News from the National Headquarters

IOM CONFERENCE:

HLAA is sponsoring and participating in an Institute of Medicine (IOM) forum on healthy aging and hearing loss on January 13-14, 201

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The purpose of the conference is to describe and characterize the public health significance of hearing loss and the relationship between hearing loss and healthy aging. HLAA has forwarded the name of HLAA Board member. Margaret Wallhagen, Ph.D., an HLAA Board member, to IOM for consideration as a speaker. For more information go to [www.iom.edu/hearingloss-aging](http://www.iom.edu/hearingloss-aging)

MEDIA AND OUTREACH:

1.   October is National Protect Your Hearing Month and HLAA is being featured in two Public Service Announcements (PSAs) that aired in more than 1,100 radio stations across the country. The PSAs run for 30 and 60 seconds; the text appears below. Interviews also took place with chapter leaders and members with local stations, who indicated an interest in having an on-air interview for HLAA.

o   Hearing loss is a growing health issue among young adults and older Americans, with the condition today affecting 48 million people nationwide.  October is National Protect Your Hearing Month, an important reminder to take steps to preserve your hearing health.  That means limiting exposure to loud noises, as well as using ear protection when attending sports events or music concerts. Follow the “60/60” rule, which means limiting the use of ear bud headphones to 60 minutes at a time and at 60 percent of the device’s maximum volume. Talk to your hearing health care provider, or your physician, and schedule a hearing test. For more information about hearing loss and other ways to improve your health as you age, please go to [www.hearingloss.org](http://www.hearingloss.org/).  The PSA’s are a cooperative effort among the Hearing Loss Association of America, hi HealthInnovations, and radio stations across the country.

 2.      TV and radio publicity:

o   NYC Walk4Hearing: Suzanne D’Amico, HLAA Northeast Region Walk4Hearing Coordinator, was interviewed on:

§  ESPN Radio with Bill Daughtry. To listen to the interview click here:

<http://espn.go.com/espnradio/newyork/play?id=9681345>

§  NBC/News 4 New York (TV)

§  New York 1 News as their “Staten Islander of the Week” along with her daughter Anna Bella who has a hearing loss

§  Radio station Lite FM by Nina Del Rio

§  WOR Radio on Bill Bertenshaw’s “Community Concerns” program

o   New England Walk4Hearing

§  Suzanne D’Amico was interviewed for the Jordan Rich Show on WBZ-AM Radio 1030

§  Walk Chair Kim LaBrecque was interviewed on WBZ-FM Radio 98.5

o   Washington, D.C. Walk4Hearing

§  HLAA Executive Director Anna Gilmore Hall and HLAA Walk4Hearing Program Assistant Julie Fisher were interviewed for WMAL and MIX 107.3 radio stations. The interviews will air in October.

 3.      HLAA reached our goal of 5,000 “Likes” on Facebook (FB). Why is that important? The first 5,000 Likes are the most difficult to attain and so it is viewed as the “tipping point” in the social media world. After 5,000 the number of Likes grows more quickly, meaning the page is showing up in the news feed of more and more people! Chapters who have their own Facebook pages can do this, too. Be sure to add a link to the HLAA National FB page. We are all working toward the same goal of visibility.

VISIBILITY AND MEMBERSHIP:

HLAA participated in the Housing and Urban Development ( HUD) Health Fair in Washington, D.C., to increase awareness and solicit new members.

 HLAA was pleased to be part of the 2013 ExxonMobil Employees’ Favorite Charities Campaign fair at their Fairfax headquarters. In the company of more than 100 local nonprofits, we had the opportunity to share information about HLAA and our mission with more than a thousand employees. This successful annual giving campaign is developed and managed exclusively by ExxonMobil employees. You can only be invited based on what charities the employees vote for to attend.  The tag line for the event is “Your Giving Makes a Difference”.  Since 2008 when ExxonMobil began managing its own campaign, employees have pledged more than two million dollars each year for area nonprofits. ExxonMobil also matches employee gifts with a corporate donation, adding to the company’s philanthropic impact. This was HLAA's first time attending this event and we are confident that we made a great impression and look forward to the generosity of ExxonMobil employees.

TRAINING:

HLAA provided another successful Hearing Assistive Technology (HAT) Training September 6-8, 2013, in Sarasota, Florida. Eighteen trainees learned about assistive listening systems and devices, alerting and warning systems, and telephones from experts in the field. These trainees are now set to go out into the field and spread the word about HAT.

EDUCATION AND SERVICES TO CHAPTERS AND MEMBERS:

1.      HLAA hosted a leadership training conference with workshops designed for the 20 attendees who are chapter leaders involved in successful Walk4Hearing, to help them gain knowledge and confidence.

2.      Monthly webinars will start again in October with Anna Gilmore Hall. Our goal is to have a minimum of one webinar a month for members (on the third Wednesday of each month), as well as sessions for state and chapter leaders, state chapter coordinators and Walk4Hearing administrators. A Call for Papers for the webinars is posted on the HLAA website: <http://hearingloss.org/content/webinars>. The webinars will focus on best practices and helping people be better informed about what is happening around the country. We will also be launching a series of educational webinars that will help to increase our visibility and provide a tangible benefit for our members. Please see the schedule of upcoming webinars at <http://www.hearingloss.org/content/webinar-schedule>. There also are opportunities for companies to sponsor webinars, so if you have any suggestions for sponsors, please contact Joy Braun at jbraun@ [hearingloss.org](http://hearingloss.org/).

3.      Nancy Macklin visited Austin to do some onsite planning for the HLAA Convention 2014 and spoke at the Austin Chapter meeting. They are excited to work together to make this a great Convention.

4.      Anna Gilmore Hall was the guest speaker at the Day and Night meetings of the Rochester NY Chapter as well as met with their Board. While in Rochester, HLAA Board member Dr. James (Jim) DeCaro arranged for her to tour NTID and meet with NTID President Dr. Gerard Buckley.

5.    Elizabeth LeBarron , HLAA National State and Chapter Coordinator, was the keynote speaker at the monthly meeting of the Morris County Chapter in New Jersey.

CHAPTERS AND STATE OFFICES UNDER THE HLAA GROUP EXEMPTION:

HLAA has begun collecting update forms and proposed 2013 - 2014 or 2014 budgets from chapters and state organizations under the HLAA group exemption. Chapters not included in the group exemption and state associations need to fill out the update form. The forms are posted on our website and are due November 15., 2013 (next month). (For chapters that received the update form from the state chapter coordinator, the update form is due to them by October 24.)

A DVOCACY:

1.      HLAA participated in a panel discussion regarding barriers to and the potential for greater telecommunications access for people with hearing loss. The panel was part of Gallaudet University’s RERC-TA (Rehabilitation and Engineering Research Center – Telecommunication Access) State of the Science Conference on September 9.  The panel also included representatives from Telecommunications for the Deaf and Hard of Hearing (TDI), National Association of the Deaf (NAD), American Association of Deaf-Blind (AADB), Cerebral Palsy and Deaf Organization (CPDO) and the Federal Communications Commission (FCC).

 2.      HLAA attended the Transportation Security Administration’s (TSA) 11th Annual Disability and Multicultural Coalition Conference. They discussed:

a.       TSA CARES, which provides disability access information for air flights (click here for more information)

b.      The training of “Passenger Support Specialists” – TSA officers who have taken specific training regarding disability needs in the screening area, and are on site to help ease the passengers’ way through the screening process

c.       TSA Pre✓™ allows select frequent flyers of participating airlines and members of U.S. Customs and Border Protection (CBP) Trusted Traveler programs who are flying on participating airlines, to receive expedited screening benefits

d.      Language Access binder for TSA officers, which will help them communicate with passengers who do not have a firm grasp of spoken English. It will also be available for people who cannot hear the instructions.

3 . On August 30, the Federal Communication Commission (FCC) Report and Order and Further Notice of Proposed Rulemaking (FNPRM) was published in the Federal Register. The Order includes the following provisions.

·        Captions will not appear on the phone until the consumer turns the captions on, with exceptions made for people with documented physical or cognitive disabilities

·        Consumers are required to pay $75 or more for a captioned phone, unless the consumer receives the phone from a state equipment distribution program

·        Apps (software applications) for mobile phones will cost $75 or more, unless the consumer already has a IP CTS phone

·        Consumers must register with the provider of the phone

·        Consumers must certify under penalty of perjury that they have a hearing loss that requires the use of a captioned phone

 The FCC asks in the FNPRM, in part:

·        Should the FCC turn over all Captioned Telephone Services (CTS) to the states?

·        Should the FCC establish mandatory minimum requirements?

·        Should there be any other exemptions to the default off rule?

·        What are the most effective ways to educate consumers about IP CTS?

 Participate in HLAA’s survey asking for feedback on the Order and the FNRPM on our website. We are preparing a response.

 WALK4HEARING:

The Fall Walks are in high gear. The Washington, D.C. Walk4Hearing takes place on November 3 immediately following the HLAA Board of Trustees Fall meeting November 1 - 2, 2013, at the HLAA National office in Bethesda, MD. Pat Kricos, Ph.D., Board member, is leading the Board team.

 DEVELOPMENT:

We Need Your Help to Win the Badge! Write a review on GreatNonProfits (it is connected to GuideStar reviews) and HLAA will receive a Top-Rated NonProfit Badge! We need 10 or more positive reviews (4 or 5 star) by October 31, 2013 to qualify. There is no cost, just click here - we are at top (Bethesda) and write your review. Please pass this along to HLAA supporters and friends! All 2013 Top-Rated nonprofits will get a Top-Rated badge on their GreatNonprofits profile. This badge can also be used on [www.hearingloss.org](http://www.hearingloss.org/) and marketing materials and will show in search results on GreatNonprofits.org.

JACOB’S RIDE:

Special thanks to members of the HLAA Miami and Broward County Chapters in Florida who attended the last stop on Jacob Landis’s ride across the U.S. to all 30 major league baseball stadiums. As many of you know, Jacob Landis he was hit by a truck in Florida on his way to Miami. He has cycled more than 10,000 miles and raised more than $150,000.

HLAA’s Anna Gilmore Hall and Barbara Kelley attended the welcome home party in Annapolis, Maryland for Jacob Landis. Anna spoke at the event thanking Jacob for bringing awareness about hearing loss to people across the country. HLAA was a sponsor of Jacob’s ride. He raised more than $150,000. See the article about the celebration on the HLAA website.