

May is Better Hearing and Speech Month

For over 75 years May has been designated as Better Hearing and Speech Month -- a time to raise public awareness, knowledge, and understanding of the various forms of communication impairments to include those of hearing, speech, language, and voice. Communication impairments affect the most vulnerable in our society -- the young, the aged, the disabled, and the poor.

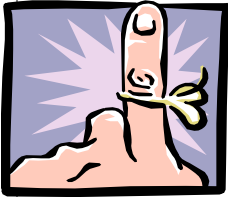
Helen Keller once noted that of all her impairments, she was perhaps troubled most by her lack of speech and hearing. She elaborated, that while blindness separated her from things, her lack of speech and hearing separated her from people -- the human connection of communication.

Speech-Language Pathology (Speech-Language Pathologists) and Audiology (Audiologists) are the professions concerned with the prevention, identification, and treatment of communication impairments. After earning a master's degree (consisting of required coursework and practicum experiences), passing a national examination, and serving a yearlong clinical internship, these professionals are eligible for certification, in the form of the Certificate of Clinical Competence (CCC), from the American Speech-Language-Hearing Association. (Both of these professions were rated among the top 50 for job satisfaction in recent Jobs Rated Almanac.)

The National Institute on Deafness and Other Communication Disorders reports that approximately 43,000,000 people in the United States suffer from a speech, voice, language, or hearing impairment. Almost 28,000,000 suffer from a hearing loss. Approximately 10 percent of children have moderate to severe communication impairments, including speech production/articulation, stuttering, and language-learning difficulties. Children with speech and language impairments are 4 to 5 times more likely than their peers to experience other language-learning disabilities to include significant reading problems. Approximately 1,000,000 people in the United States have aphasia -- a language disorder resulting from brain damage caused by a stroke.

An estimated 28 million Americans have a hearing loss that can be treated; yet fewer than 7,000,000 use a hearing aid. You could be one of them. Now is a good time to take stock of your own hearing and seek help if you think you may have a problem.

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Dates to Remember

05-10-10 Night group Meeting
05-10-10 Monthly Board Meeting
05-20-10 Day Group Meeting
05-09-10 Mother's Day
05-31-10 Memorial Day

Captioned Movies: <http://www.moviewatcher.com/jsp/amg.jsp>
At AMC Quail Springs Cinema 24 Theater in Quail Springs Mall

The Hearing Loss Association of Oklahoma City newsletter is published monthly by the Hearing Loss Association of Oklahoma City. The views and ideas expressed herein are those of the editor and staff of the Hearing Loss Association of Oklahoma City and may not always reflect those of Hearing Loss Association of America.

For further information, please contact one of the persons listed below, or write to our newsletter address. E-mail the editor — vmead1@cox.net.

Articles due by the 3rd Thursday of the month

Ron Hendricks	Night Group Pres. Board President	721-0757
Larry Slaughter	Day Group Pres	577-2746
Larry Slaughter	Treasurer	577-2746
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The Evening Group meets at 7:00 P.M. on the second Monday of each month in the first floor conference room at INTEGRIS Third Age Life Center, 5100 N. Brookline Ste. 100. Social period is from 6:30 until 7:00 P.M. and following the meeting.

The Day Group meets at 1:30 P.M. on the third Thursday of each month in the first floor conference room at INTEGRIS Third Age Life Center, 5100 N. Brookline Ste. 100. There is a social period preceding the meeting at 1:00 p.m.

Come to either or both groups! Bring your spouse, significant other, and friends. Meetings are free. Everyone is very welcome.

We look forward to meeting you!

A sign was placed in an office window that read: "HELP WANTED - Must be a speed typist and have computer skills. Successful applicant must be bilingual. We are an Equal Opportunity Employer."

A short time later a German Shorthaired Retriever dog trotted up to the window, saw the sign and went inside. He looked at the receptionist, wagged his tail, then walked over to the sign, looked at it, whined and pawed the air.

The receptionist called the office manager. He was surprised to see a canine applicant but as the dog looked determined he was shown into the manager's office. Inside, the dog jumped up on a chair and stared at the manager expectantly. The manager said, "I can't hire you. The sign says you must be able to type."

The dog went to the typewriter and proceeded to quickly type a perfect business letter. He took out the page and trotted over to the manager, gave it to him, then jumped back up on the chair. The manager was stunned, but told the dog, "That was fantastic, but I'm sorry. The sign clearly says that whoever I hire has to be good with a computer." The dog proceeded to demonstrate his expertise with various programs, produced a sample spreadsheet and database, and then presented them to the manager.

The manager was dumbfounded! He said to the dog, "Look, I realize that you are a very intelligent applicant and have fantastic talent, but you're a dog. No way could I hire you."

The dog jumped down and went to the sign in the window and pointed his paw at the words, "Equal Opportunity Employer."

The exasperated manager said, "Yes, I know what the darn sign says. But the sign also says you have to be bilingual." The dog looked him straight in the eye and said, "Meow."

You have a hearing loss if you:

- frequently ask people to repeat themselves
- Often turn your ear toward a sound to hear it better
- Understand people better when you wear your glasses or look directly at their faces
- Lose your place in group conversations
- Keep the volume on your radio or TV at a level that others say is too loud
- Have pain or ringing in your ears

"People who see themselves in these statements should see an audiologist for a hearing test," said Dr. Jerry Punch of the Department of Communicative Sciences and Disorders, and the Oyer Speech-Language-Hearing Clinic at Michigan State University. "Even a very slight hearing loss can have an impact on your daily life," said Dr. Punch. "Hearing loss is treatable, and there is no reason for anyone to miss all the important sounds of life."

Audiologists test hearing, prescribe hearing aids and assistive listening devices, and they can teach people with hearing loss how to make the most of the sounds they hear. Audiologists must possess a graduate degree and are certified by the American Speech-Language-Hearing Association. They work in schools, private practice, hospitals, clinics, and other health and educational settings.

Speech and language disorders take many forms such as speech, articulation, voice, stuttering, aphasia, and oral language problems. They may be learning based, acquired, or the result of accidental injury or illness at any age. Speech and language disorders can limit academic achievement, social adjustment, and career advancement.

"Fortunately, most people with speech and language problems can be helped," said Dr. Michael W. Casby, of the Department of Communicative Sciences & Disorders, and Oyer Speech-Language-Hearing Clinic at Michigan State University. "Even if the problem cannot be eliminated, we can teach people with speech and language problems strategies to help them cope. People may not fully develop or regain their capacity to speak and understand, but a speech-language pathologist can help them achieve an improved quality of life."

Speech-language pathologists are the professionals who treat various aspects of all types of speech, language, voice, stuttering, hearing, and related disorders. They hold at least a master's degree and are certified by the American Speech-Language-Hearing Association. Speech-language pathologists work in schools, private practice, hospitals, clinics, and other health and education settings.

Source: <https://msu.edu>—Michigan State University Department of Communicative and Science Disorders

It's Time to Get in the Hearing Loop

** by Brenda Battat and Patricia Kricos

For 36 million Americans with hearing loss, communicating in public spaces can be hard. While hearing aids and cochlear implants help, there are still problems, for example, in understanding public address systems in terminals, when acoustics reverberate sound in houses of worship, and when the speaker is a long way off in auditoriums.

There is, however, an easy, cost-effective solution. A simple wire loop around an enclosed area, such as a theater or auditorium, enables people within the loop to hear clearly what is being delivered through the sound system as long as they have the necessary connector in their hearing aids—a telecoil. The telecoil is a way to seamlessly connect to sound through the hearing loop without having to contend with annoying background noise and without the need to check out headsets or receivers.

The hearing loop system doubles the function of hearing aids and cochlear implants with the flip of a switch. A hearing loop transfers microphone or TV sound signals to hearing aids and cochlear implants with a built-in tiny telecoil receiver through magnetic energy from the wire loop around the area in which the listener is situated.

Relatively few Americans with hearing loss, however, have experienced the truly startling benefits of this technology. That's because few buildings and public spaces are looped in this nation. In England and much of Scandinavia, by contrast, hearing loop systems are common.

We urge city planners, builders, and architects to plan for and install hearing loops in buildings and homes to assist the growing population of those living with hearing loss.

In the state of New Mexico, there are over 75 known venues including churches, theatres, senior centers, hearing care offices, public meeting rooms and court rooms (and a plethora of TV rooms in private homes) using some form of induction loop technology. Most of these places have installed loop systems thanks to a statewide effort over the last several years to educate the population by the Loop New Mexico committee of the Hearing Loss Association of Albuquerque in partnership with ATS Resources, an Albuquerque based nonprofit assistive devices retailer.

It's not expensive. You can put one in your TV room for \$100 to \$300 if you do the work yourself. You can also loop your car inexpensively. Professional installation in an average-sized auditorium or worship space costs much more but most churches can install a hearing loop for the cost of one set of high-end hearing aids. At the same time, hearing professionals must educate patients about telecoils so they can connect with available hearing loops. Three states, Arizona, Florida and New York, require them to do this. But most hard-of-hearing Americans know little or nothing about it. That's why the Hearing Loss Association of America (HLAA) and the American Academy of Audiology have launched a collaborative educational effort called Get in the Hearing Loop. □

There are grassroots initiatives too. The Hearing Charities of America through its parent organization, Sertoma, which has more than 500 chapters around the nation, is dedicating 2010 to helping local communities promote and assist in installing looping technology in public buildings and facilities. HLAA has a nationwide network of chapters too, and many of them loop their monthly meetings.

People who have experienced looped sound give it glowing recommendations. One California audiologist, after looping the home TV rooms of 1,500 patients, documented a huge increase in patient satisfaction not only with TV listening but also with their hearing aids.

In the past, one barrier to hearing loops was that not all hearing aids had the telecoil setting required to use them. Today, however, telecoils are included in 62 percent of hearing aids fittings. We surveyed members of the Hearing Loss Association of America and found the number to be 85 percent. So the issue is not hearing aids. The real concern is creating looped spaces in America.

If you are hard of hearing, ask the houses of worship and civic organizations to which you belong about installing hearing loop technology. Learn more from your local audiologist. Speak to your city council. Link up with a chapter of HLAA. Better hearing is within reach of nearly every hard-of-hearing American. Most just don't know it yet.

This survey is in response to a declining participation at our group meetings. We are hoping that by posting this survey, we can educate ourselves about the needs of our membership. Please take the time to fill out this survey and return it to us. Thanks!

HLA-OKC SURVEY

What do you expect to learn (or receive) from Hearing Loss Association, Oklahoma City Chapter (HLA -OKC)? (Circle all that apply.)

- a. Greater understanding about my hearing loss
- b. Help with coping skills
- c. Information about new technology
- d. Association with other hearing impaired individuals
- e. Hear about other people's experiences with hearing loss/coping
- f. Other _____

Would you be interested in presentations by professionals on the following topics? (Circle all that apply.)

- a. Causes of hearing loss
- b. Tinnitus
- c. Types of hearing aids
- d. Implants (both cochlear and BAHA)
- e. Assistive devices
- f. Research in hearing loss
- g. Other _____

Do you have communication problems in any of the following areas? (Circle all that apply.)

- a. On the phone
- b. With family members
- c. Within the workplace
- d. Difficulty making new friends
- e. Other _____

Would you come to monthly meetings to learn how to help yourself manage your hearing loss?

Yes _____ No _____ If yes, what time of day?
Afternoon _____ Evening _____ Doesn't matter _____

Survey - continued from page 5

Would you like to attend social events with other hearing impaired people?
Yes _____ No _____ If yes, how often? What day and time?

What type of social event would you be interested in? (Circle all that apply.)

1. Picnic
2. Potluck dinners
3. Games (Bingo, dominoes, cards, box games, etc.)
4. Open-captioned movies
5. Other _____

Would you be interested in serving as an officer and/or committee member?
Yes _____ No _____

Please return this form to:

Hearing Loss Association, OKC Chapter
5100 N. Brookline, Ste. 100
Oklahoma City, OK 73112

Contact information (optional):

Name _____

Address _____

Phone _____ Cell _____

E-mail _____

By **STUART ELLIOTT**

Published: January 28, 2010

A NATIONAL effort to encourage businesses to employ workers with disabilities is not your father's hire the handicapped campaign.

A print ad from a new campaign is using comical labels, intended to encourage employers to ignore labels when hiring people with disabilities.

One difference is that the new ads are paid for rather than pro bono, with an estimated budget of \$4 million for the first two quarters of 2010. The ads will appear on television, in print, online and outdoors; there is also a sponsorship deal with NPR. The ads are being financed largely by agencies in 30 states that provide employment services as well as health and human services to their citizens who are disabled. The agencies have set a goal of raising \$10 million for the campaign's budget for the full year.

Typically, ads that seek to make a case for employing people with disabilities run as public service announcements. That makes them dependent on the kindness of media outlets to place them prominently on television, in print or online.

"We'll never have enough money to oversaturate the media," said Barbara Otto, executive director at Health and Disability Advocates in Chicago, which is overseeing the campaign, "but we wanted to do something different, something that didn't look like a P.S.A."

To that end, the campaign takes a light-hearted tack rather than a sober or earnest tone. The ads try to challenge conventional wisdom about workers with disabilities by offering humorous examples of people with "**differences**" already employed.

For instance, in a television commercial, a worker in a wheelchair points out her colleagues who "you could label as 'different.'" Among them are a woman dressed in a nightmare wardrobe of clashing patterns, who is "**fashion deficient**"; a klutzy young man at the copier, who is "**copy incapable**"; and a shouting man who suffers from "**volume control syndrome**."

The punch line of the commercial is that the worker in the wheelchair is different, too: Her skills at a basic office function are so bad that she is labeled "**coffee-making impaired**." Print ads introduce employers to a man in a suit whose awkward dance moves make him "**rhythm impaired**" and an awkward man who is hard to understand because he is "**jargon prone**." The text of the ads elaborates on the point the campaign strives to make. The ad with the worker who is rhythm impaired declares: "Just because someone moves a little differently doesn't mean they can't help move your business forward. The same goes for people with disabilities."

The ad with the jargon-spouting worker reads: "Just because someone talks differently doesn't mean they don't bring something of value to the conversation. The same goes for people with disabilities."

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the tongue-in-cheek differences in each ad appear as Dymo-style labels across the faces of the employees, to set up the theme of the campaign, "Think beyond the label." The theme is repeated in the address of a microsite, or special Web site (thinkbeyondthelabel.com), where additional information is available about, as the home page puts it, "just how silly labels can be."

"We knew it needed to be disruptive," Ms. Otto said, "but we wanted it to be tasteful." In the research, "people said they liked the funny and human tone," she added.

The tenor of the campaign was endorsed by the actor in the wheelchair, Alana Wallace, who is an advocate for people with disabilities as well as a performer.

"I knew I needed to be a part of this campaign," Ms. Wallace said, because "there were enough of the pity-party approaches" to the subject.

The commercial "speaks to our similarities in that we all have a label someone could put on us," she added. "We never use the word 'disability' throughout the entire ad." Among those collaborating on the campaign are Wirestone; Kelly, Scott & Madison; and Fuor Digital, a unit of Kelly, Scott & Madison, all based in Chicago.

"People go through life labeling other people: 'the funny guy,' 'the bald guy,' 'the girl with the glasses,'" said Brian Addison, director for brand strategy at Wirestone. "The labels can go from harmless to hurtful."

"We're saying, before you label someone, think twice whether it correlates to productivity in the workplace," he added.

In developing the creative approach, "we wanted it to be on that fine line of provocative but not polarizing," Mr. Addison said, adding that he believed the campaign accomplished being "human instead of being overly serious."

The ads are being concentrated in media outlets preferred by the intended audience of people who ought to, as the campaign suggests, "evolve your work force," those who influence hiring decisions at small, midsize or large companies. They include senior managers, executives and staff members of human resources departments and hiring managers.

The commercial is to run during Sunday morning news programs on ABC, CBS and NBC and on cable channels like BBC America, CNN, ESPN and HLN. The print ads are to appear in publications like Fast Company, HR Magazine, Inc., Time, The Wall Street Journal and The Week.

Among the Web sites scheduled to run the digital ads are CNN.com, ESPN.com and WSJ.com. There will also be search-engine marketing tied to keywords on Web sites like Google.



Heard it through the Grapevine

Tony and Sharon Howard recently walked in the Red Bud Classic in Oklahoma City. They brought along their dog Coach and pushed him in his doggie stroller. (Yes, they actually paid money for a doggie stroller). People would jog by them and think they were pushing a baby. What a surprise! A few people said, "What a cute baby!" Sharon replied, "He looks like is dad, Tony." Perhaps "Coach" will stroll through a marathon sometime in the future. Let us know and we will come out to cheer for you.

Barbara Crooks is happy to announce she will have a new grandbaby in June. This will be number 5 and it will be a boy. This makes 5 grandsons for her! His name will be Chase Crooks. Barbara expects he will be teased a lot about his name. She thinks with a name like that he should go into law enforcement when he grows up. (That way the Crooks can make fun of him too) Sorry for the pun.

Mary and Jerry Eskridge will be going to Lansing, Michigan the last week of May. Their granddaughter, Cassadie Ray, will be competing at World Level in Odyssey of the Mind. Cassadie and her team took 1st place at state level. Sounds like we have some proud grandparents!

Sylvia Frank is expecting her older brother from El Paso, Texas to arrive in Oklahoma City for a 3 day visit on April 28th. He will be doing the tourist thing and visiting sites around OKC and then hopefully having a long conversation with Sylvia and teaching her about the computer. Good Luck, Sylvia!

Summer meeting schedule: June 14th, 6:30pm - 8:30pm, BINGO. Pizza and prizes will be furnished. July 15th, 6:30 pm - 8:30 pm. DOMINOS! With Eats and prizes furnished. Both of these events will be at 5100 N Brookline Ste. 100 in the conference room. Let's come and bring a friend and have Some FUN!!! The August Ice Cream Social has not been scheduled as of yet pending scheduling with the church. We will send out reminders before so that no one misses it. Please come! We hope to see you there.

Presidential Palaver from Ron Hendricks

The night group meeting was very interesting and educational. We heard from Dr. Sandy Over who is with the Integris Cochlear Implant Clinic. She talked about a breakthrough treatment for Tinnitus. She said that something like 80% of the people who received treatment reported improvement in their Tinnitus!

We had good snacks and fellowship, as usual.

Be sure to bring a friend next month. You won't want to miss it!

Larry Slaughter, Day Group President

It was a beautiful day to get out! We had a good crowd and 4 visitors. Everyone came to hear Audiologist David Hough speak on tinnitus. It was a very informative presentation with lots of questions from the floor.

Dr. Hough made some suggestions for those you suffer from tinnitus. Some of those suggestions were: Line up Support—locate people who understand your struggles, find a support group, educate your family, continue seeking reliable information for your tinnitus. Be proactive about your hearing health!

While there is no cure for tinnitus, there are many treatments: acoustic therapy; noise makers, masking the tinnitus and tinnitus retraining therapy which is focusing your mind over the sound. He also suggested exercise, counseling and educating yourself about tinnitus.

Neuromonics: This treatment is new in the US and studies being conducted. Australia has been using Neuromonics for 7-8 years. Dr. Hough thinks that it maybe a viable treatment for tinnitus suffers of the future. Let's all keep track of this option. David spent the last few minutes talking about Communication Diet Theory, Graham Weir wrote the article. You should be able to find this article on the internet. This strategy uses a noisemaker to divert the auditory noises. It is a means of retraining your listening skills using verbal and expression strategy. This was another great meeting! Our speaker next month will be Kris Watson. Come and join us!

This year we have decided to do something different for the summer activities. We will be playing Bingo in June and Dominos in July. The Ice Cream Social will be in August. We hope that by changing things up, more will make the effort to come. We expect to have lots of tables for games and fun. Look for your postcard in the mail announcing the Ice Cream Social! We hope to see you at all of these social events and bring a friend or family member to share in the fun.

THANKS TO OUR SPONSORS!!

Our thanks to the following sponsors who are supporting the Hearing Loss Association of Oklahoma City this year. Your support of our organization and programs is greatly appreciated.

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INTEGRIS Third Age Life Center

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We invite you to be one of our sponsors. Platinum Sponsors support our chapter with \$500 or more per year, Gold Sponsors with \$250 to \$449 per year, Silver Sponsors with \$100 to \$249 per year, and Bronze Sponsors with \$50 to \$99 per year. Sponsorships run for a calendar year, January through December. Anyone wishing to be a sponsor should send their contribution to Hearing Loss Association of Oklahoma City Chapter Treasurer, P.O. Box 42801, Oklahoma City, OK 73123. All Donations are tax deductible.

■ The Faye Donalson Hearing Helper Demonstration Room, located at 5100 N. Brookline, Suite 100, ■
■ is open each weekday from 10:00 a.m. to 3:00 p.m. ■

Just A Reminder—————

Forms for paying chapter dues are located on the back page of each newsletter. HLA encourages each member to contribute to the effectiveness of our Chapter by paying dues each year and supporting your local Chapter. The dues are \$10.00 per individual and \$15 per family each year. They are due on a calendar year basis and will help to offset the budget making it easier for us to serve you. These dues are tax deductible. National membership also provides many benefits, one of



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New to Hearing Loss Association of Oklahoma City

Suggested annual chapter dues: \$10.00 per individual/ \$15 per family.
Contributions are tax-deductible.

Visit our Website at: www.okc-hearingloss.org