

Better Hearing NEWS

Highlights
of Current
Better Hearing
Institute
Activities

June 1997
Volume 25 Number 2



Advancing Hearing Awareness

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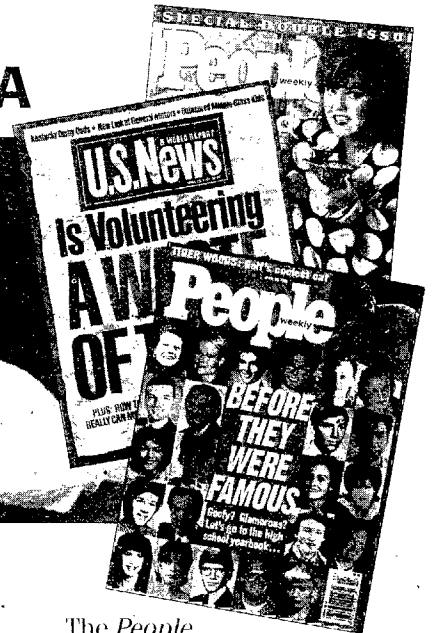
Record Number of Hearing HelpLine Calls for Carter PSA

Better Hearing Institute's Hearing HelpLine calls average more than 500 a day as a result of television and magazine public service messages featuring former First Lady Rosalynn Carter. Callers continue to request information about tinnitus, hearing care professionals in their area, and hearing loss and hearing aids. In the first six months of this year, BHI has responded to more than 22,000 Hearing HelpLine inquiries, with more than 19,000 in just the past three months.

Mrs. Carter's print message has appeared in *Atlanta Homes* (Feb. issue); *Family Circle* (Apr. 22 and June 3 issues released in major cities); *Medical Economics*



(Jan. 27); *Newsweek* (May 26); *People* (Apr. 21 and 28, both national placements); *Southern Medical Journal* (Feb.); and *U.S. News and World Report* (a national placement on Apr. 28; to women subscribers on May 5; and to 50+ subscribers on May 12 and June 9). The April 28 issue of *People* had a full-page PSA valued at \$99,000.



The People PSAs alone generated more than 5,600 calls, and the *U.S. News* placements were responsible for over 2,600 calls. The television public service message has appeared in 41 states and has generated more than 7,000 calls. ■

Health Resource Publishing Company, a business unit of Catalina Marketing Corporation, now uses Better Hearing Institute promotions in its customized health information newsletters targeted to pharmacy customers and tailored to their prescription purchases. The laser-printed Health Resource newsletters are personalized and handed to customers with their filled prescriptions.

About 1 million pharmacy customers receive the Health Resources newsletter each

National Pharmacy Chains Promote BHI Resources



week. BHI "Health Tips" will appear in various newsletters reaching from 2-3 million readers this summer. Short messages with BHI's logo and Hearing HelpLine number have already appeared in

chains such as Dillon's, Fry's, Kroger-Columbus, Kroger-Roanoke and Save Mart.

"We can improve a patient's quality of life by providing valuable information on hearing," said Scott Nesbitt, Health Resource's vice president of marketing. He points out that the company's mission is to help consumers to better health through patient information and education. Health Resources will print BHI information at various times throughout the year. ■

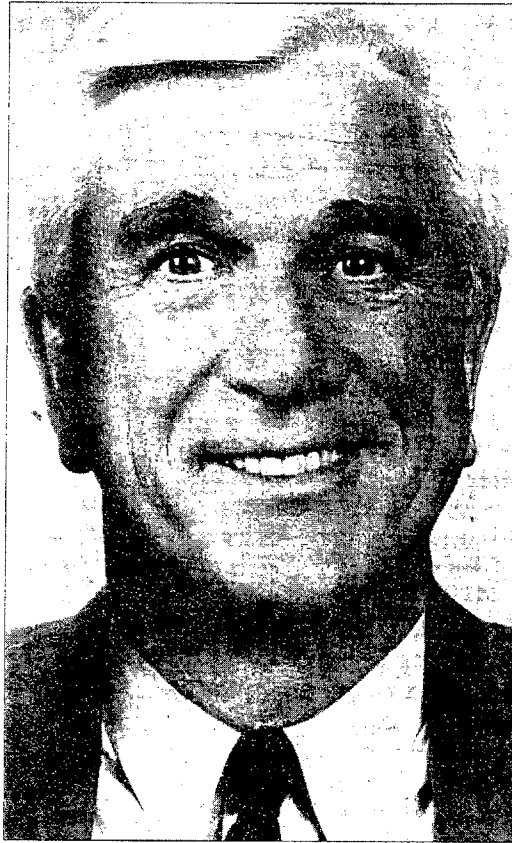
Leslie Nielsen Named New BHI International Chairman

On Hold with BHI



Waiting on hold is no longer downtime for callers to many major hospitals. As a creative marketing response to silence or music, starting this July callers waiting to be connected at medical facilities will hear promotions for various BHI publications. They will also hear helpful hearing information from BHI, and they may also hear audio from several Institute television public service messages.

SoundCare, a product of Vericom Corporation, provides more than 150 health care institutions with timely, useful and credible health information.



This month Leslie Nielsen appears as the narrator in the hit National Geographic Explorer cable special, "Savage Garden."

Actor Leslie Nielsen, whose hearing problem was corrected with binaural hearing aids, has been appointed International Chairman of the Better Hearing Institute, according to Jerry G. Johnson, BHI president.

Nielsen, star of the popular movie series "The Naked Gun," will help BHI expand awareness of hearing solutions across the United States and Canada for those with hearing loss.

A 1992 recipient of the Institute's International Better Hearing Achievement

Award, Nielsen has appeared in successful BHI television and print public service messages. The TV messages continue to receive strong airtime on stations across the U.S. and Canada, and his print PSAs have earned donated space in major consumer and specialty publications, including *Canadian Family Physician*, *Chatelaine*, *Kiplinger's*, *Newsweek*, *The Physician and Sports Medicine*, *Redbook*, *Rolling Stone*, *Sports Illustrated*, *Time*, *TV Guide*, and others.

A veteran of more than 60 motion pictures and over 1,500 television appearances, Nielsen currently stars in "Family Plan" from Viacom Motion Pictures, a sequel to his earlier appearance in "Rent-A-Kid." He is now filming the title role of "Mr. Magoo" to be released by Walt Disney Pictures for Christmas 1997. Later this year, he will star in "Wrongfully Accused," a spoof on a man wrongfully accused of murder and his misadventures fleeing from

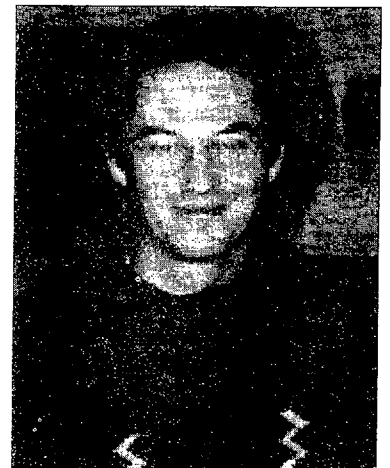
an obsessed lawman.

Nielsen joins BHI National Chairman Richard Thomas and Associate Chairman C. Everett Koop, M.D., in supporting the Institute's hearing health education programs.



*BHI Associate Chairman
C. Everett Koop, M.D.*

(For additional information on Nielsen, Thomas, or Koop, please visit Better Hearing Institute's Web site. Hearing Help-On-Line at www.betterhearing.org. You can also read more about Leslie Nielsen in his biography, "Fanfare.") ■



*BHI National Chairman
Richard Thomas.*

BHI Selects Family Physician Panel for Future Initiatives



A special panel of prominent family physicians will

soon be appointed to provide input on the Institute's physician initiatives and will be chaired by BHI director Dean H. Griffin, M.D. BHI will convene the first panel meeting in conjunction with the American Academy of Family Physicians 50th Anniversary Annual Scientific Assembly in

Chicago, September 18 to 20. Some of the projects that the panel will consider are a family physician video for CME credits; a public service campaign targeted to family physicians; and articles in consumer, medical and specialty publications. Dr. Griffin will announce the panel members in July.

BHI's New Web Site Welcomes Visitors from Over 30 Countries

Since going online on February 15, BHI's internet Web site (www.betterhearing.org) has been informing visitors worldwide about available help for those with hearing loss. The Institute's Hearing Help-On-Line service has been accessed by over 2,000 users throughout the United States and from over 30 countries. The most foreign Web site visits have come from Canada (42 visitors); Denmark (30); Australia (20); Japan (9), and Singapore, England, Germany, and Norway (5 each).

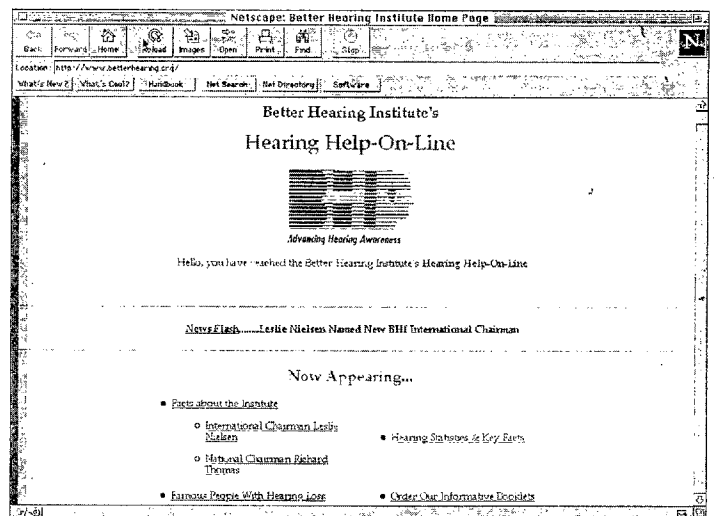
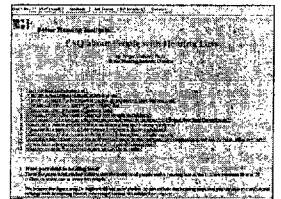
BHI's Web site provides information about available resources to empower people who have hearing impairments. Recent statistics show that the most popular pages on BHI's site are *Hearing Statistics*, *Celebrities with Hearing Loss*, *Answers to Most Frequently Asked Questions*, and *BHI's Links to Other Sites*. BHI collaborated with other organizations in order to be listed as a resource on hearing loss on their Web sites. The Institute has secured listings on

search engines such as Yahoo which assist people in finding information on the World Wide Web.

BHI has also received electronic mail messages from many individuals thanking the Institute for the information available through its Web site. The following note from an audiologist is an example: "I'm preparing a talk to a senior citizen group and your site has been invaluable as a reference. Thanks for being here and keep up the good work!"

Better Hearing Institute would like to thank Alan H. Rotnemer, who has donated his time to developing the Institute's site. Rotnemer, a professional software developer for 20 years, said: "Creating the Institute's site has been both fun and meaningful. The Internet has endless potential as an information resource, and with Web technology being so fast and easy to use, it will soon become the primary tool for finding out what you want or need to know."

In the months and years ahead, BHI expects to provide additional information on its Web site about hearing solutions and resources. The use



of the Web site will allow BHI to provide the most current information to computer users throughout the world. The Institute's Web site and e-mail addresses are now included on our publications and public service announcements, and BHI expects that the Internet will help more people to enter the world of better hearing. ■

**BHI's Web
Site Address:**
[http://
www.betterhearing.org](http://www.betterhearing.org)

Canadian Fun Runners Compete to Raise Funds for Hearing Awareness

New Jersey Runs Similar Event on Atlantic City Boardwalk

Two Canadian associations of hearing instrument specialists recently competed in a fund raising duel to benefit the Better Hearing Institute. At "Better Hearing Fun Run/Walks" in Vancouver and

\$1,450. Other top fundraisers included: Better Hearing Centres of Lindsay and Peterborough, ON; Joan Parker, Barrie, ON; Ruth Lawy, Burlington, ON; Robert Gauthier, Brockville, ON; and Dell Pearson, Kingston, ON.

Winners in the female walker category were: Helen Ellis, Orillia, ON (first); Nancy Marshall, Sudbury, ON (second); and Dianne Bernath, Peterborough, ON (third). In the male walker division, top participants were: Dell Pearson, Kingston, ON (first); Ron Redner, Belleville, ON (second); and Steve Bernath, Lindsay, ON (third).

Participants in the Western Canadian Symposium's March 8 event raised more than \$2,000 to help implement BHI public information projects. The Symposium's fun run/walk followed Vancouver's seawall in scenic Stanley Park. Top fundraisers were: John Letts, Saskatoon, SK; Lena Bengtsson, Richmond, BC; Dan O'Brien, White Rock, BC; Derek Stansfield, Calgary, AB; and Esther Lee, Calgary, AB. John Letts alone raised more than \$700.

Winning female walkers were: Dianne Bernath, Peterborough, ON, and Lena Bengtsson, Richmond, BC (first place tie); Esther Lee, Calgary, AB (second); and Mary Ann Juhasz, Edmonton, AB (third). Top male walkers were: Dan O'Brien, White Rock, BC (first); Steve Bernath, Lindsay, ON (second); and Greg Nedelec, Edmonton, AB (third). Running awards were won by: Sandra Vandenhoff, Kamloops, BC (first place female); John Letts, Saskatoon, SK (first male); Ian Burnett, Nanimo, BC (second); and Sandy Matches, Vancouver, BC (third).



Fundraising champion Mike Steller, who raised \$1,450 for BHI.



It was a beautiful Vancouver morning for participants in Fun Run/Walk at the Western Canadian Symposium meeting.



A.H.I.P. runners gather before Fun Run in Guelph, Ontario.



New Jersey attendees won more than money in the casinos—here are the winners of the BHI Fun Run/Walk.

Guelph, members competed to raise funds for BHI projects on hearing help awareness.

The most recent event was held May 2 in Guelph, Ontario, where members of the Association of Hearing Instrument Practitioners of Ontario raised \$2,800 for BHI. Guelph's Mike Steller alone raised more than



¿Habla Usted Español? Spanish "People Vs. Noise" Made Possible by Comaudi

Better Hearing Institute's "People Vs. Noise" video is now available with Spanish subtitles, thanks to Comaudi of Mexico. Comaudi, a leader in hearing protection and hearing aids in Mexico, translated and generously provided the Spanish subtitles for the BHI video. The Spanish "People Vs. Noise" — "Ciudadanos Contra El Ruido" — made its debut in Mexico at the National Safety Show. Comaudi's general manager Daniel Salomon said, "Our goal is to teach Mexicans and other Spanish speakers to protect their hearing. Our making this hearing conservation video available to them is a start." The 15-minute Spanish video is available through the Institute for \$79.99. Comaudi is a registered trade name of Bukrisa Comercio Internacional SA de CV.

Better Hearing Institute

Hearing HelpLine
(800)IEAR WELL

Hearing
Help-On-Line
www.betterhearing.org

e-mail address
betterhearing@juno.com

On the Boardwalk in Atlantic City on April 7, New Jersey hearing instrument specialists also participated in BHI Fun Run/Walks raising funds for hearing help awareness projects. Top male and female runners were: Peter Ogilvy, Bridgeport, CT, and Esther Porter, South Plainfield, NJ (first); Chip Herb, Cherry Hill, NJ (second); and David Ogilvy, Stamford, CT, (third). Walker awards were won by: Charles R. Porter, South Plainfield, NJ, and Toni Tiberi, Albany, NY (first); Milt and Dot Brodkowitz, West New York, NJ (second); and Tom Higgins, Ramsey, NJ, and Cathi Berke, Wayne, NJ (third).

The Better Hearing Institute will use the contributions from the two Canadian events for hearing awareness projects in Canada. Last year, proceeds were used for hearing health announcements in Canada's Cineplex Odeon theater lobbies. These donations also supported the release of three television public service messages to Canadian TV stations that featured actors Richard Thomas, Robin Wright, and puppeteer Shari Lewis. ■