



Audiologists
How to ADVOCATE for Hearing Loops
by Juliette Sterkens, AuD

1. Install a small loop in the waiting room with a TV for easy demonstrations
2. Support a loop in your own church – especially if you know several hearing aid users
3. Make a list of the different churches in your area and which patients belong to what church. (Obtain permission so share names with other parishioners). Note names of ministers and secretaries and the reported level of difficulty understanding
4. Advocate for hearing loops/T-coils at meetings: Rotary, Kiwanis, Lions, and Church groups, Aging Council, Learning in Retirement, Union groups, and professional meetings.
5. Hand out advocacy cards to your patients. Encourage your clients/patients to speak up if they experience hearing difficulties in particular situations.
6. Inquire for every new building, church, new construction (if it is appropriate) what is being done for those with hearing difficulties? Identify yourself as an advocate for hearing access.
7. Contact the audio installation companies: If they are not yet installing offer them a copy of the Sound & Communication article. Let them know you can help at the loop dedications.
8. Use your connections, friends, and fellow church members when advocating for hearing loops. Sometimes it is not *what* you know; it is *who* you know... One of your patients may be the mother of an architect, a minister or a contractor. Perhaps you know an audio engineer or a journalist who is willing to write an article about the benefits of “Wi-Fi for hearing aids”.
9. Write letters to the newspaper, senior pages, church bulletins, newspaper columnists and remind the readers that all kind of accommodations are made for the blind or those in wheelchairs. You see a need for and are able to offer a solution to those with hearing loss.
10. Once a hearing loop is installed, offer to do a short presentation during the church’ loop inauguration weekend. Be there to help parishioners figure out if they have a t-coil in their instruments. Offer to do a speech for a church group or write an article for the church bulletin.
11. Email me and I will provide you with text, modifiable pamphlets and cartoons that churches have published in their bulletins to inform the congregation of the new hearing loop installation.
12. Send a letter/news-release to the newspaper or seniors page regarding the new “Wi-Fi for hearing aids” technology in such and such church. Organize a community loop meeting.
13. Keep a list of all looped places in your area to share with your patients/clients. I copy this list on the back of the Hearing Loop Handout to inform my patients where they can locate them.
14. Stress the importance of appropriate signage to identify the presence of the Hearing Loops.

Please let me know how you have been successful at bringing hearing loops to your community. Contact me at jsterkens@new.rr.com visit www.loopwisconsin.com or www.hearingloop.org