

# Hearing Helpers

## NEED

- Socialization and inclusion of hard of hearing seniors
- More informed seniors population concerning hearing loss, hearing aids, communication, ALD's, programs & services, etc..
- More informed family & friends of hard of hearing seniors and health professionals on hearing loss, hearing aids, effective communication, ALD's, programs & services, etc..
- General public awareness of the needs and issues of seniors with hearing loss.

## PROGRAM / ACTIVITY

- Seniors Helping Seniors towards Healthier Hearing and Social Inclusion through trained senior volunteers who provide one-on-one home visits, man displays & provide group presentations.

## AUDIENCE

- Seniors, their family and friends and professionals working with seniors

## AUDIENCE CHARACTERISTICS

- High proportion of seniors and their family and friends have very little knowledge or awareness of hearing loss, hearing aids, ALD's & programs.
- High percentage of hard of hearing seniors deny having hearing loss, do not use hearing assistive technology & programs.
- Withdraw from social activity as their hearing loss increases.
- Few professionals have knowledge about hearing loss, supportive technology and programs and services.

## CONNECTING WITH AUDIENCE

- Connect with other seniors programs & groups
- Advertise in Seniors papers/newsletters/community channels
- Inform CHHA-NL membership

## LOGISTICS OF PROVIDING A SIMILAR PROGRAM

- Requires funding to offer program (funding proposals)
- Requires someone to recruit, process and train senior volunteers; develop program materials, facilitate presentations & home visits
- Need base for program operations
- Funding for assistive devices, training materials and printing of brochures and presentation materials

## CHALLENGES

- Funding for the start up costs for the program
- Recruiting volunteers
- Reaching isolated hard of hearing seniors

## OVERCOMING CHALLENGES

- Funding – wrote funding proposals to support start of program
- Recruiting volunteers – linked with professional associations, retirement associations and seniors groups for assistance
- Reaching isolated hard of hearing seniors – advertised & linked with organizations providing services to seniors

## SUCCESS STORY

- 17 trained Hearing Helper volunteers across the province
- Within a four month period over 800 people in the province of Newfoundland and Labrador were informed through presentations, displays and visits
- Increased referral to professionals & supportive programs

