

Hearing Health Community Outreach Toolkit

DoD Hearing Center of Excellence

Malisha Martukovich, Major, USAF

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This toolkit was designed for audiologists as an aid in planning and implementing a community hearing health outreach activity/event in their communities.

According to the American Academy of Audiology (AAA), 36 million Americans have hearing loss. Some other hearing loss stats include:

- 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
- 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

Additionally, 50 million Americans experience some form of tinnitus, according to the American Tinnitus Association. Approximately 20 million will have bothersome chronic tinnitus of which 2 million will have severe psychological/emotional difficulties as a result of their tinnitus.

Improving access to hearing health services has been a national goal identified by Healthy People and in The National Academies of Sciences, Engineering, and Medicine 2016 *Hearing Health Care for Adults: Priorities for Improving Access and Affordability* report. Audiologists are the perfect profession to address hearing health outreach in their communities but often struggle with finding time due to patient care and other professional trainings.

The resources/links listed are well researched and the materials are free for public use. It is designed so that if you want to target a particular community/audience or activity, you can find materials in that section. There is a list of all websites researched in the first section. Then broken down by topic after.

Resources evaluated:

Alexander Graham Bell Association for the Deaf and Hard of Hearing:

<https://www.agbell.org/>

American Academy of Audiology (AAA): <http://www.audiology.org> ,
<http://www.howsyourhearing.org/> , <http://www.turnittotheleft.org/>

American Academy of Otolaryngology-Head and Neck Surgery (AAO-HNS):
<https://www.enthealth.org/>

American Association of Retired Persons (AARP): www.aarp.org

American Cochlear Implant (ACI) Alliance: www.acialliance.org

American Public Health Association (APHA): www.apha.org

American Speech-Language-Hearing Association (ASHA):
<https://www.asha.org/public/>

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

Audiology Online: www.audiologyonline.com

Boys Town Research Hospital:

<https://www.boystownhospital.org/hearingservices/Pages/default.aspx>,
<https://www.babyhearing.org/>

Blue Tree Publishing: <http://www.bluetreepublishing.com/>

Coalition of Global Hearing Health: <http://coalitionforglobalhearinghealth.org/>

Cochlear Center for Hearing and Public Health:

<https://jhucochlearcenter.org/hearing-loss.html>

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

Dangerous Decibels: www.dangerousdecibels.org

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

Ear Community: www.earcommunity.org

Educational Audiology Association (EAA): <https://edaud.org/>

Eventbrite: www.eventbrite.com

5K events: <http://5kevents.org/>

Healthy People 2020: www.healthypeople.gov

Hearing Journal: <https://journals.lww.com/thehearingjournal/pages/default.aspx>

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

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

Hearing Review: www.hearingreview.com

House Ear Institute: <https://hei.org/>

Ida Institute: www.idainstitute.com

Institute for Healthcare Improvement (IHI)/Institute of Medicine (IOM): www.ihl.org

Mayo Clinic Group Hearing Discussions:
<https://connect.mayoclinic.org/group/hearing-loss/#>

Military Audiology Association (MAA): www.militaryaudiology.org

National Association of the Deaf (NAD): <https://www.nad.org/>

National Hearing Conservation Association (NHCA): www.hearingconservation.org

National Institute of Health/National Institute on Deafness and Other Communication Disorders (NIDCD): www.nidcd.nih.gov

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

Oaktree Products: <https://www.oaktreeproducts.com/educational-materials>

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

Race Entry: <https://www.raceentry.com//>

Rural Health Information Hub: <https://www.ruralhealthinfo.org/>

Running In The USA: <https://www.runningintheusa.com/>

Supporting Success for Children with Hearing Loss:
www.successforkidswithhearingloss.com

The Audiology Project: <https://www.theaudiologyproject.com/education-materials>

United States Preventative Services Task Force (USPSTF):
www.uspreventiveservicestaskforce.org

World Health Organization (WHO): www.who.int

By topic:

Hearing health trends/stats:

American Academy of Audiology (AAA): <http://www.audiology.org> ,
<http://www.howsyourhearing.org/> , <http://www.turnittotheleft.org/>

American Speech-Language-Hearing Association (ASHA):
<https://www.asha.org/public/>

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 of Health/National Institute on Deafness and Other Communication Disorders (NIDCD): www.nidcd.nih.gov

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

United States Preventative Services Task Force (USPSTF):
www.uspreventiveservicestaskforce.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:

National Cancer Institute (U.S.). (2005). *Theory at a glance: A guide for health promotion practice*. Bethesda, MD: U.S. Dept. of Health and Human Services, Public Health Service, National Institutes of Health.

Toolkit for World Hearing Day. Available from:
<https://www.who.int/deafness/world-hearing-day/World-Hearing-Day-Toolkit-for-planning-of-events.pdf?ua=1>

The National Academies of Sciences, Engineering, and Medicine. (2016). *Hearing Health Care for Adults: Priorities for Improving Access and Affordability*. Washington, DC: The National Academies Press.

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

American Academy of Audiology (AAA): <https://www.audiology.org/publications-resources/consumer-information/fact-sheets>

American Speech-Language-Hearing Association (ASHA):
<https://www.asha.org/public/> , <https://www.asha.org/aud/pei/>

Department of Defense Hearing Center of Excellence (HCE):
<https://hearing.health.mil/Prevention/Comprehensive-Hearing-Health-Program-Info-and-Materials>

National Institute of Health/National Institute on Deafness and Other Communication Disorders (NIDCD): <https://www.nidcd.nih.gov/health>

Hearing loss

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

American Speech-Language-Hearing Association (ASHA):
<https://www.asha.org/public/>

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

Hearing Health Foundation: www.hearinghealthfoundation.org

Hearing Loss Association of America (HLAA): www.hearingloss.org

National Institute of Health/National Institute on Deafness and Other Communication Disorders (NIDCD): www.nidcd.nih.gov

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

Tinnitus

National Health and Nutrition Examination Survey-2011-2012 Data Documentation, Codebook, and Frequencies Audiometry (AUQ_G) Data File: AUQ_G.xpt. Available from: https://wwwn.cdc.gov/nchs/nhanes/2011-2012/AUQ_G.htm

Shargorodsky, Josef et al. 2010. "Prevalence and Characteristics of Tinnitus among US Adults." The American Journal of Medicine 123 (8): 711-718.

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/>

Information booth

Blue Tree Publishing: <http://www.bluetreepublishing.com/>

Oaktree Products: <https://www.oaktreeproducts.com/educational-materials>

Fun 5K

5K events: <http://5kevents.org/>

Race Entry: <https://www.raceentry.com//>

Running In The USA: <https://www.runningintheusa.com/>

Eventbrite: www.eventbrite.com

Self-help groups

Ida Institute: https://idainstitute.com/tools/group/get_started/

American Tinnitus Association: <https://www.ata.org/news/events>

Meetup: <https://www.meetup.com/>

Special population outreach:

Alexander Graham Bell Association for the Deaf and Hard of Hearing:
<https://www.agbell.org/>

American Academy of Audiology (AAA): <http://www.audiology.org>,
<http://www.howsyourhearing.org/>, <http://www.turnittotheleft.org/>

American Academy of Otolaryngology-Head and Neck Surgery (AAO-HNS):
<https://www.enthealth.org/>

American Cochlear Implant (ACI) Alliance: www.acialliance.org

American Speech-Language-Hearing Association (ASHA):
<https://www.asha.org/public/>

Boys Town Research Hospital:
<https://www.boystownhospital.org/hearingservices/Pages/default.aspx>,
<https://www.babyhearing.org/>

Dangerous Decibels: www.dangerousdecibels.org

Ear Community: www.earcommunity.org

Educational Audiology Association (EAA): <https://edaud.org/>

Ida Institute: www.idainstitute.com

National Institute of Health/National Institute on Deafness and Other Communication Disorders (NIDCD): www.nidcd.nih.gov

Supporting Success for Children with Hearing Loss:
www.successforkidswithhearingloss.com

Use of social media

American Academy of Audiology (AAA):
https://www.audiology.org/practice_management/resources/utilizing-social-media-2018

The National Academies of Sciences, Engineering, and Medicine. (2016). *Hearing Health Care for Adults: Priorities for Improving Access and Affordability*. Washington, DC: The National Academies Press.

Ways to provide the kit

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