

Thinking outside the box of the traditional model of parent to parent support.

HOW A PARENT TO PARENT PODCAST HIGHLIGHTS PARENTS SHARING THEIR PERSONAL JOURNEYS AND HELPS EDUCATE AND EMPOWER PARENTS.

BY GRETCHEN FORS, RN, MSN, APRN, NP-C

**Raising a Child with Hearing Loss**



Podcast Host:

**Gretchen Fors**



# Disclosures

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- The podcast is free to listen to and ad-free.
  - I paid my own way to EDHI
  - I volunteer my time to record and produce the podcast
  - The podcast has no corporate donors or grants.
  - Produced as a public service
  - Idaho Special Education Advisory Panel
  - Idaho Council for the Deaf and Hard of Hearing as the Parent of a child with hearing loss.
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BY GRETCHEN FORS, RN, MSN, APRN, NP-C

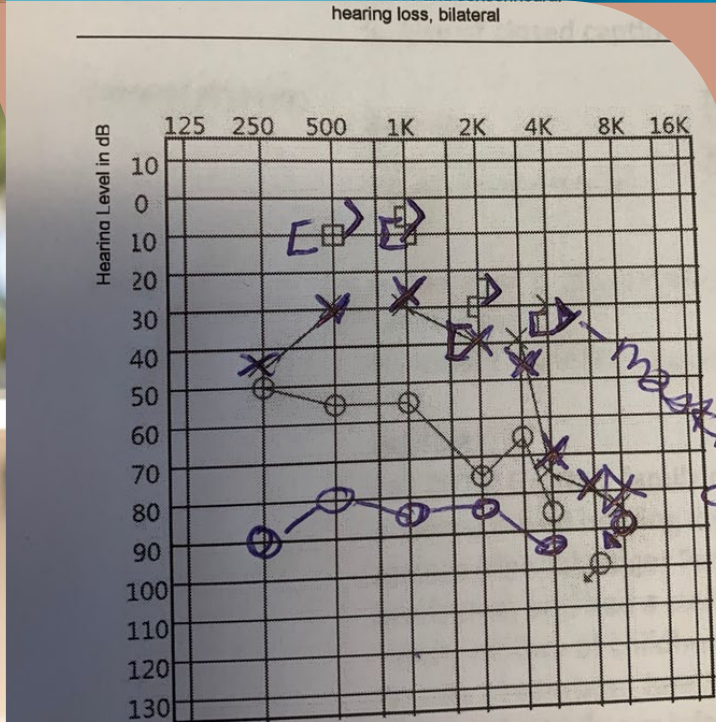
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# My Family





WE ALL HAVE  
A STORY  
TO TELL





NEW EPISODE  
*Alert*  
 EPISODE 29:  
 KT MAVIGLIA-MORGAN  
 FORMER MISS  
 MICHIGAN WHO HAS  
 HEARING LOSS  
 @HEARINGMAMA TRIBE



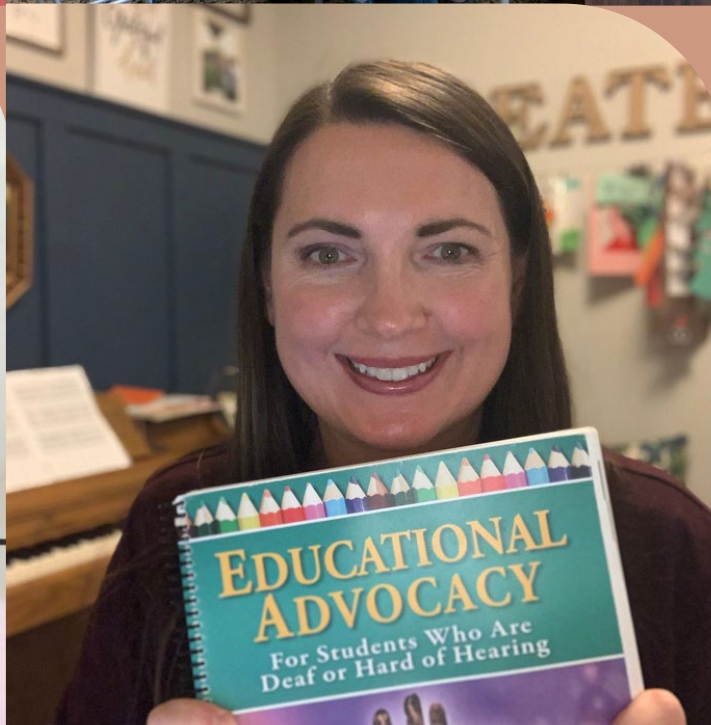
# Podcast Story



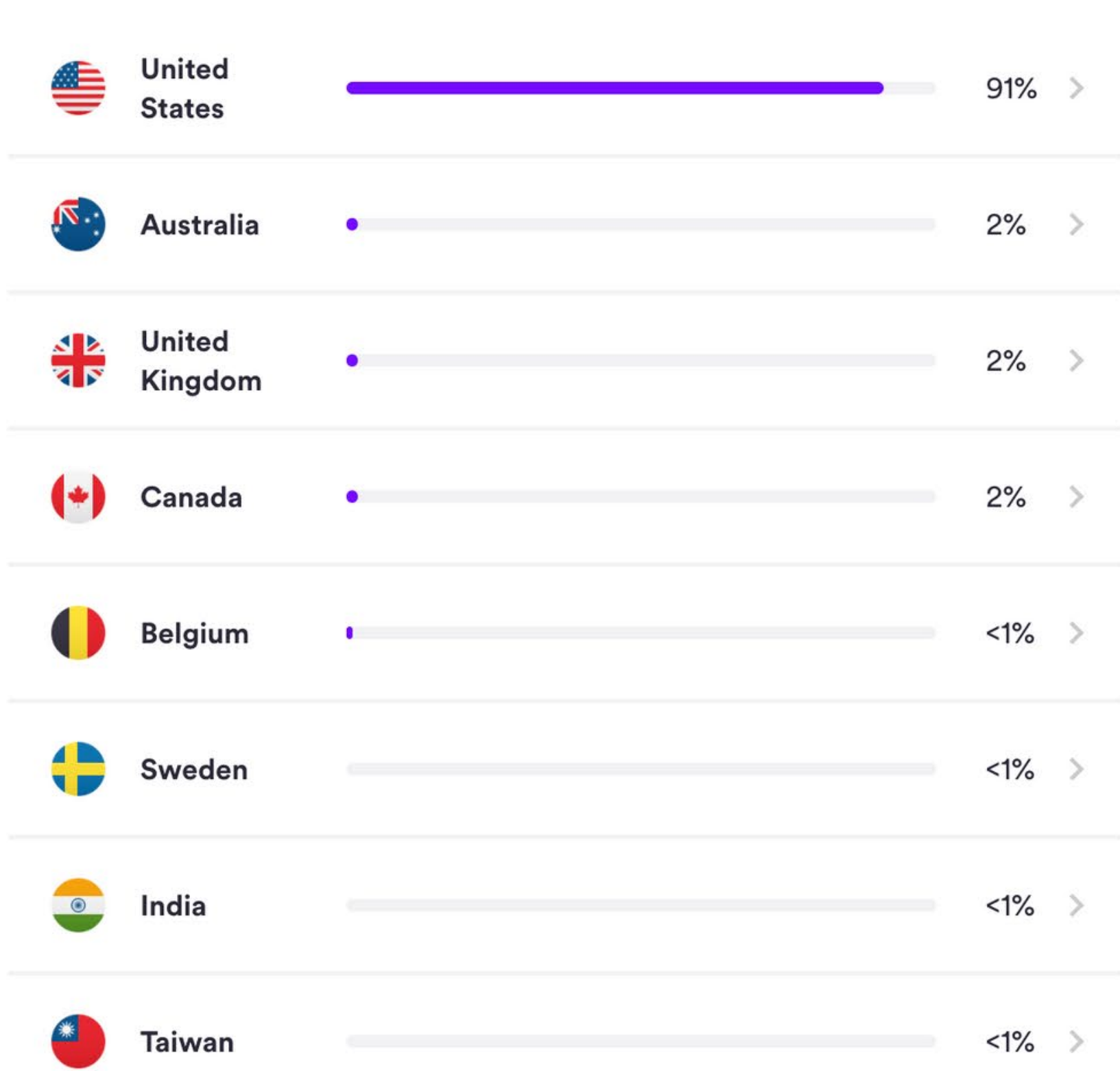
Started Feb  
 2022  
 Over 35 Episodes  
 and counting  
 Over 2K Plays



Idaho insurance providers do not cover pediatric hearing aids.  
 3 Idaho Sisters. 3 Sets of hearing aids.  
 \$6,000 each set x 3 = \$18,000 every 3-5 years.

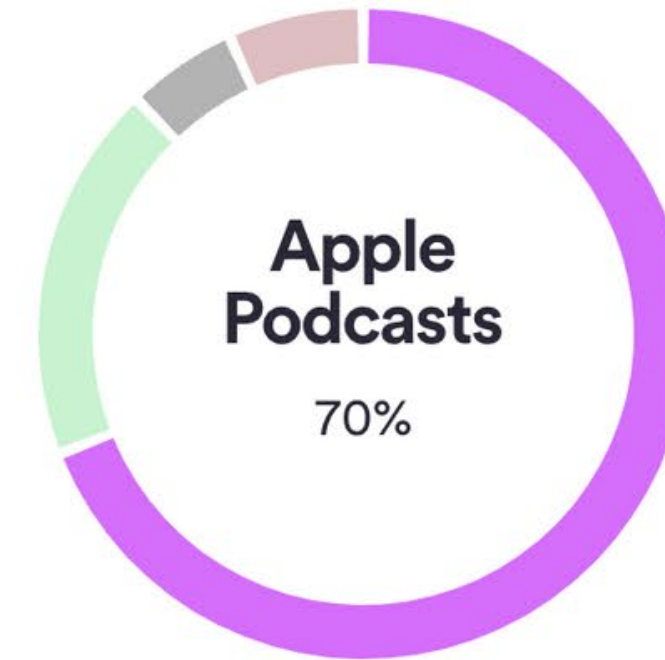


### Geographic location



### Platforms

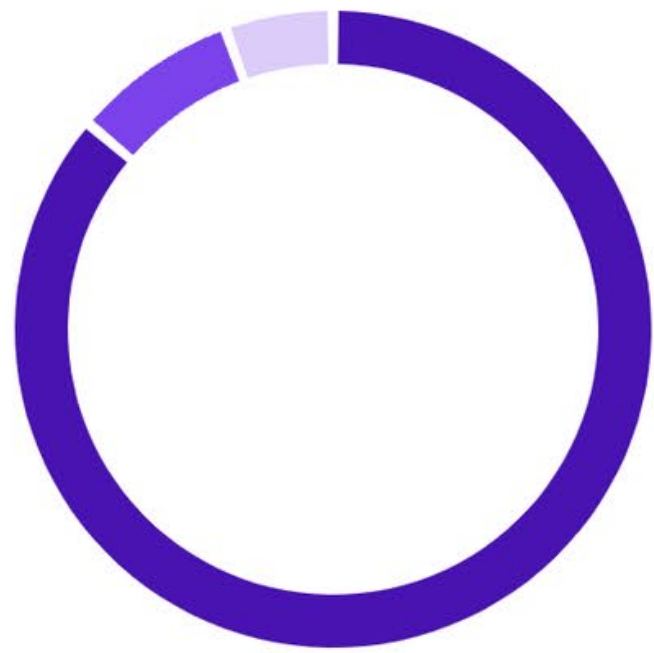
**Apps** Devices



- Apple Podcasts 70%
- Spotify 18.6%
- Web Browser 5%
- Other 6.3%

[Export to CSV](#)

# Gender



● Female

87%

● Male

8%

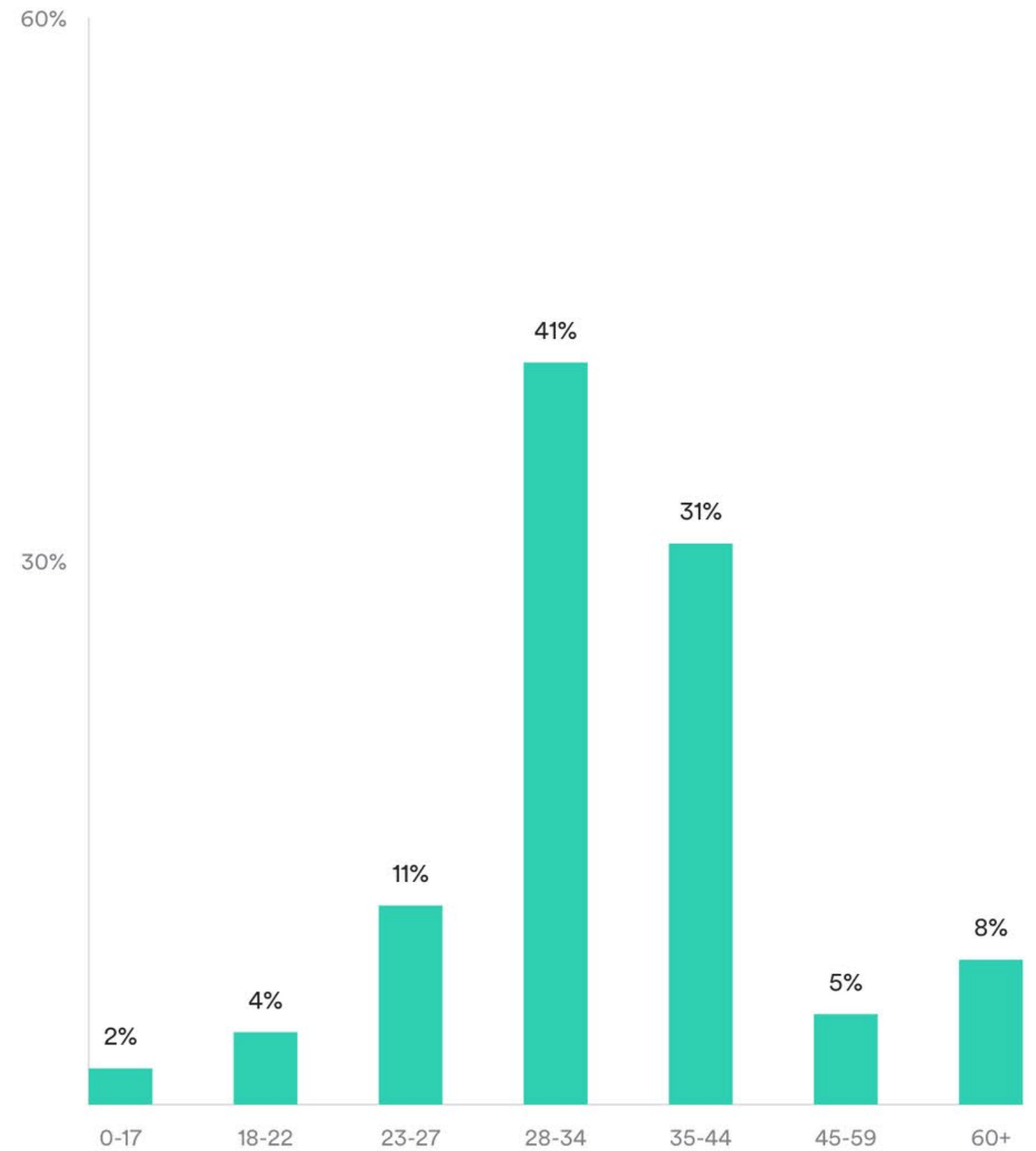
● Not specified

5%

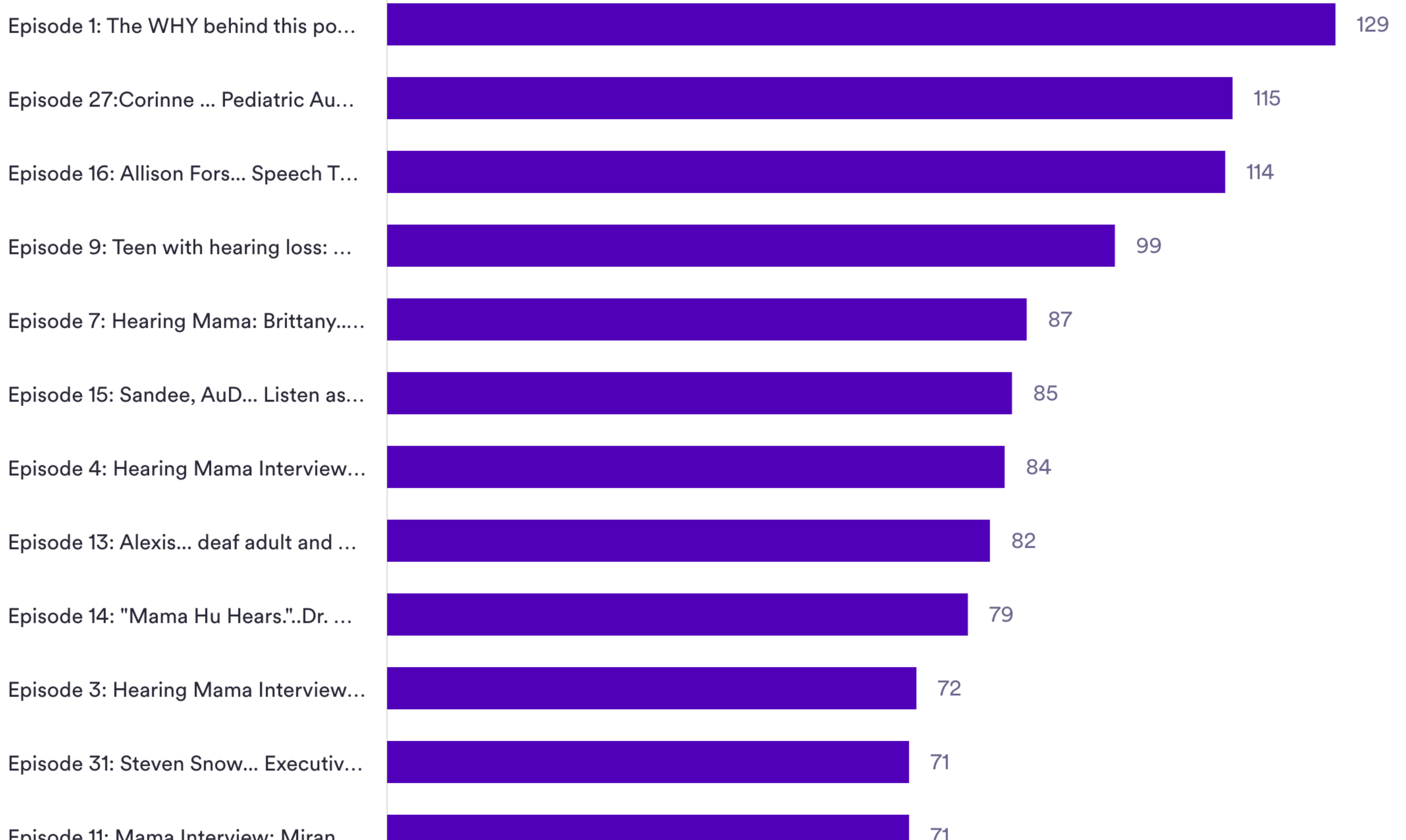
● Non-binary

0%

# Age



Source:  Spotify.







# Demographics of Millennial Parents Podcast Usage

## PODCAST LISTENERS

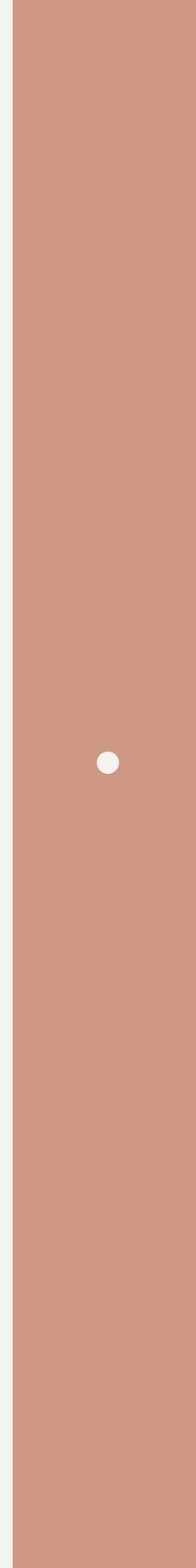


Percentage of Millennials  
that listen to Podcasts

48  
%

Percentage of Gen Z  
that listen to Podcasts

43  
%



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# Traits of Millennials

- 01 AN ON-DEMAND MENTALITY
- 02 WANT WORK-LIFE BALANCE
- 03 INTUITIVE KNOWLEDGE OF TECHNOLOGY
- 04 HIGH INFORMATION PARENTS

44 % of Millennials listen to at least one podcast a week



# Podcast Reviews



**A welcoming and crucial place for moms of hearin...** Mar 18, 2022



Grateful Linda

Wow! Wish I had this when my daughter was in the NICU for 5 weeks and feeling alone and unprepared to negotiate the issues related to hearing loss and cleft palate. Thanks Gretchen for creating this warm and nourishing place for moms to know they aren't alone, and there is a community that has been through it and is willing to share.

# Podcast Reviews

• • •  
**Inspiring!**

1y ago

★★★★★

mommastringam

I'm a wife of a man with significant hearing loss. It happened in his 20's and was the source of a lot of confusion and heartache until he was in a boardroom and realized everyone else was in on a conversation that he wasn't hearing. Getting hearing treatment has changed everything about his health, our marriage and the way he connects with the planet! Thanks for being a voice and an advocate!



# WHY WE TELL STORIES



# How to Share Your Story



Podcasts Prove  
an easy way  
for  
Providers to Listen  
to the  
**WHOLE** Story



Listening to Parents'  
Stories will **positively**  
Impact Providers.

Build **empathy** for the  
parents lived experiences  
Help Providers understand  
how much **WORDS** matter



Help Professionals  
identify gaps and  
difficulties  
in accessing  
services





In 2023,  
there are an ever-  
increasing number of  
ways to reach and  
support parents.



I Invite you to :



Listen to My Podcast

Share with your  
Friends

and Patients

Share your Story on  
the Podcast

Gretchen.Fors@gmail.com