



BETTER HEARING

HIGHLIGHTS OF CURRENT BETTER HEARING INSTITUTE ACTIVITIES

NEWS

AARP Members Updated on New Hearing Help, Urged to Call HelpLine in MODERN MATURITY

Modern Maturity's July-August issue will nationally promote BHI's toll-free Hearing HelpLine (1-800/EAR WELL) as a source of available hearing help information for members of the American Association of Retired Persons. The Institute's message will be the only PSA used in the issue, reaching 23 million AARP subscribers 50 and older--a top market for hearing help benefits. BHI also exhibited at AARP's annual conference last month in Denver, CO, updat-

ing attendees on available hearing help (see photo). Included was the *Nerve Deafness* booklet, by Gale Gardner, M.D., emphasizing that 95 percent of all hearing aid users have a sensorineural hearing loss. *Modern Maturity* also plans a future health column about advances and benefits of hearing instruments.

The July-August *AARP Pharmacy Service Health Letter* will tell members of *Your Guide to Better Hearing*, available free from BHI's Hearing HelpLine.



Earlier exposure in the *AARP Bulletin* and *Modern Maturity* generated thousands of Hearing HelpLine calls.

Information most requested by previous AARP callers focused on hearing instruments, nerve deafness, and local sources of hearing help.

Patient Help for Sensorineural Loss Highlighted in Physician Awareness Campaign

A multifaceted public awareness effort targeted to family physicians now emphasizes the benefits of hearing instruments for patients with sensorineural hearing loss. Included is a BHI-placed national article reaching 55,000 group practices in the spring issue of *Doctor's Shopper* (call BHI toll-free at 1-888/HEAR HELP for a free copy). ↓

A similarly-themed BHI educational exhibit is planned for the October 3-6 New Orleans meeting of the American Academy of Family Physicians. BHI literature for attendees will include Dr. Gardner's *Nerve Deafness* brochure, emphasizing how hearing instruments can now benefit most patients with sensorineural hearing loss. Another book-

BHI exhibited earlier this year at the Los Angeles meeting of the Triological Society, attended by hundreds of medical specialists in otolaryngology. Leading medical journals donating space to current BHI print messages include the *New England Journal of Medicine*, *Family Physician*, *The Physician and Sports Medicine*, *Canadian Family Physician* and *Canada's Medical Post*. Future BHI national and major market broadcast placements will include television interviews with family physicians emphasizing available hearing help.

Past family physician awareness projects included BHI magazine messages featuring ear physician Gale Gardner and NBC-TV's Dr. Art Ulene, golfer Arnold Palmer and "L.A. Law" star Richard Dysart; a nerve deafness feature issued to more than 10,000 newspapers; and a multi-celebrity TV spot jointly funded by the American Academy of Family Physicians and BHI.

Hearing Instruments Can Now Help Most Sensorineural Hearing Loss Patients

By Joseph J. Rizzo Director, Better Hearing Institute

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advances in hearing instrument technology offer special benefit to patients with sensorineural hearing loss or nerve deafness, the most prevalent form of hearing impairment.

Patients are often told there is no help for people with sensorineural hearing loss. "Actually the vast majority with this type of hearing problem can be helped," writes otolaryngologist Gale Gardner, M.D., author of *Nerve Deafness and You*. Complimentary copies of Dr. Gardner's booklet are available on request from the Better Hearing Institute by calling 1 800 EAR WELL.

Dr. Gardner emphasizes that 95% of all hearing aid users have sensorineural hearing loss. Now, he writes, "most

In the last five years, hearing aids took a quantum leap.

in several independent channels at extremely high sampling rates--millions of times a second. With some programmables, including the new digital hearing aids, there are no adjustment knobs or volume controls, because the instruments automatically adjust sound quality, make speech and noise corrections, and reduce unwanted feedback.

"Use of hearing aids is perhaps the most important factor in rehabilitating people with nerve hearing disorders," writes Dr. Gardner. "Hearing aids don't cure nerve deafness any more than glasses will cure poor eyesight (in both cases, the problem remains when the article is removed). Hearing aids can, however, help most people with sensorineural hearing impairment to hear better--an impor-

let, *Tinnitus*, or *Head Noises* by otologist Norman Lee Barr, Jr., M.D., explains treatment for ringing-in-the-ears. It emphasizes the benefits of a tinnitus masking device and how, for those with hearing loss, a hearing aid may mitigate ringing with other ambient sound.

BHI Adds New Toll-Free Hearing HelpLine Number: 888-Hear Help



Council 'Child of the Year' Receives Presidential Hug

Council for Better Hearing & Speech Month 'Child of the Year' Sarah Churchill met with President Clinton to help raise awareness of hearing and speech resources. "I'm excited about seeing the President and Socks," she said.

Sarah, 6, of Blue Bell, PA, wears hearing aids to overcome a profound bilateral hearing loss.

The Council is a coalition of 25 national non-profit organizations, including BHI, dedicated to increasing public awareness about the resources available to those with hearing and speech problems.

TV Spots Promoting Routine Hearing Tests Score High in Nielsen Satellite-Trackings

Nielsen satellite-tracking reports on broadcasts of new BHI TV spots--with Richard Thomas stressing need for regular hearing checks--outscore all but one earlier television message in the first three weeks of airings. Only spot that did better featured Robin Wright.

The Thomas spots have already earned 1,844 airings in 66 markets, with 42 per-

cent (778) broadcast in daytime viewing hours (5 a.m. to 10 p.m.).

To date, 14 percent have been aired in the top 10 markets, including three percent in the four biggest markets. The 60-second version of the Thomas message accounts for 71 percent of airings, and 29 percent for broadcasts of the Thomas 30-second spot.



Most HelpLine Callers Want Information On Hearing Instruments, Nerve Deafness

People with hearing loss are hungry for information on hearing aids and sensorineural hearing loss, evidenced by 74% of 21,341 Hearing HelpLine requests during the past year. More

than 13,000 callers specifically wanted more information on hearing instruments, and another 2,500-plus asked about help available for sensorineural loss or "nerve deafness." To help meet

this need, the Hearing Industries Association is producing a new booklet highlighting benefits and advances of hearing instruments. BHI also plans to distribute the HIA booklet to HelpLine callers and at presentations by the Better Hearing Speaker's Bureau to senior citizen groups and at other community presentations.

HIA's First 'Hearing on the Hill' Shows Congress Hears Quite Well

More than 175 members of Congress, Congressional staff and media representatives had their hearing checked May 21 during the Hearing Industries Association's (HIA) first "Hearing on the Hill" in Washington. HIA president Carole Rogin said they "passed with flying colors. Congress, it seems, can hear very well!"

Rogin reports that more than 250 people participated in the events also showcasing latest hearing instrument technology, with prominent hearing care professionals conducting hearing screenings in soundproof

booths in the Canon House Office Building Caucus Room. "Hearing on the Hill" was co-sponsored by Congressman Jim Ramstad (R-MN) and Senator Paul Wellstone (D-MN), both addressing attendees and having their own hearing screened.

Most HIA hearing aid manufacturing members attended, meeting with elected officials and displaying a range of hearing aid products and diagnostic equipment. HIA members make over 90% of hearing aids sold in the U.S.



HIA chairman Lane Burger with Congressman Ramstad and Senator Wellstone.

Major Industry Sponsors Review BHI Strategic Plan

New Hearing Awareness Projects Proposed During AAA Conference

A strategic plan of short- and long-term objectives and public awareness projects was proposed for consideration by major BHI sponsors attending the recent Salt Lake City meeting of the American Academy of Audiology. Presenting the plan were BHI president Jerry G. Johnson and executive director Joe Rizzo, who noted that proposed projects reflect useful input from chief executives of hearing instrument manufacturers and suppliers who provide most of BHI's funding.

Sponsors were asked to review the plan, decide if it is on track, and urged to provide additional thoughts on a questionnaire before new Institute programs are implemented.

Charter as Non-Profit Educational Organization

Reviewed was the Institute's 1973 charter as a 501(c)(3) non-profit educational organization dedicated to providing public service, consumer education, and public information programs for the hard-of-hearing and their families. The Institute was designed by industry founders as a public relations organization, identifying its messages with the public interest. BHI subsequently built a reputation with the media and general public as an organization concerned about people with hearing loss, letting them know they can be helped--some medically or surgically, and most with hearing aids.

As more than 90 percent of solutions to hearing loss are hearing instruments, the Institute appropriately emphasizes projects that inform the hard-of-hearing about technological advances and the benefits of modern hearing instruments. The new strategic plan recommends that BHI build on demonstrated effectiveness and media success, adding new projects serving the hearing field's ever-changing interests and priorities based on continued sponsor input.

Proposed Short Term Objectives:

- * Implementation of projects with a message emphasizing advances in hearing help technology and benefits of hearing instruments; warning signs of hearing loss; how better hearing improves quality of life; and the need for routine hearing screening, like those for vision and dental correction.

- * increase grassroots outreach, aided by more better hearing advocates using BHI awareness tools at the local level,

- * better inform family physicians of hearing instruments and how they can benefit most of their patients with sensorineural hearing loss,

- * enlist urgently needed funding to assure BHI's future and to implement new projects,

through a new funding system being developed by a committee of major industry sponsors; and by stronger enlistment of support from hearing instrument dispensers and other hearing help professionals, and to

- * enhance image of those who provide hearing help services and products.

Projects Planned or Underway to Meet Objectives

Some public awareness projects planned or already underway include:

- * **TV & SPEAKER'S TOOL VIDEO ON HEARING TECHNOLOGY**--Emphasizing hearing instrument technology advances and the benefits of modern hearing instruments, this production is designed both as a half-hour television program for national and local use and as a shorter video for easy use by community better hearing advocates, including hearing professionals and speaker's bureau volunteers. Script has been developed, and \$100,000 is now needed for production and distribution. Duracell has offered a challenge grant of \$25,000 contingent on BHI enlisting the remaining \$75,000 needed from three other major BHI sponsors.



H.E.A.R. director Kathy Peck (r) at AAA exhibit with BHI's Michele Hartlove

- * **NEW BHI-PLACED NATIONAL & MAJOR MARKET TV/RADIO BROADCASTS**--on news and medical programs, talk shows, interviews--featuring industry experts, hearing professionals, and BHI personalities. Broadcasts would promote message noted under plan objectives,

- * **MULTIMEDIA EFFORT FOCUSING NEED FOR REGULAR HEARING CHECKS.** Recently launched with release of Richard Thomas television spots (see p. 2) stressing that "a hearing evaluation should be a regu-

lar part of your health program--just like an eye test or a visit to the dentist." Would also be promoted in national and major market broadcasts; magazine and newspaper human-interest articles; with print media public service messages in major consumer, medical, and specialty publications; and in camera-ready features for easy use by editors of daily/weekly newspapers,

- * **PERSONAL MEETINGS WITH MAJOR BROADCAST, PRINT & VIDEO REPRESENTATIVES.** To further boost proposal objectives, BHI plans staff visits with key broadcast, print and media representatives based in Los Angeles and Chicago, based on a successful pilot tour in New York City. Purpose is to offer story or program ideas tied in with specific interests of media representatives and provide possible new opportunities to influence movie and TV program storylines--like earlier BHI-initiated TV network segments--like earlier BHI-initiated TV network segments on "L.A. Law" featuring Richard Dysart's use of hearing aids.

- * **GREATER GRASSROOTS OUTREACH EFFORT,** through BHI consumer exhibits at AARP and SHHHI conventions; enlisting more hearing help providers to join the Better Hearing Speaker's Bureau that currently includes members of SHHHI, Sertoma, and the Delta Zeta Sorority; and through awards, easy-to-use BHI tools, and other incentives for hearing professionals to make presentations to retirement communities and civic organizations.

- * **STRONGER FAMILY PHYSICIAN EDUCATION PROGRAM** (see cover item), with: articles in publications targeted to physicians through greater cultivation of editors and writers; print messages in leading medical journals; national and major broadcast interviews with physicians and hearing field experts; and exhibits at major medical meetings, and a

- * **BHI WORLD WIDE WEB PAGE,** to be funded by a Duracell grant, contingent on other BHI sponsors matching Duracell's challenge grant to produce the new BHI video promoting hearing technology advances and benefits; would reach a new consumer market with information on hearing loss and the benefits of help available to overcome hearing problems; enable hearing care providers to access BHI literature and would include a bulletin board of updates on hearing help media placements, hearing health care developments, and the honor roll of major BHI sponsors.

BHI sponsors are also considering more visionary and ambitious long-term objectives and projects requiring far more funding than is currently available. Feasibility will depend on recommendations of the new sponsor funding committee of major industry manufacturers and suppliers.



Top row: Kathy Buckley congratulates top fundraiser Elsbeth Lulofs; and BHI director Mike Stone updates Calgary attendees on BHI; Bottom: Ontario's first place female runner Michelle Valiquette is followed closely by Ruth Lawy; (center & right photos) Calgary winners compete in the snow--(l-r) runners Greg Nedelec and John Letts, and walkers Lena Bengtsson and Dianne Bernath. Dianne also won Ontario Walk.

East & West Canadian Hearing Instrument Specialists Run/Walk to Raise Funds for BHI Program in Canada

Kathy Buckley Joins Better Hearing Event in Ontario

Hearing instrument specialists, spanning thousands of miles of Canada, participated in running and walking events to raise funds for Better Hearing Institute public awareness projects. Over \$4,500 CAN was raised by the Association of Hearing Instrument Practitioners of Ontario and the Western Canadian Symposium of Hearing Instrument Practitioners of Alberta and British Columbia. The funds will be used for programs, such as distribution of BHI television public service messages for Canadian TV stations. Some participants went the extra mile, and collected pledges for the Institute. Elsbeth Lulofs, of Cambridge, ON, raised \$1,225 for BHI. Joining Elsbeth in top fundraising at A.H.I.P.'s meeting in Niagara-on-the-Lake, ON, were Cathy MacDonald, Nancy Gemmill and Steve Bernath, Lindsay; Linda Rowe and Shelley Martin, Huntsville, and Robert Gauthier,

Brockville. At the Calgary Symposium the top fundraisers were Paul Tait, Wainwright, AB; Lena Bengtsson, Richmond, BC; Judy Rarick, Derek Stansfield, and Esther Lee, Calgary, AB.

A.H.I.P. participants raised \$3,000 in their second Fun Run/Walk held on April 27th, and Western Canadians raised \$1,500 on May 4th in their first effort. A Siemens grant helped make the Ontario Fun Run/Walk possible.

The proceeds will be used to distribute TV public service messages featuring actor Richard Thomas, actress Robin Wright, and puppeteer Shari Lewis to Canadian stations.

Comedienne Kathy Buckley placed third in the walk, and presented awards to the race winners at the Niagara-on-the-Lake Fun Run/Walk. BHI director Michael Stone led the award presentation in Calgary, where participants came from five Canadian provinces.

Hearing Help Providers Offered Incentives to Promote Better Hearing & Their Own Services

New discounts on a wide array of useful print, audiovisual and video public awareness tools are among incentives now offered by BHI to help

hearing health care professionals promote better hearing and their own services. Please see special insert pages describing tools and how to order them.

These tools are designed to help your individual efforts and to enable you to become a local better hearing advocate. Please take advantage of this special opportunity by placing your order today. Become a major force in educating **your** community about available hearing help!

18th 'Run for Better Hearing' Venue Ties in with 'Twin Cities Marathon'

The 1996 "Run for Better Hearing" will move from Duluth to Minneapolis--base of many leading hearing instrument manufacturers and hearing health care professionals--and will tie in with the October 6 Twin Cities Marathon, according to BHI Run steering committee chairman Roger Falde of Resistance Technology. "We invite all hearing aid manufacturers and other hearing health care providers to participate in our traditional 3-mile fun run and walk on Saturday, October 5, as well as a BHI luncheon following the race. "Our theme this year is Hearing Awareness and Edu-

cation." Falde said his committee of hearing help volunteers is considering literature distribution at a hearing education kiosk.

"We look forward to this new venue for the 18th Run," said BHI director Joe Rizzo, "but will miss many of our Duluth friends who joined us the past 17 years--particularly the staff of *The Hearing Review*, generous hosts of BHI's Run since 1979. Publisher Lars Fladmark and his wife Arlene always gave us an appreciated red carpet welcome at his lakefront home parties and dinners at the Kitchi Gammi Club. We especially



"Run" committee chairman Roger Falde in one of his eight Grandma's marathons.

thank Marj Skafte and Al Bruce for pioneering this annual event to help BHI projects, as well as the generous efforts of Pauline Davies and Shirley Brandt."

For more information on participation in October 5-6 Twin Cities festivities, contact Roger Falde or Alex Darbut at (612) 636-9770. Other members of Falde's committee are Jim Anderson, Teri Austin, Alex Darbut, Pauline Davies, Jim McFarland, Mike Winship, and Tom Yates.

(We thank The Hearing Journal for photo used on cover of Better Hearing News last issue; photo credit was inadvertently omitted.)