conjunction with the American Academy of Pediatrics
  - Information on Universal Newborn Hearing Screening tests
  - Genetics of childhood hearing loss
  - Hearing aid and cochlear implant information

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Pediatric Resources

- Bose activities/apps https://build.bose.com/
  - Bose Build speaker cube, $69.00
  - Bose Build headphones, $99.00
  - Bose Build apps free with activities that teach children about sound and science

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Jolene

- Jolene Cookbook
  - [http://dangerousdecibels.org/jolene/cookbook/](http://dangerousdecibels.org/jolene/cookbook/)
  - Facebook page: [https://www.facebook.com/jolene.ohsu](https://www.facebook.com/jolene.ohsu)

- Uses: Awareness of noise induced hearing loss in schools, universities, health fairs

Other Specialized Resources

- Blogs/webinars/webcasts
  - Hearing Review
  - Hearing Health Foundation

- Ida Institute My World, pediatric counseling tools available to help children talk about their hearing loss
  - Toolkit available through Ida Institute
  - [https://idainstitute.com/tools/my_world/](https://idainstitute.com/tools/my_world/)

- Supporting Success for Children with Hearing Loss
  - Link: [https://successforkidswithhearingloss.com/](https://successforkidswithhearingloss.com/)
  - Resources for Parents and Teachers

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## Other Specialized Resources

### Ear Community
- Nonprofit organization that helps children and adults born with microtia and atresia
- Brochure link: [https://earcommunity.org/about/ear-community-brochure/](https://earcommunity.org/about/ear-community-brochure/)
- Summer Family Picnics
  - Hosts picnics each year around the world to bring together Microtia and Atresia families
- Useful information on emotional support, hearing loss information, treatment options, technology available

### American Cochlear Implant Alliance
- Advocate for the cochlear implant community and sponsors research
- All ages, specifically for patients in the US
- Fact sheets on cochlear implants
- Awareness movie: The Listening Project Film
- Available for purchase [https://www.collectiveeye.org/products/the-listening-project-home-use?variant=6445273350171](https://www.collectiveeye.org/products/the-listening-project-home-use?variant=6445273350171)
  - 20 minute version for schools
  - Full-length version is 38 minutes long
- ASHA Information Series [https://www.asha.org/uploadedFiles/AIS-Cochlear-Implants.pdf](https://www.asha.org/uploadedFiles/AIS-Cochlear-Implants.pdf)
Use of Social Media

- Posts should be clear of misconceptions
  - Hearing loss has been depicted using images such as an older person cupping his or her hand around an ear or using an ear trumpet
  - A person who completely misunderstands a conversation and responds inappropriately
  - A person shouting at someone with some degree of hearing loss (Hearing Health Care for Adults)
- Good examples of public education and advocacy
  - Most effective: large scale and multifaceted, have a specific goal, involve a range of outreach activities, stakeholders and sponsors, educational materials, use of social media messaging, lobbying efforts to change laws or policies (Hearing Health Care in Adults)
  - Example of Public Awareness Campaigns: Don’t Mess with Texas
- Types of social media platforms: Facebook, YouTube, SnapChat, Instagram, Twitter, Pinterest, LinkedIn
  - DoD providers contact Public Affairs office prior to posting for review of content
- Consider adding 1-2 hashtags to your post
- Actively engage with your audience—never ignore any comments

Ways to provide the kit

- Toolkit includes PowerPoint, word document with links to most helpful resources named during the presentation according to topic

- Where it is located
  - DoD Hearing Center of Excellence
  - Link: [https://hearing.health.mil/Resources](https://hearing.health.mil/Resources)
  - Providers tab
  - Email request to malisha.l.martukovich.mil@mail.mil
References/Links

Hearing health trends/stats:

American Tinnitus Association (ATA): https://www.ata.org/
Cochlear Center for Hearing and Public Health: https://jhucochlearcenter.org/hearing-loss.html
Hearing Health Foundation: www.hearinghealthfoundation.org
Hearing Health and Technology Matters: https://hearinghealthmatters.org/
Hearing Industries Association: https://www.hearing.org/
Hear-it: https://www.hear-it.org/
Hearing Loss Association of America (HLAA): www.hearingloss.org
National Institute for Occupational Safety and Health (NIOSH): www.cdc.gov/niosh/index
United States Preventative Services Task Force (USPSTF): www.uspreventativeservicestaskforce.org
World Health Organization (WHO): www.who.int
Healthy People 2020 goals: https://www.healthypeople.gov/2020/topics-objectives/topic/Hearing-and-Other-Sensory-or-Communication-Disorders/objectives#4408

Organizing an event:


Toolkit for World Hearing Day, link: https://www.who.int/deafness/world-hearing-day(World-Hearing-Day- Toolkit-for-planning-of-events.pdf?ua=1

References/Links

References with the most helpful brochures/fact sheets, sample press releases, videos available for free:


References/Links

By topic:

Hearing loss
American Academy of Audiology (AAA):  http://www.audiology.org
DOD Hearing Center of Excellence:  https://hearing.health.mil/
Hearing Health Foundation:  www.hearinghealthfoundation.org
Hearing Loss Association of America (HLAA):  www.hearingloss.org
References/Links

By topic:

**Noise-induced hearing loss/hearing conservation program education**

Council for Accreditation for Occupational Hearing Conservation (CAOHC):  
www.caohc.org

DOD Hearing Center of Excellence (HCE):  https://hearing.health.mil

Hearing Education and Awareness for Rockers (HEAR):  www.hearnet.com

National Institute for Occupational Safety and Health (NIOSH):  
www.cdc.gov/niosh/index

Occupational Safety and Health Administration (OSHA):  www.osha.gov

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**Tinnitus**

National Health and Nutrition Examination Survey-2011-2012 Data Documentation, 


American Academy of Audiology (AAA):  http://www.audiology.org

American Tinnitus Association (ATA):  https://www.ata.org/

DOD Hearing Center of Excellence:  https://hearing.health.mil/

Ida Institute:  https://idainstitute.com/tools/tinnitus/
### References/Links

**Types of Community Outreach:**

**Information booth**
- Oaktree Products: [https://www.oaktreeproducts.com/educational-materials](https://www.oaktreeproducts.com/educational-materials)

**Fun 5K**
- 5K events: [http://5kevents.org/](http://5kevents.org/)
- Race Entry: [https://www.raceentry.com/](https://www.raceentry.com/)
- Running In The USA: [https://www.runningintheusa.com/](https://www.runningintheusa.com/)
- Eventbrite: [www.eventbrite.com](http://www.eventbrite.com)

**Self-help groups**
- Ida Institute: [https://idainstitute.com/tools/group/get_started/](https://idainstitute.com/tools/group/get_started/)
- Meetup: [https://www.meetup.com](https://www.meetup.com)

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**Special population outreach:**

- Alexander Graham Bell Association for the Deaf and Hard of Hearing: [https://www.agbell.org/](https://www.agbell.org/)
- American Cochlear Implant (ACI) Alliance: [www.acialliance.org](http://www.acialliance.org)
- Boystown Hospital: [https://www.boystownhospital.org/hearingservices/Pages/default.aspx](https://www.boystownhospital.org/hearingservices/Pages/default.aspx), [https://www.babyhearing.org/](https://www.babyhearing.org/)
- Dangerous Decibels: [www.dangerousdecibels.org](http://www.dangerousdecibels.org)
- Ear Community: [www.earcommunity.org](http://www.earcommunity.org)
- Educational Audiology Association (EAA): [https://edaud.org/](https://edaud.org/)
- Ida Institute: [www.idainstitute.com](http://www.idainstitute.com)
- Supporting Success for Children with Hearing Loss: [www.successforkidswithhearingloss.com](http://www.successforkidswithhearingloss.com)
References/Links

Use of social media:

American Academy of Audiology (AAA):


Ways to provide the kit:

DoD Hearing Center of Excellence: https://hearing.health.mil/Resources

Questions

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