

Action on Hearing Loss

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Service Development Manager-South England



A national charity since 1911



Who are we?

We are Action on Hearing Loss. We help people confronting deafness, tinnitus and hearing loss to live the life they choose. We enable them to take control of their lives and remove the barriers in their way.



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WE HAVE A NEW NAME

Why the name change?

- To show people more clearly what we do
- To communicate our passion and determination more forcefully
- To stay modern and relevant
- To ensure it works for everyone who needs us and whom we need

We're very excited
to be Action on
Hearing Loss!



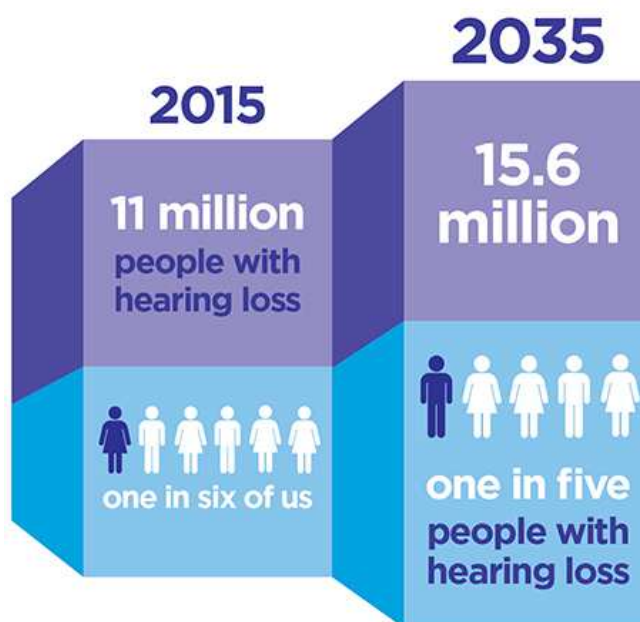
1911	1945	1957	1961	1970	1980	1992	2002	2011	2015
The National Bureau for Promoting the General Welfare of the Deaf.									

Deaf and Hard of Hearing (HoH) people in the UK



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Hearing Loss is major public health issue that affects more than 11 million people across the UK.



Hearing Matters (Action on Hearing Loss, 2015)

TYPES AND CAUSES OF DEAFNESS



Conductive deafness

Conductive hearing loss is the result of sounds not being able to pass freely to the inner ear.

- This usually results from a blockage in the outer or middle ear, such as a build-up of excess ear wax or fluid from an ear infection (especially common in children).
- It can also happen as a result of some abnormality in the structure of the outer ear, ear canal or middle ear – or be due to a ruptured eardrum.
- A condition known as otosclerosis (which results in the abnormal growth of bone in the middle ear) can cause severe conductive hearing loss. The excess bone prevents the ossicles in the middle ear from moving freely.
- The result of this type of hearing loss is that sounds become quieter, although not usually distorted. Depending on its cause, a conductive hearing loss can either be temporary or permanent.

Conductive hearing losses can often be corrected with medical management, or minor surgery.

Sensorineural deafness

This type of hearing loss is sometimes referred to as sensory, cochlear, neural or inner ear hearing loss. A permanent sensorineural hearing loss is the result of damage to the hair cells within the cochlea or the hearing nerve (or both). Damage to the cochlea occurs naturally as part of the ageing process (age-related hearing loss is known as presbycusis) – but there are many things that cause sensorineural hearing loss, or add to it, such as:

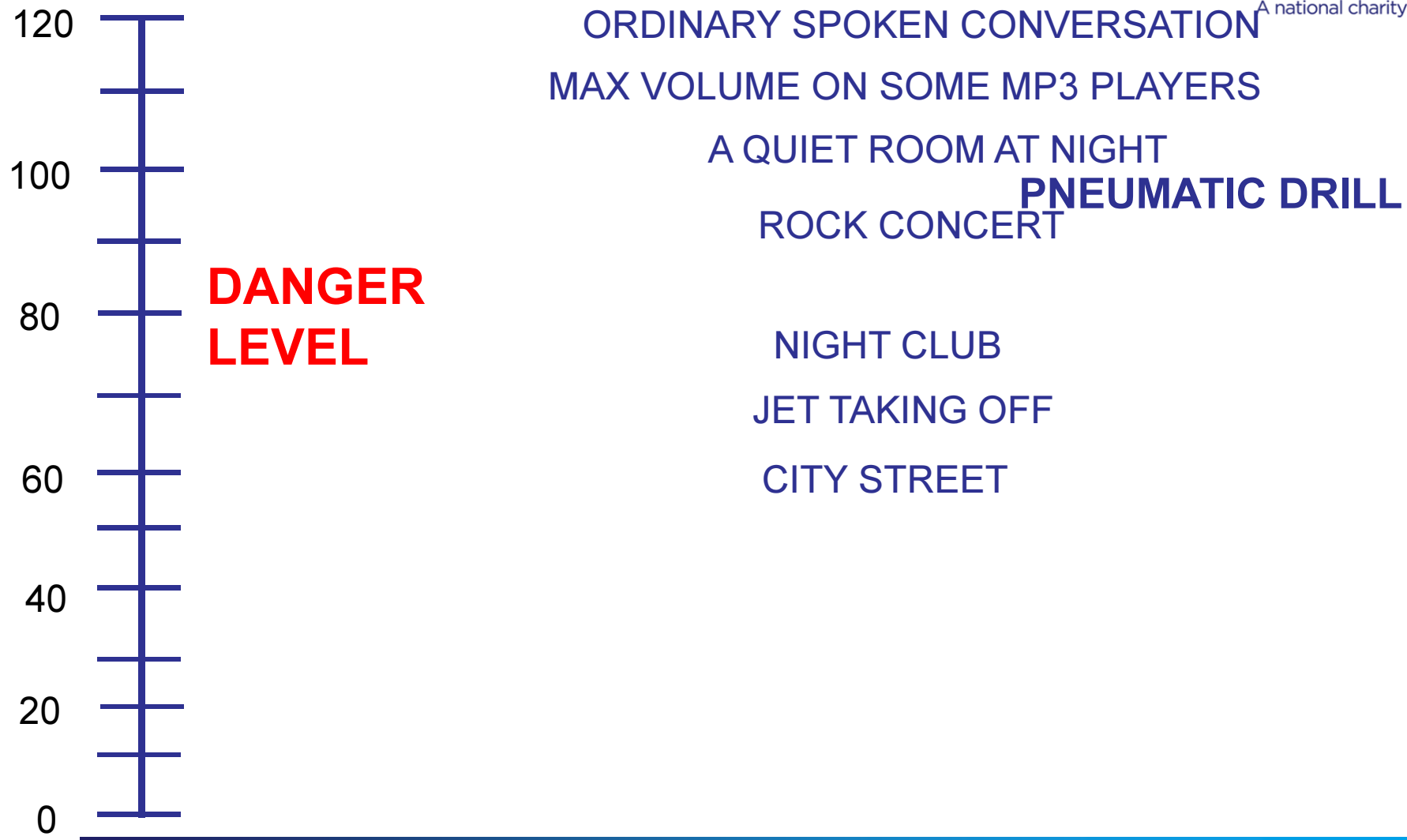
- Regular and prolonged exposure to loud sounds
- Ototoxic drugs – *(drugs that are used in the treatment of serious diseases such as cancer but also include certain types of antibiotics)*
- Certain infectious diseases, including Rubella
- Complications at birth
- Injury to the head
- Benign tumours on the auditory nerve - although rare, these can cause hearing loss
- Genetic predisposition – some people are especially prone to hearing loss

Myths about deafness and hearing loss...

- Sign Language is an international or universal language
- Deaf people are good lip readers
- If I shout, the deaf person will hear me better
- Nodding signifies agreement and understanding
- Hearing aids can restore hearing
- Deaf people only hear me when they feel like it...



WHICH IS THE LOUDEST?



Describing deafness

Terms 'deaf' or 'hard of hearing' can mean different things to different people.

We use the following terms:

- deaf people
- hard of hearing people
- deafened people
- deafblind people
- the Deaf/BSL community



Tinnitus?

- Medical term for any noise that people have in one ear, both ears or in their head that has no external source
- Tinnitus sounds can take a variety of forms such as buzzing, ringing, whistling or a range of other sounds
- 600,000 people in the UK have tinnitus and it is common in people of all ages

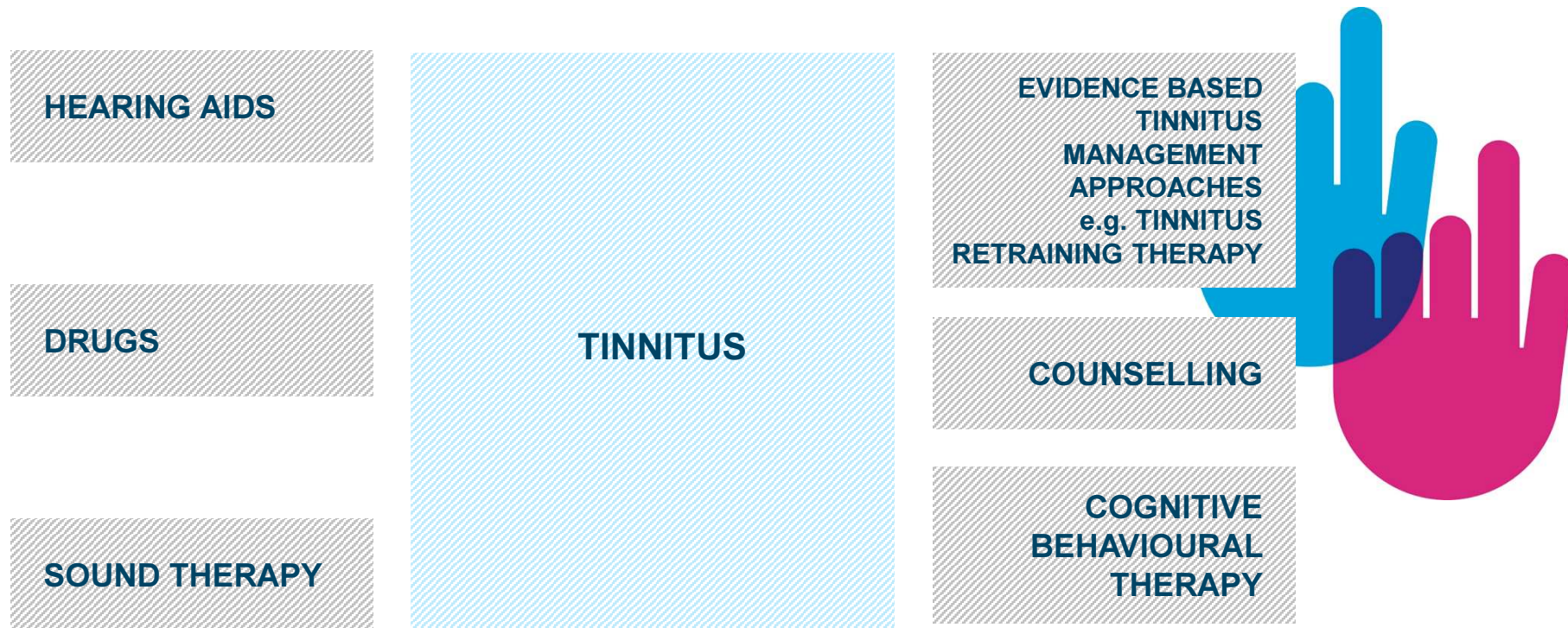
Causes of Tinnitus

- | | |
|---------------------|-------------------------------------|
| • Hearing loss | • Head or neck injuries |
| • Noise exposure | • Circulation disorders |
| • Ear infections | • Side effects of certain medicines |
| • Some ear diseases | • Stress |



How can Tinnitus be managed?

Currently, there is no cure for tinnitus, but management is possible and works for many



Belli H, et al. (2012) Gen Hosp Psychiatry. 34:282-9; Langguth B, et al. (2013) Lancet Neurol. 12:920-930; Shekhawat GS, et al. (2013) J Am Acad Audiol. 24:747-762

Barriers deaf and hard of hearing people face

- **Communication**
- **Lack of Awareness**
- **Discrimination**
- **Access to services**
- **Access to information**
- **Education**
- **Employment**
- **Social Activities**
- **Family and friends**



Impact of hearing loss

Among those with a hearing loss:

- **68% feel isolated**
- **90% believe that hearing people don't realise how difficult being deaf can be**
- **75% have problems coping in public places, on transport and when meeting new people**
- **79% said people were impatient with them**
- **1 in 6 found communication at GP's surgeries a barrier to getting an appointment**

Source: RNID's A Simple Cure report, 2005

If someone thinks their hearing is going....

Research shows that:

- *“embarrassment” is the key reason for failing to consult about hearing loss (46%)*
- *people are concerned that they would be treated differently if they wore a hearing aid (20%)*
MORI 2005

You can check by:

- **GP to check for obstruction or infection**
- **refer for hearing test at local ENT clinic for treatment or assessment**
- **not all hearing loss can be helped by a hearing aid**
- **associated problems: tinnitus, Menieres, balance**
- **Audiology, hearing therapy, home visits**

Communication tactics – things to remember

- Get the deaf person's attention
- Face the deaf person
- Good lighting is important
- Don't cover mouth eat, chew, smoke
- Introduce topic - lipreading is 70% guesswork
- Repeat using different words or word order
- Check you have been understood
- Do not shout - use normal speech patterns and rhythms
- Use pen and paper - key words only
- **Be patient** - do not walk away or give up



THE RIGHT COMMUNICATION SUPPORT



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- **Effective communication is the exchange of information that is *Clear, Correct & Impartial* which enables *Choice, Opportunity & Equality*.**
- **We only supply the *RIGHT* communication support. All of our communication professionals are subject to a strict selection process and must be:**
 - ☐ *NRCPD registered
 - ☐ Have an enhanced DBS check & insurance
 - ☐ Work to a code of conduct
 - ☐ Sign a confidentiality agreement
 - ☐ Subject to a complaints & feedback process
- *Tip: check the interpreters NRCPD* photo ID card and look for the new Sign Safe symbol....*

* The National Registers of Communication Professionals working with Deaf & Deafblind people

Action on Hearing Loss – what do we do?



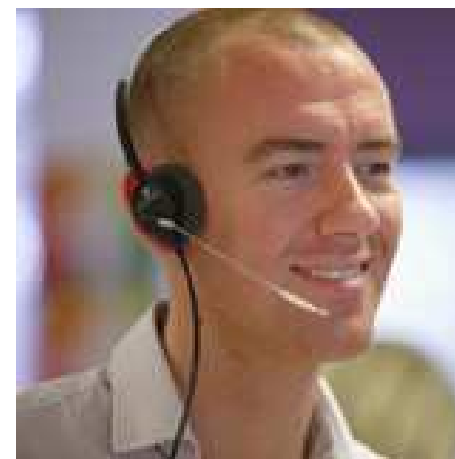
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- Largest charity working to change the world for the 11 million deaf and hard of hearing people in UK
- Membership scheme
- We offer services
- We carry out research
- We campaign
- We provide equipment
- Care Services



Information services

- Action on Hearing Loss Information Line
- Tinnitus Helpline
- Outreach information
- RNID library
- Action on Hearing Loss website
- Information leaflets, factsheets and priced publications



ACTION ON HEARING LOSS' MAJOR CAMPAIGNS



- **Access to television**
Subtitle it! calling for significant progress by summer 2016 or legislation to ensure subtitles on Video on Demand (VOD)
- **NHS hearing aid services**
Campaigning to protect the universal provision of NHS hearing aids
- **Hearing screening for life**
Calling for a national hearing screening programme for everyone aged 65
- **Read my lips**
Supporting people to campaign for local lipreading classes, while we lobby for a new model of provision
- **Our health in your hands**
Coalition campaign to ensure qualified interpreters are always provided for BSL users in medical appointments

For more information contact campaigns@hearingloss.org.uk

Action on Hearing Loss - Membership



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- Quarterly Magazine and monthly email
- Free, exclusive Essential Guide - all the information you need about hearing loss, deafness and tinnitus
- Products reviews
- Research and Technology Updates
- Details of accessible events
- 10% Introductory discount at the online shop
- A chance to have your say and influence the direction of the charity by attending our Annual General meeting and electing a Trustee every year



Care and Support

We personalise our care and support services to every individual,
so that people who are deaf, deafblind or have a hearing loss and additional needs can live everyday life the way they want.

How do we make a difference?

- **Residential care**
- **Supported housing**
- **Community services**
- **Reablement services**

Hear to Help (hearing aid support services)



- Encouraging people to make the most of their hearing aids and to manage their hearing loss effectively.
- Work with local audiology providers to provide this service at over 30 locations across the UK.
- Hearing aid support provided by our trained staff and volunteers through local drop-ins and in some areas home visits.

BIO Medical Research

We are committed to raising funds to support research into:

- Better hearing aids and cochlear implants
- Medicines to prevent hearing loss
- Cell, gene and drug-based therapies to restore hearing
- Treatments to silence tinnitus

We've invested over £25 million, so far!

(Combined Action on Hearing Loss and DRUK spend since 1985)

Access Solutions

- Deaf awareness training
- Sign language courses
 - Introductory to BSL Level 2
- Online deaf awareness training
- Work based assessments to support employees who are deaf or hard of hearing
- Louder than Words chartermark
- Access audits
- Mystery shopping

Products Team



Equipment provided

- Amplified phones
- Textphones
- Vibrating alarm clocks
- Flashing doorbells
- Paging systems
- Conversation amplifiers
- TV listeners
- Tinnitus relaxers and more

Fundraising: why is it so important?



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- **£100** Could pay for a ‘**Hear to help**’ session for a hearing aid user.
- **£250** could train a ‘**Hear to Help**’ **volunteer** providing better support to hearing aid users.
- **£500** could paid for a computer software to **improve cochlear implant technology** for people with severe hearing loss.

How YOU CAN HELP

- **Volunteer**
- **Nominate us for your charity of the year**
- **Adopt a tin**
- **Give In Celebration instead of gifts**
- **Hold a coffee morning, lunch, BBQ, Hold a raffle & Organise a quiz**
- **Give our leaflets to others**

100% of your fundraising will go towards our community services and our biomedical research projects.

Action on Hearing Loss INFORMATION LINE



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Telephone: 0808 808 0123

Textphone: 0808 808 9000

SMS: 0780 0000 360

Email: informationline@hearingloss.org.uk

Website: www.actiononhearingloss.org.uk



Any Questions



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Thank you



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Patron: **His Royal Highness The Duke of York, KG**

Chairman: **Stephen Hill**

Chief Executive: **Paul Breckell**

Action on Hearing Loss is the trading name of The Royal National Institute for Deaf People.

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