

*Join the Village*

Pediatric  
**LATE ONSET  
HEARING LOSS**

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**Awareness Campaign**

National EHDI Conference  
Cincinnati, Ohio  
Tuesday, March 7, 2023



# Presenters:



**Valerie James Abbott**

Parent-Leader

Co-chair, VA EHDI Advisory Cmte.

Co-founder of LOHL Awareness Campaign

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Awareness Week  
*May 4 - 10*

# Disclosures:

## **Valerie James Abbott**

### **Disclosure (Financial)**

Author of Padapillo and Padapillo (Edición en español) and receives royalty payments. Director/Owner of Padapillo Public Benefit PBLLC

### **Disclosure (Nonfinancial)**

Co-founder, Late Onset Hearing Loss Awareness Campaign Receives no compensation as co-founder of this grassroots effort.

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# Learning Objectives:

- Recite key facts about postnatal hearing loss
- Understand the history, mission and vision of the Late Onset Hearing Loss Awareness Campaign
- Identify at least one way to promote or leverage Late Onset Hearing Loss Awareness Week during the May 4-10, 2023 campaign

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# Our Stories:



BRIDIE ABBOTT:  
Passed NHS  
No **Known** Risk Factors  
Identified at 34 months of age

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**Justin Osmond**

Founder/CEO

Olive Osmond Hearing Fund

Established by:



**LATE ONSET  
HEARING LOSS**

Awareness Week

*May 4 - 10, 2021*

*Take Notice - Take Action*



**Valerie James Abbott**

Parent-advocate &  
Author of *Padapillo*

# The Mission:

**#1:** Improve postnatal hearing loss identification rates of children birth through school age by raising community awareness about the:

- Prevalence
- Risk Factors
- Signs
- Consequences of Late-Identification

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# The Impact:

We believe increased community awareness and specific calls to action will:

- **Increase** number of children screened for hearing loss
- **Grow** EI and/or Part B enrollment
- **Reduce** speech, language and other developmental delays
- **Improve** Kindergarten readiness and success
- **Connect** families to Family Based Organizations sooner
- **Lead** to positive outcomes at home, at school, and in life

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# How? Community Awareness

Prevalence

Risk Factors

Common  
Signs

Consequences

# Community Awareness

## Prevalence

How common is postnatal hearing loss?

- Incidence of permanent hearing loss **DOUBLES** between birth and school age
- Nearly 15% of students (6-19 years) have hearing loss

## Risk Factors

The JCIH recognizes:

- NICU Stay >5 Days
- In-Utero Infections
- Genetics
- Craniofacial Anomalies/Certain Syndromes
- Ototoxic Medication
- Head Trauma
- Postnatal Infections
- Exposure to Loud Noise
- Untreated Otitis Media
- Unilateral Hearing Loss

## Common Signs

A few examples could be:

- Limited or no speech
- Difficult to understand
- Not startled by sudden or loud noise
- Prefers high volume on TV, electronics
- Ignores questions or struggles/responds incorrectly
- Easily frustrated
- Behavior problems
- Short attention span

## Consequences

Left undetected, pediatric hearing loss can negatively impact:

- Speech and/or language acquisition
- Cognitive growth
- Social and emotional development
- Success in the classroom
- Educational/vocational choices and achievement

# How? Calls to Action

## WE NEED TO SEE...

- More frequent screening between birth and school age
- More pediatricians referring children for hearing evaluations
- More referrals to PEDIATRIC audiologists
- More intentional monitoring/tracking of developmental milestones
- More training in daycares and preschools
- More classroom discussions and research in undergraduate and graduate programs
- More children enrolled in therapies for speech, autism and other disabilities/disorders screened for hearing loss



# MORE! MORE! MORE! Where do we start?

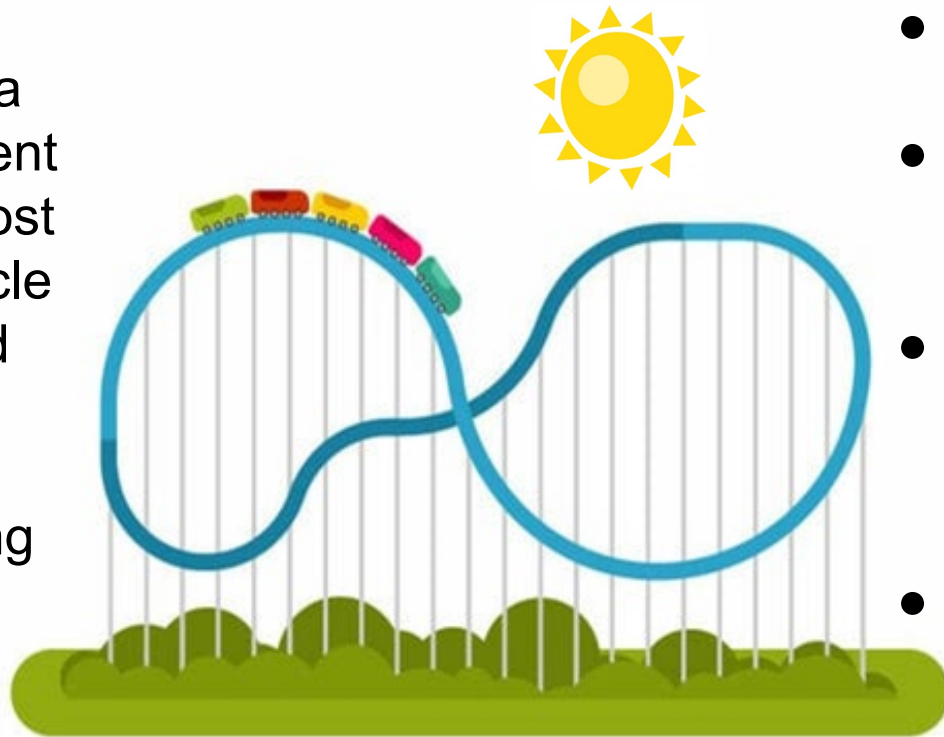
## START WITH ONE TARGET AUDIENCE:

- Parents/Caregivers
- Preschools/Daycares
- Pediatricians/PCPs
- Midwives
- Home Visiting Programs
- Headstart/Early Headstart
- Hispanic/Latino Communities
- Rural Communities
- SLPs and other therapists
- NSLHA and SAA Student members
- Legislators



# Examples of Events & Activities

- Distribute information at a community event
- Write a blog post
- Submit an article
- Craft an Op Ed
- Present at a conference
- Discuss hearing screening with a preschool



- Conduct an in service training
- Be a guest speaker at a college
- Present at a civic or service organization meeting
- Share posts during May 4-10!

# One Great Example!




**Department of  
Education**




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# One Great Example!





**Olive Osmond  
Hearing Fund**  
New York Chapter  
"Bringing Music to Your Ears"

*The Islanders Hockey with a Heart program is proud to partner with the The Olive Osmond Hearing Fund NY Chapter for with a special night of Islanders hockey. Celebrating Deaf Awareness Night on February 24 at 7:30pm NY Islanders vs LA Kings at the UBS Arena. With every ticket purchased, \$10 will be donated to the Olive Osmond Hearing Fund. Additionally, the first 100 people who purchase will receive a special Deaf Awareness Scarf! We can't wait to see you at UBS Arena!*



NEW YORK ISLANDERS

Tap on or Copy and paste link or scan qr code for ticket sales!  
<https://fevo.me/islanders2023deafawareness>



# Find Us Here:

The screenshot shows the website [hearingfund.org/lohl-awareness](https://www.hearingfund.org/lohl-awareness). The header includes the Olive Osmond Hearing Fund logo, a newsletter sign-up form, and social media icons for Facebook, YouTube, Instagram, Twitter, Pinterest, and LinkedIn. The navigation menu contains links for HOME, ABOUT, SERVICES, SUPPORT US, EVENTS, NEW YORK CHAPTER, and CONTACT. A dropdown menu under 'EVENTS' is open, showing 'LOHL AWARENESS' and 'THE PIONEER LEGACY'. A white arrow points from the 'LOHL AWARENESS' menu item to a large teal banner. The banner features the Olive Osmond Hearing Fund logo, the text 'LATE ONSET HEARING LOSS Awareness Campaign', and the dates 'May 4 - 10'. The banner also includes a close-up photograph of a young child's face and ear with a hearing aid. The browser's address bar shows the URL, and the taskbar at the bottom displays the system tray with the date 2/13/2022 and time 2:36 PM.

hearingfund.org/lohl-awareness


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Olive Osmond Hearing Fund

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LOHL AWARENESS  
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<https://www.hearingfund.org/events>

LOHL Awareness...html IMG\_2445.jpg IMG\_2444.jpg IMG\_2443.jpg Encuesta Para Fa...docx Show all

34°F Rain and snow 2:36 PM 2/13/2022



### Tell Us About Your Success!

The Olive Osmond Hearing Fund is eager to hear more about the events, activities, and partnerships you established as part of Late Onset Hearing Loss Awareness Week!

- Email your activity or event details to [info@hearingfund.org](mailto:info@hearingfund.org) so we can feature them on social media.
- Did your school, agency or organization create your own flyers for this year's Late Onset Hearing Loss Awareness Week? That's Awesome! Send us a copy or a photo of your design: [info@hearingfund.org](mailto:info@hearingfund.org)

Tag us on social media (Facebook and Instagram) #LOHLawareness #hearingfund

### Images for Sharing:



Also, Find Us Here:



@lohl.awareness.week



@lohlawareness

# Join The Village!



# Let's Talk More!



## **CONTACT INFORMATION:**

**Valerie James Abbott**

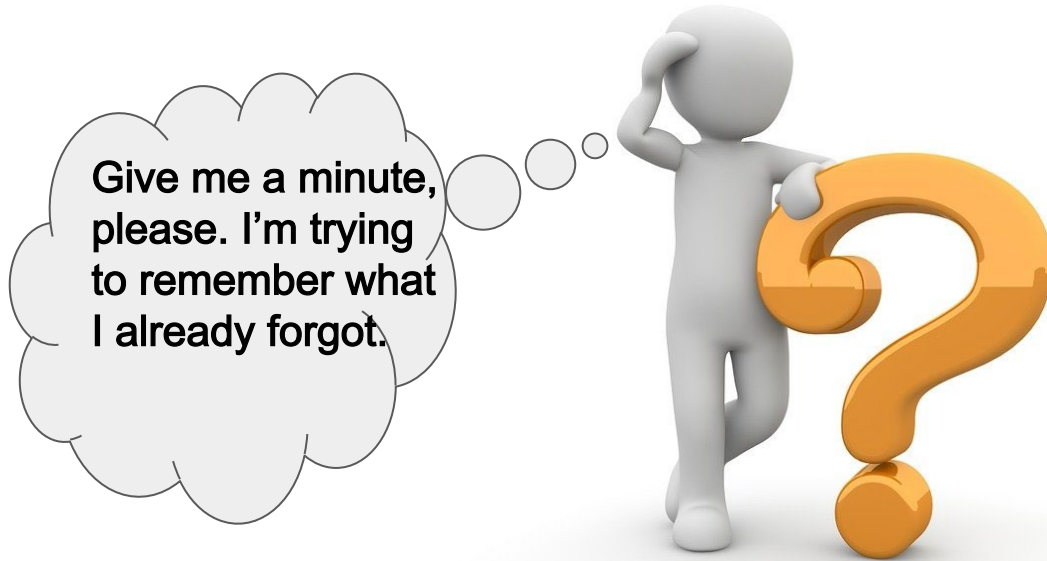
Co-founder of Late Onset Hearing Loss Awareness Week

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[www.valeriejamesabbott.com](http://www.valeriejamesabbott.com)

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# Questions/Ideas?



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