

# Seniors Program

## NEED

- Socialization
- Information (hearing loss, assistive listening devices (ALD's), hearing aids)
- Awareness

## PROGRAM / ACTIVITY

- Hearing accessible social outings with existing seniors groups & programs with information on hearing loss, ALD's and assistive programs and services.

## AUDIENCE CHARACTERISTICS

- High proportion have hearing loss
- Low recognition of having hearing loss
- Associate hearing loss with stigma
- Low hearing aid usage
- Low ALD's usage

## CONNECTING WITH AUDIENCE

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

## LOGISTICS OF PROVIDING SIMILAR PROGRAM

- Need someone to link with other seniors groups and plan events (volunteer)
- Select suitable activities for older hard of hearing seniors
- Finance activities using budgeted funds, volunteers, user pay transportation and donations
- Book physically accessible locations
- Arrange & organize transportation
- Choose suitable hearing accessibility for activity
- Arrange for ALD's
- Prepare information materials and presentation, if required
- Choose suitable time of day for seniors (afternoon)

## CHALLENGES

- Transportation (accessible and funded)
- Reluctance to admit hearing loss
- Reluctance to try ALD's
- Reaching isolated hard of hearing seniors

## OVERCOMING CHALLENGES

- Transportation – by linking with other seniors groups most costs associated with transportation were already provided. We also sought donations and used budgeted funds
- Reluctance to try assistive devices and admit hearing loss - we asked all seniors to use our devices whether they had hearing loss or not and provide feedback to us. This relieved the stigma and vanity issue as everyone used the devices.
- Reaching isolated seniors – by providing transportation to our events, linking with other seniors groups and advertising extensively (using free sources)

## SUCCESS STORY

- Two years of seniors program activities and growing every year.
- Increased usage of ALD's and identification of hearing loss
- Increased referral to professionals and programs & services
- Increased referral to Provincial Hearing Aid Program

## SOME PAST ACTIVITIES

- Tour of The Rooms (Provincial art gallery and museum)
- Johnson Geo Centre (local geological science centre)
- Movie theatre
- MUN Botanical Gardens
- Tax clinic
- Christmas party

