

# Addressing Hearing Loss Equality and Inclusion in Communities by Creating Hearing Friendly Spaces

TERESA BARNES, RN  
HEARCOMMUNICATIONS, INC  
*INCLUSION AND EQUALITY FOR HEARING IMPAIRMENTS*

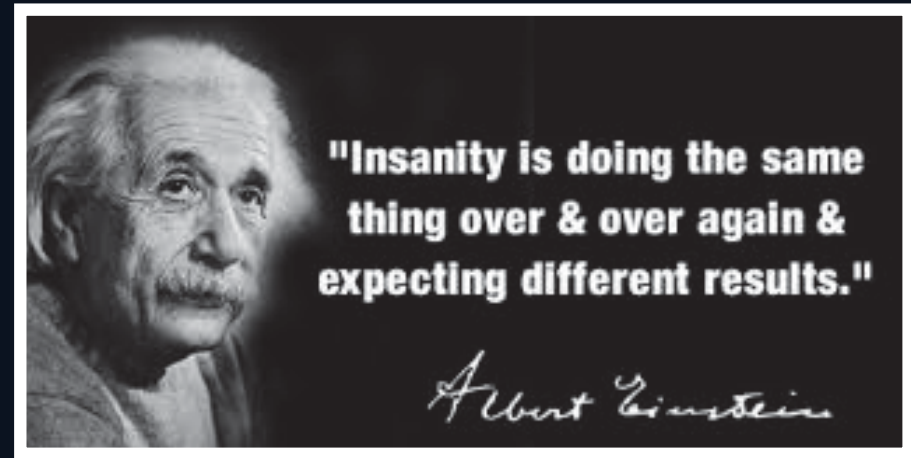


# Hearing Loss Affects All

- 65 Million in USA
- 7,800,000 in CA
- 660,000 in SD County
- 240,000 in North County San Diego
- 22,949 in Carlsbad
- 60% of Iraqi and Afghan American Veterans came back with hearing loss.



# My Why & Story





Hearing loss is both a social and health disease!





**HEARING  
FRIENDLY  
SPACES**







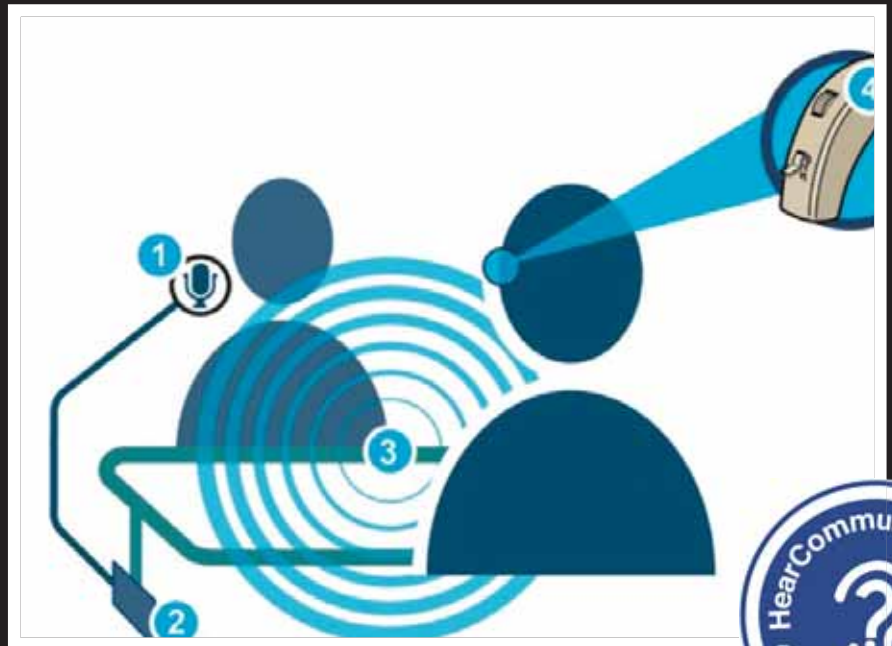
### Hearing Loop System

#### for Computer Audio

"This compact, seamless hearing loop system works from a computer, including "video chat" sessions, to comprehension. The personal-sized solution delivers brands of hearing aids, cochlear implants and telecc options include the looped seat cushion, floor mat or audio field will accommodate people of any height w



Looped Seat Cushion





ASL is the third most used language. Join a conversation!



### Live Transcribe 4+

Speech/Voice to Text for Deaf  
Mighty Fine Apps LLC

★★★★★ 4.6 • 2.4K Ratings

Free · Offers In-App Purchases



### Decibel X: dB Sound Level Meter

Frequency Spectrum Analyzer  
SkyPaw Co. Ltd

Designed for iPad

#140 in Utilities

★★★★★ 4.6 • 92.9K Ratings

Free · Offers In-App Purchases

[View in Mac App Store ↗](#)



### Lux Light Meter Pro

Measure Luminosity in Lux & FC

Designed for iPad. Not verified for macOS.



# Key Identification Traits of us with Hearing Loss...

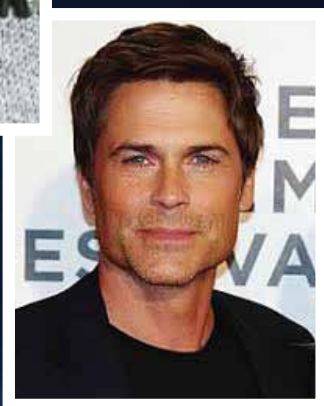


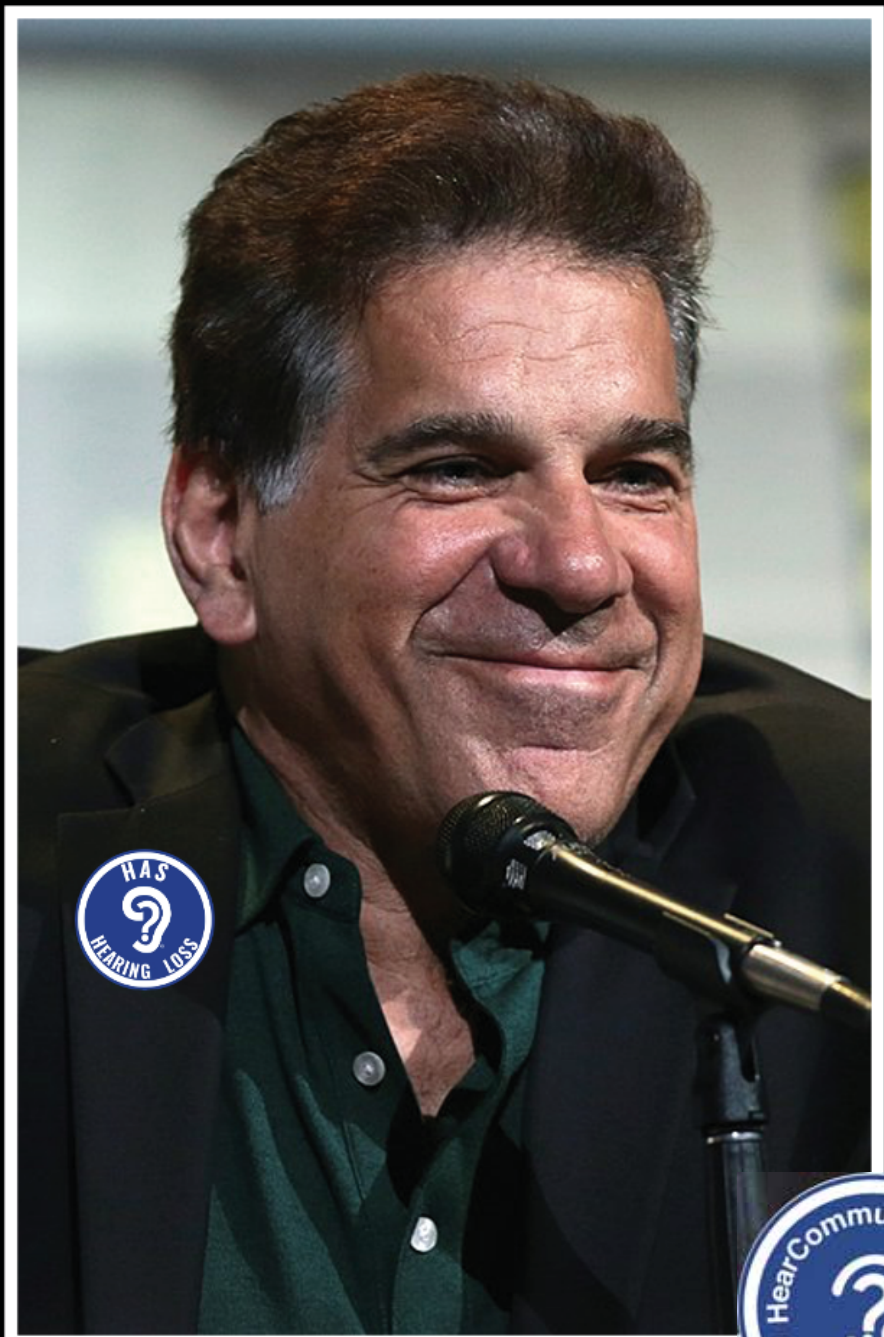
- Looks intently at your face to better lip read
- Leans forward with better ear
- Has slight or major speech impediment
- Often answers incorrectly to open-ended questions
- Get easily frustrated
- Stops attending team meetings or socializing. Isolates and usually gets depressed, when new to hearing loss.

# More Identifying Traits...



- Uses hand to indicate poor hearing
- Talker rather than a Listener - Concentrated Listening is exhausting. Ask is now good time to listen.
- We say who, huh, or what did you say to often
- Might be considered rude, bored, or arrogant as we did not hear to respond. Be patient.
- Often do not quickly answer as we are processing
- Answer back totally off topic







JOURNAL

STARTING ON PAGE 8

AN AWARD-WINNING, MONTHLY PUBLICATION OF THE CARLSBAD CHAMBER OF COMMERCE

MARCH 2018

# Loud & Clear

## An often overlooked disability is hard to identify but easy to help

BY CAROLINA ALBAN-STOUGHTON

On March 3, every year, the World Health Organization (WHO) celebrates World Hearing Day. This global initiative raises awareness on how to prevent deafness and hearing loss and promotes ear and hearing care across the world. The World Health Organization's definition for hearing loss is not being able to hear sounds of 25 decibels or less in the speech frequencies. According to a study released by John Hopkins, in America 20% of hotels, theaters, restaurants, doctors' and lawyers' offices, optometrists, dentists, banks, insurance agencies, museums, parks, libraries, day care centers, recreational programs, social service agencies and private schools. While most businesses try their best to comply, oftentimes the implementation of regulations, such as the need to provide auxiliary aids for the hearing impaired, falls through the cracks.

The Carlsbad Chamber of Commerce President and CEO, Ted Owen, is part



# Hearing Friendly Communication Skills and Spaces



- Greet the customer, colleague, co-worker or community member with a smile. Make their day.
- Be patient, calm, and attentive
- Speak clearly, directly, and at a four count
- Face to face with lighting on the speakers face.
- Provide and ask for a Hearing Friendly Space
- Have a designate Hearing Friendly Space in break rooms or dining areas. We cannot hear with noise discrimination and need a space without lombard speaking. Noise sensitive.

# More Hearing Friendly Skills and Spaces

- Use visual, text, written, transparent mask, and implement the ASL App when needed.
- Clarify what was said
- Phonetically spell out misunderstood words, repeat twice then try another word the means the same
- Share a personal story for connection relationships
- Let others know you need help . ASK !
- Request a Hearing Friendly Notetaker
- Ask for special seating at team meeting, events, in restaurants, and when traveling on planes, trains or buses.







# Market Power of the Hearing Loss Communities



Teenager Hearing Loss  
Community Spending Power  
**\$18.2 Billion**



Millennials Hearing Loss Community  
Spending Power  
**\$40 Billion**



Boomers & Beyond Hearing Loss Community  
Spending Power  
**\$1.7 Trillion**





## **\$105 Billion Lost by Not Addressing Hearing Loss Issues**

Increase productivity, retention, new hires, wellness, customer service, communication, and collaboration.





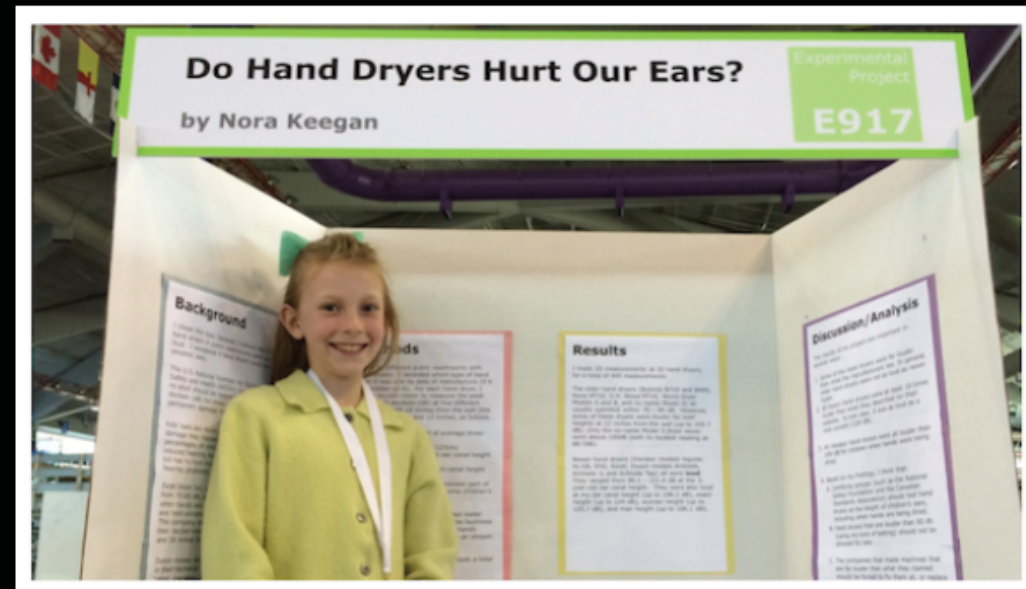
**EARGASM™  
EARPLUGS**

High Fidelity  
Earplugs

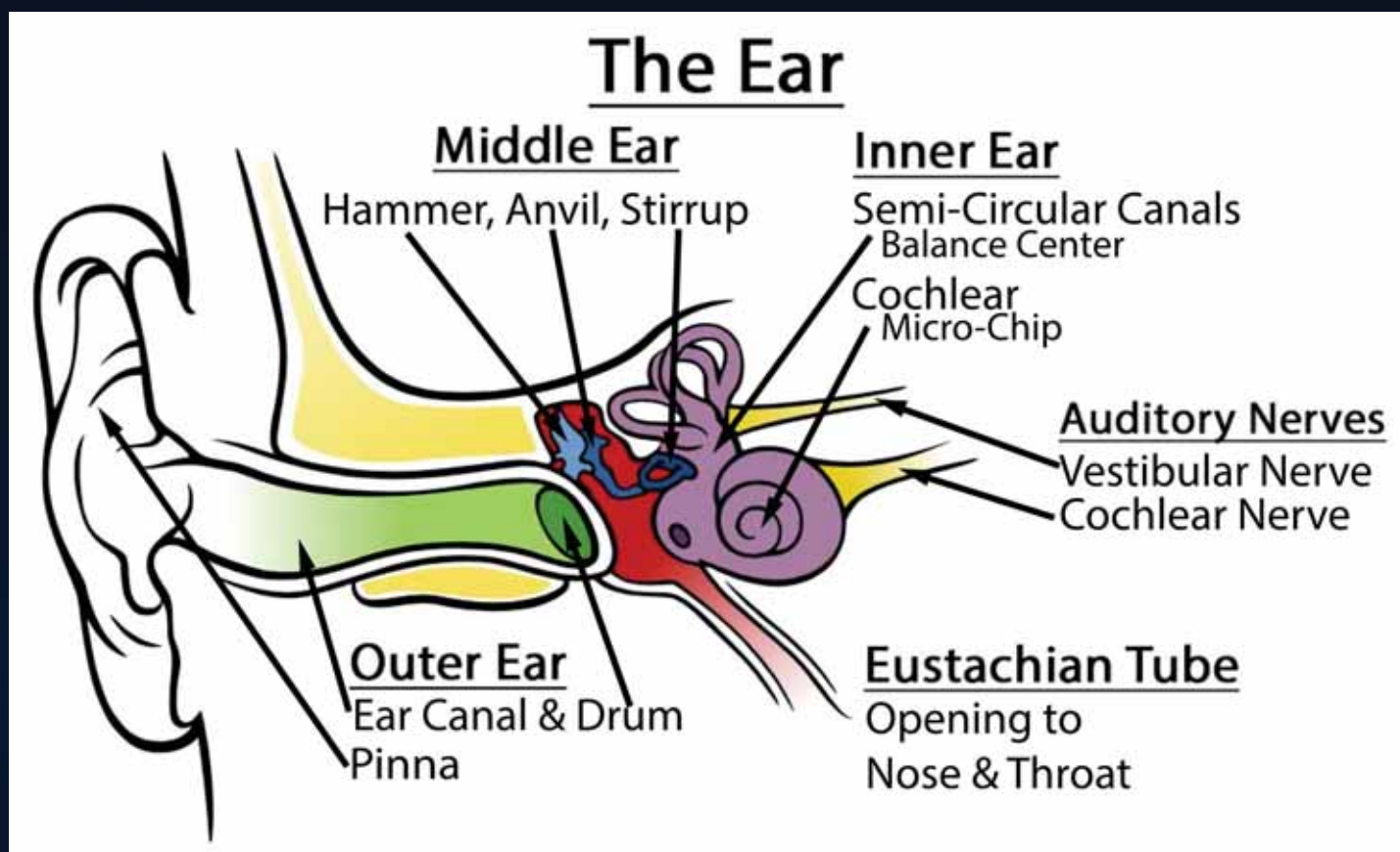


# Loud Noise #1 Cause

- 90% of Deaf babies have hearing parents. —WHO
- Babies and kids are at hand dryer levels
- Hand dryers test out at 110 dB
- Nora got tinnitus at 8 years old. And noticed other kids trying to avoid hand dryers or crying. Thus her research and even a Today Show appearance.
- Parents and Potential Need to Hear About This



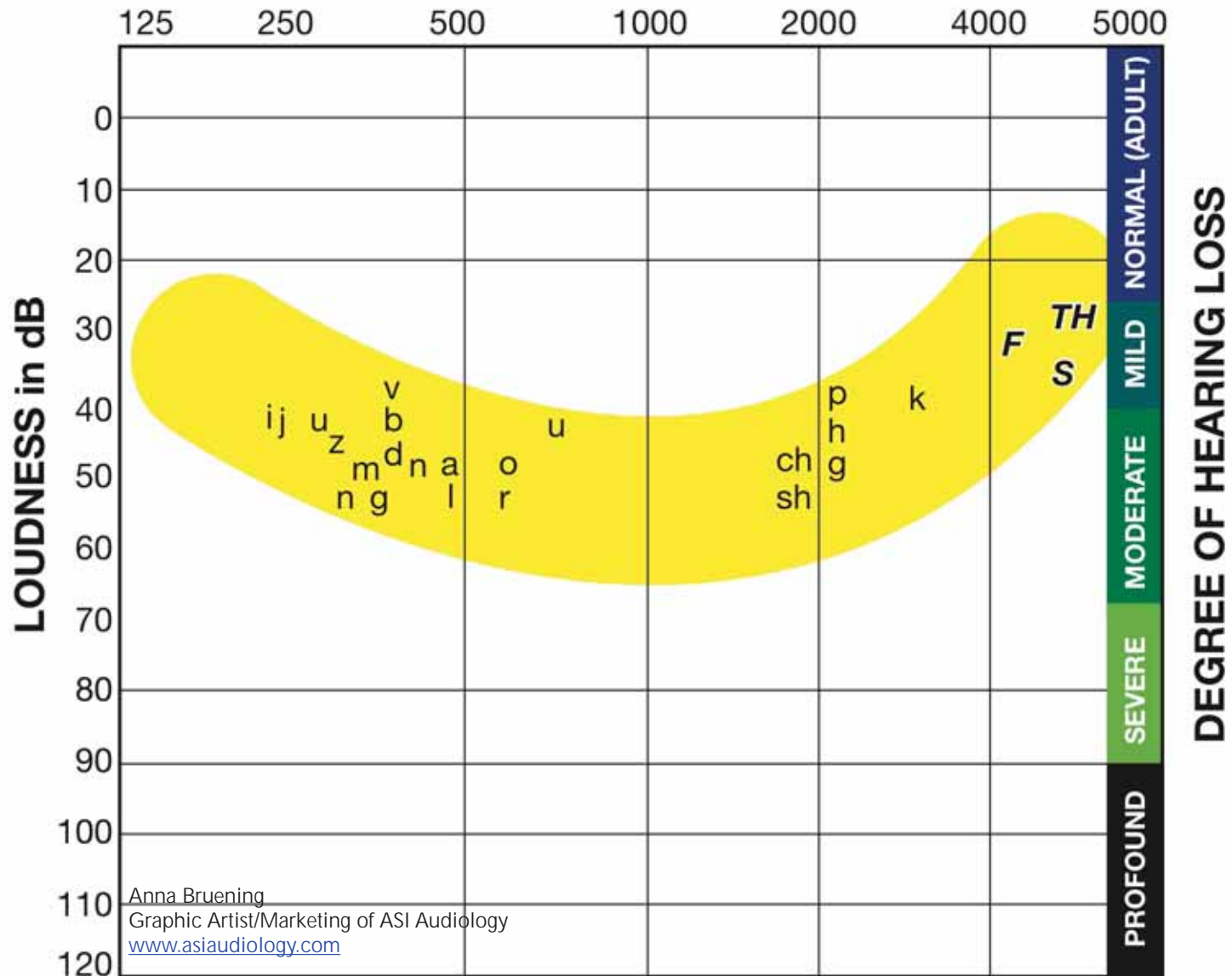
# The Amazing Auditory Wonder



# "THE SPEECH BANANA"

RANGE OF AVERAGE HUMAN SPEECH

FREQUENCY in Hz



Anna Bruening  
Graphic Artist/Marketing of ASI Audiology  
[www.asiaudiology.com](http://www.asiaudiology.com)



**I SAID, DID U LOSE**

**UR**

**HEARING AID AGAIN?**

ICANHASCHEEZBURGER.COM 🍪 🍪

# Make Ears Stronger to Work Longer - Exercise

## Eat Ear Healthy Foods

- Bananas
- Avocados
- Tomatoes
- Beans & Seeds
- Green Leafy Veggies
- Olive Oil
- Dark Chocolate & Red Wine

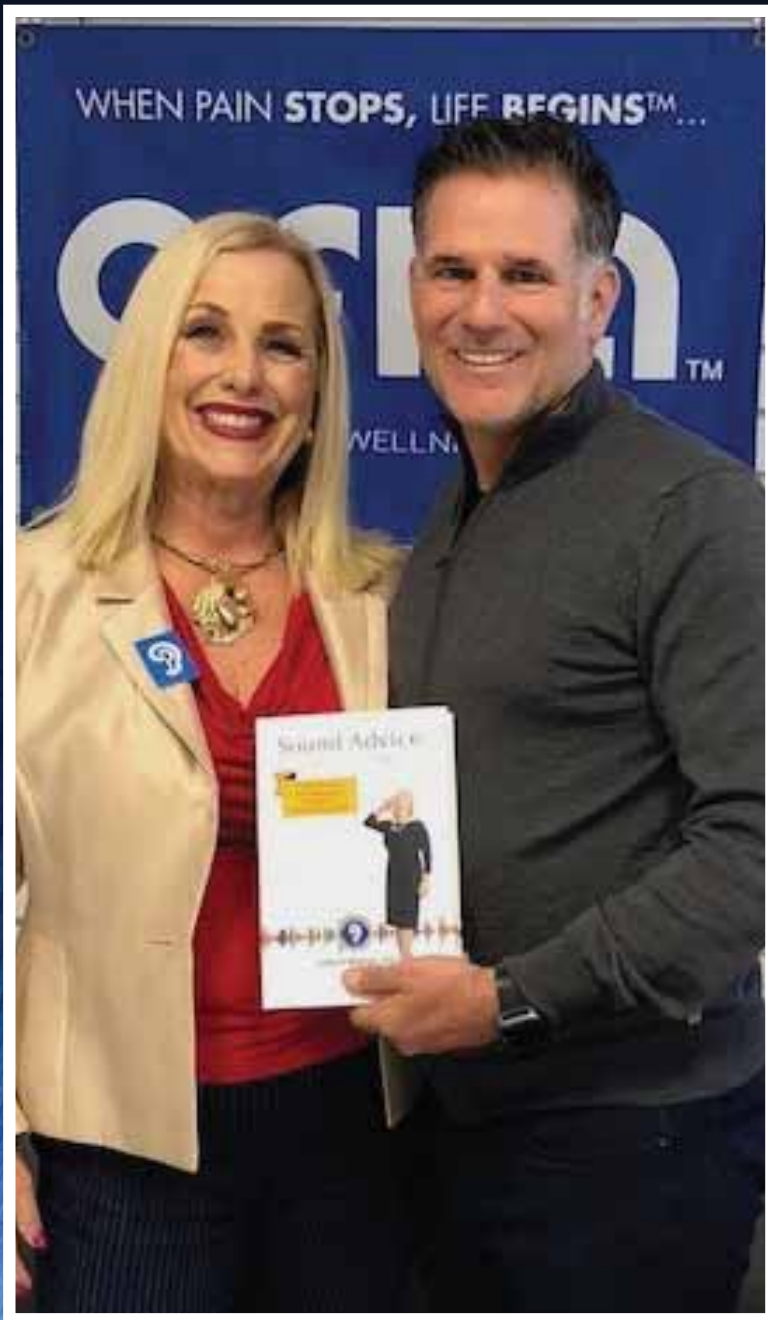
## The Four Basic Ear Minerals

- Zinc, Folate, Magnesium & Potassium

## Avoid Sodium Lauryl Products and Ototoxic Medications







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