

# Reaching families where they are at: Effectiveness of text-based supports

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Kristina Blaiser, PhD, CCC-SLP



# Disclaimers

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Regina: ASHA Employee



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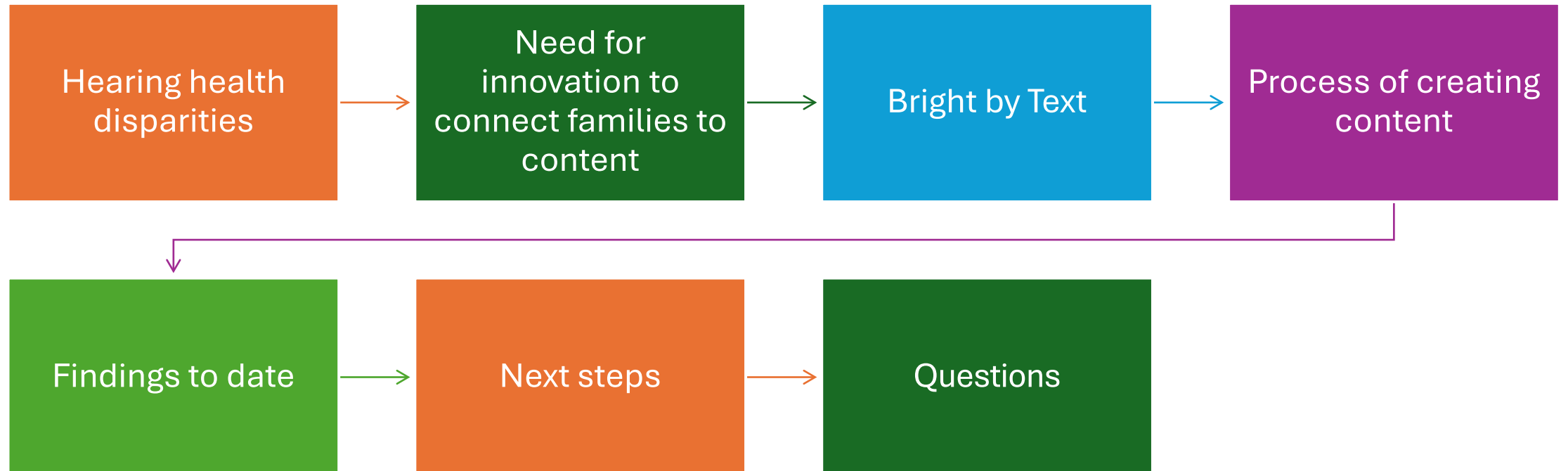
Kristina: Idaho State  
University Employee



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Did not receive any funding  
for this presentation

# Agenda for Today



# Hearing Health Disparities

- **Family factors:** Insurance status, socioeconomic status, educational status, and distance to providers
- **Provider barriers:** Specialist shortages and understanding of primary care providers
- Access to resources, providers continues to vary significantly

Bush, Kaufman, McNulty, 2017



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Connecting  
families to  
content

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Across geographic  
locations

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Across languages

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No/little cost to  
families



# Data on parents and screen media usage



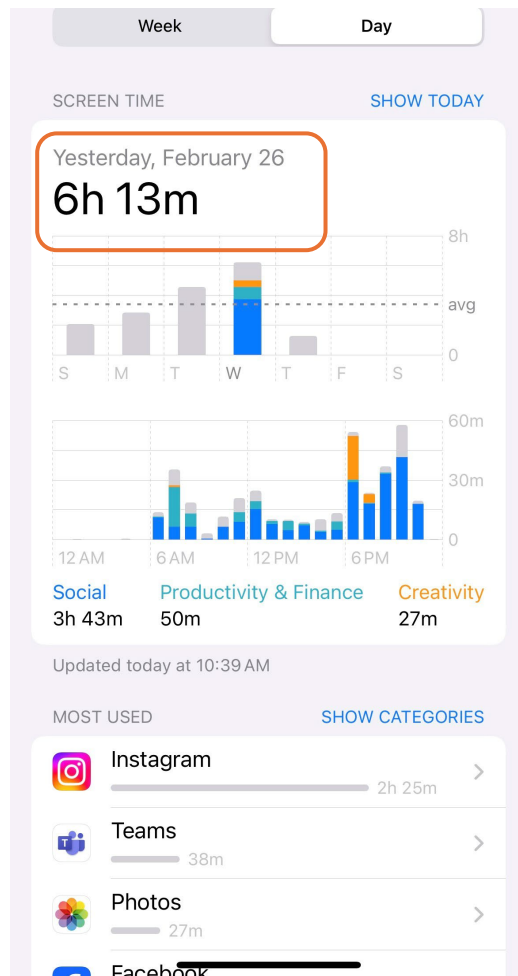
On average parents consume screen media more than 9 hours a day



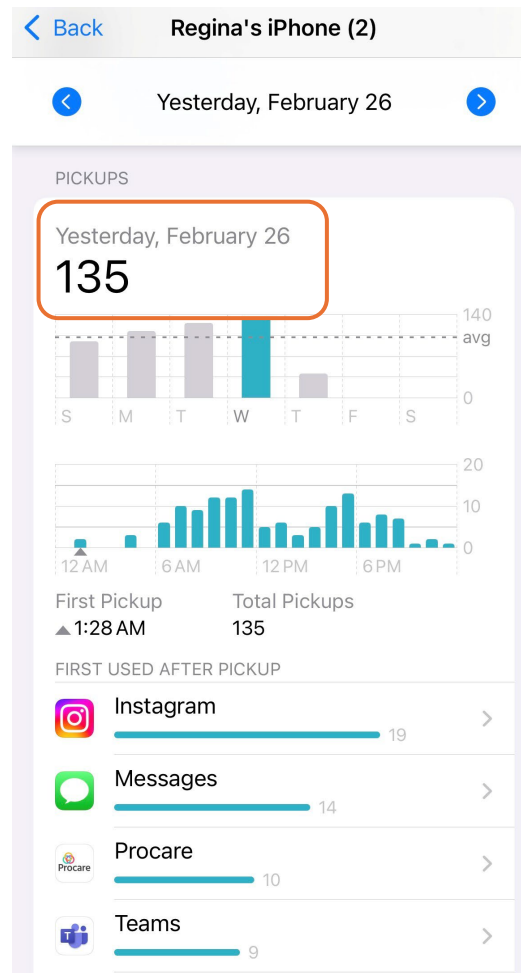
Nearly 8 hours are spent watching movies, playing video games and scrolling through social media



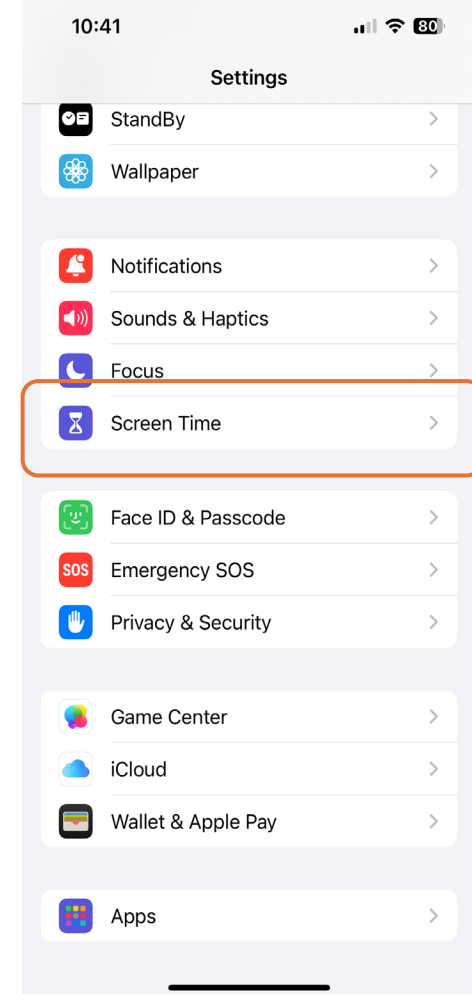
Parents check their phone about 60 times per day



National average:  
9 hours a day



National average:  
60 phone pickups a day



Check your own stats!

Self Check!

# Bright by Text (BBT)

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- FREE text messaging service for parents and caregivers
- Text messages are relevant to typical development from newborn through five years of age
- 423,000 families across the US have signed up to receive free text messages from BBT
- In the 0-3 age range, ~240,000 families are reached





# Bright by Text (BBT)

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- BBT collaborates with different groups for subject matter expert content such as PBS, Sesame Street, and the CDC
- 2020: The American Speech-Language-Hearing Association (ASHA) partners with BBT for the first time providing information already in the ASHA Identify the Signs campaign which offers information for parents about typical communication development as well as the early warning signs of speech, language, and hearing disorders
- 2021: ASHA partners with BBT for the TALK specialty track
- 2022: ASHA partners with BBT for general hearing content
- 2024: ASHA partners with Idaho State University's Family-to-Family Support program, the Helping Adults Talk to Children (HATCH) Lab to create the HEAR specialty track



# Introducing: HEAR



**Are you  
concerned about  
your child's hearing?**

Has your infant or toddler been  
identified as hard of hearing?

Text **HEAR** to 274 448.

Bright  
by  
Text

# BBT HEAR Snapshot




- Who: Anyone with concerns about their 0-3 year old's hearing
- What: Info and support as you advocate for your child and get connected to help
- How many: 1 message per week for 6 months
- How: text HEAR to 274 448 or sign up at [www.mylantern.org/hear](http://www.mylantern.org/hear)
- What languages: English and Spanish




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# Development

- Asked families most common questions after diagnosis
  - Vetted with national list of questions
  - Created “questions” and brief answers
  - Connect to resources
  - English and Spanish
- 
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## Topics covered

- Follow-up after a refer
  - Keeping hearing technology on
  - Earmolds
  - Talking to others about the hearing loss
  - Noise in the home
  - Family-to-family Support
  - Language-rich environment
  - Responsive behaviors
- 
- A blue dashed line in the bottom right corner, consisting of several short, curved segments.

# Example page (English)

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## Hearing concerns even after passing a hearing test

In Partnership with the American Speech-Language-Hearing Association and the HATCH Lab at Idaho State University

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Hearing loss can happen at any age. Even if babies pass their newborn hearing screen, they might develop hearing issues later in life. Fifteen percent of school-aged children have hearing loss.

If you have concerns about your child's hearing, ask their healthcare provider for a referral to an audiologist who can do some age appropriate, painless testing that will show how your child hears in each ear. A baseline hearing evaluation is always a powerful tool!

Most hearing evaluations, especially those ordered by a pediatrician, are covered by insurance at least once a year. To double check your coverage and documentation requirements for coverage, you can always call the number on the back of your insurance card.

You can find an audiologist who has experience and equipment to test babies and young children using the EHDI PALS National Directory: [https://www.ehdi-pals.org/SmartTool/EP\\_SmartTool.aspx](https://www.ehdi-pals.org/SmartTool/EP_SmartTool.aspx)

### Want to learn more?

- [Audiology Information Series: Childhood Hearing Loss](#) (ASHA)
- [What is Hearing Loss in Children?](#) (CDC)
- [Testing a Child's Hearing](#) (Boys Town National Research Hospital)





# Example page (Spanish)

## Audífonos para niños pequeños

En colaboración con American Speech-Language-Hearing Association y HATCH Lab at Idaho State University

¿Los audífonos pueden ser útiles para los niños pequeños? La respuesta es SÍ.

### Los audífonos y los bebés

La fase del bebé puede ser abrumadora, y es posible que se pregunte si merece la pena añadir un dispositivo auditivo (como un audífono) a la mezcla de numerosos artículos para bebés. Pero incluso los bebés pequeños se benefician del uso de audífonos y del acceso temprano al sonido. Los bebés de 0 a 3 meses, que están más centrados en necesidades básicas como comer y dormir, siguen beneficiándose de oír a sus padres acercarse o el sonido de la voz de su cuidador. Oír el mundo que les rodea genera confianza y seguridad a una edad temprana.

### Audífonos y niños pequeños

En el caso de los bebés y niños pequeños, los estudios han demostrado que los niños que llevan audífonos bien adaptados a tiempo completo tienen habilidades gramaticales y de vocabulario similares a las de los niños con audición normal cuando entran en la guardería. La parte del cerebro que da sentido a los sonidos necesita desarrollarse antes de poder utilizar la audición para aprender. El uso de audífonos permite que la parte auditiva del cerebro crezca. El cerebro crece rápidamente durante los dos primeros años de vida. ¡Toda exposición al sonido ayuda!



**Nos gusta esta regla: mientras los ojos de tu pequeño estén abiertos, los dispositivos funcionan.**

Tanto si esos periodos de vigilia son de 30 minutos como si son de horas, cada minuto que esos dispositivos están encendidos están ayudando a construir y fortalecer el cerebro de tu hijo.

### ¿Quiere saber más?

En inglés:

- [Hearing Aids for Children](#) (ASHA)
- [Hearing Aids What, Why, When, How?](#) (Success for Kids with Hearing Loss)

# Each page contains

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Information

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Description

Information

Resources



Where we are so far...



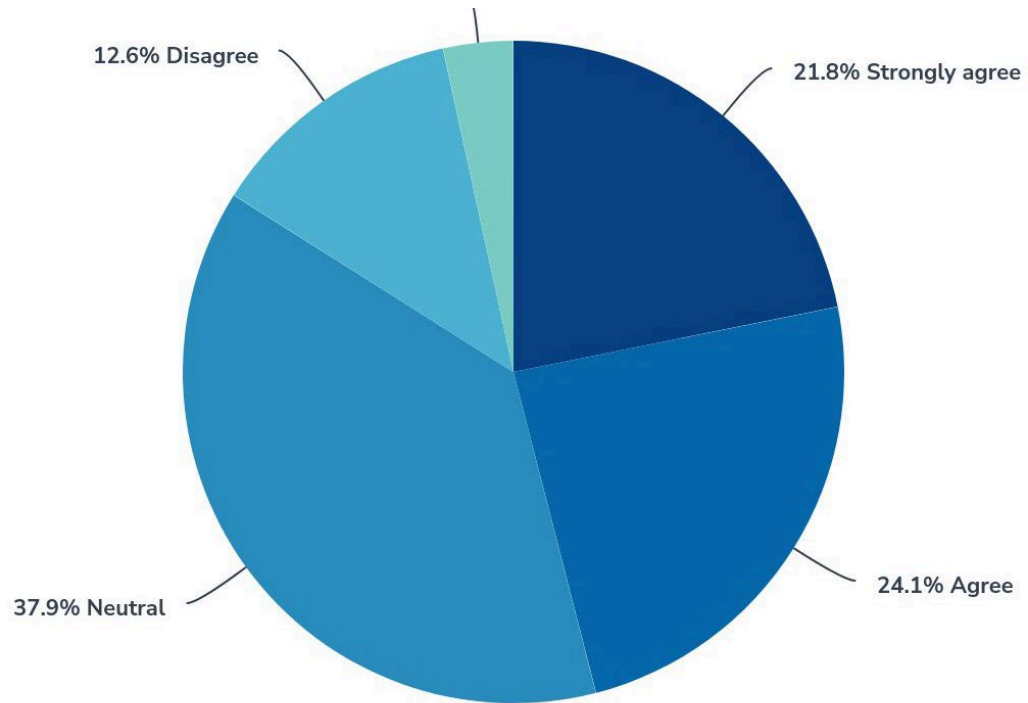


# How are we doing so far?

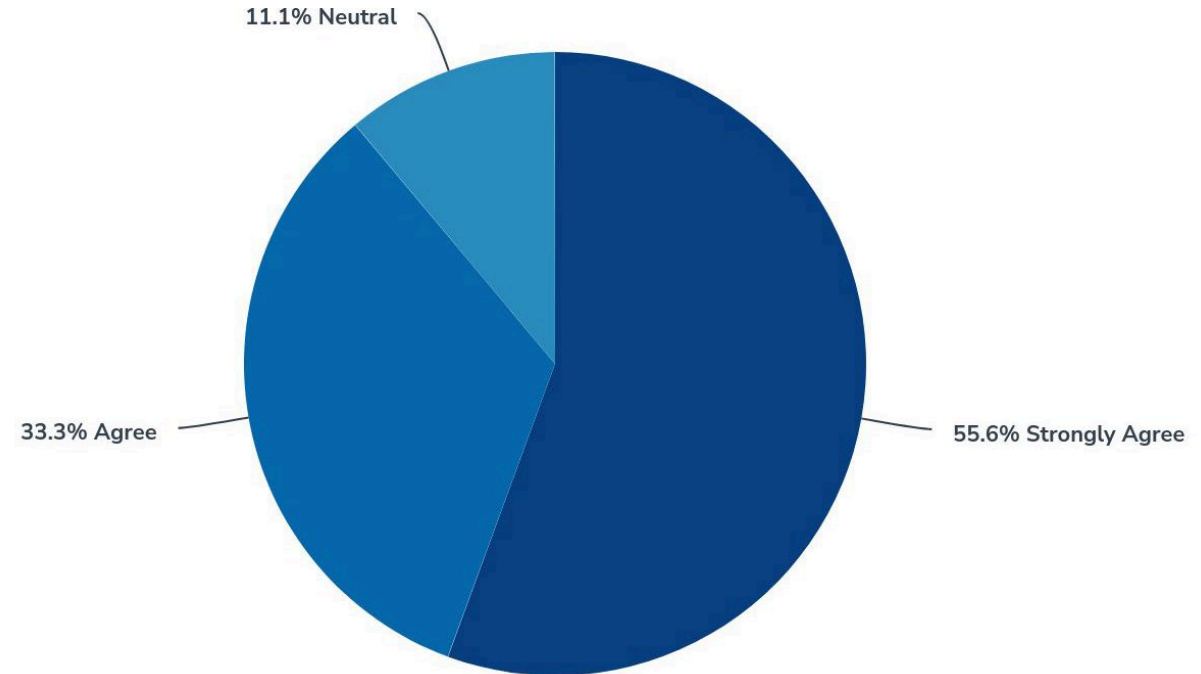
## *Parent Survey Results*

# I feel well prepared to address my child's hearing needs.

Initial Survey

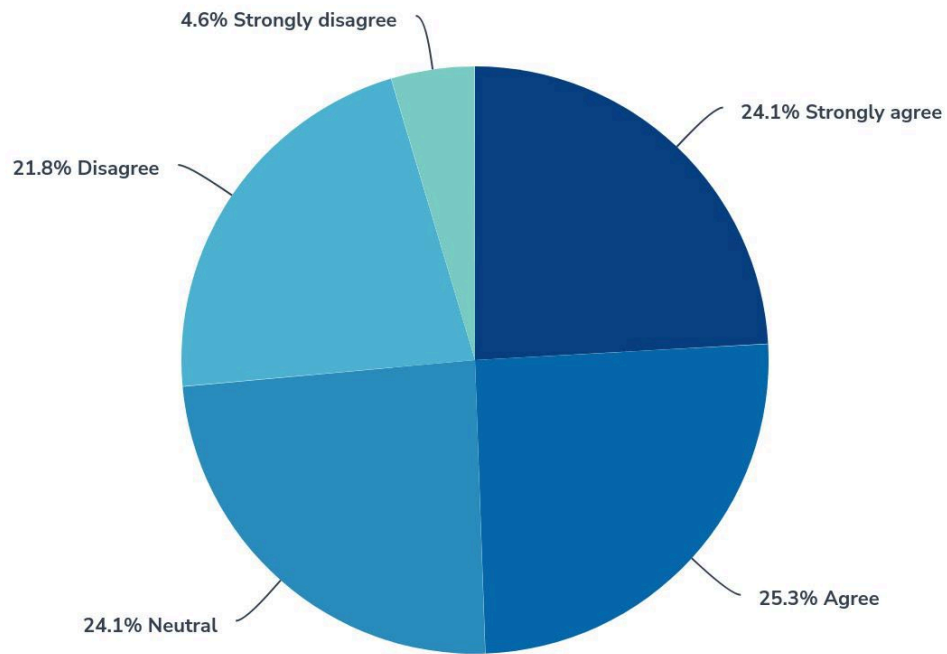


Final Survey

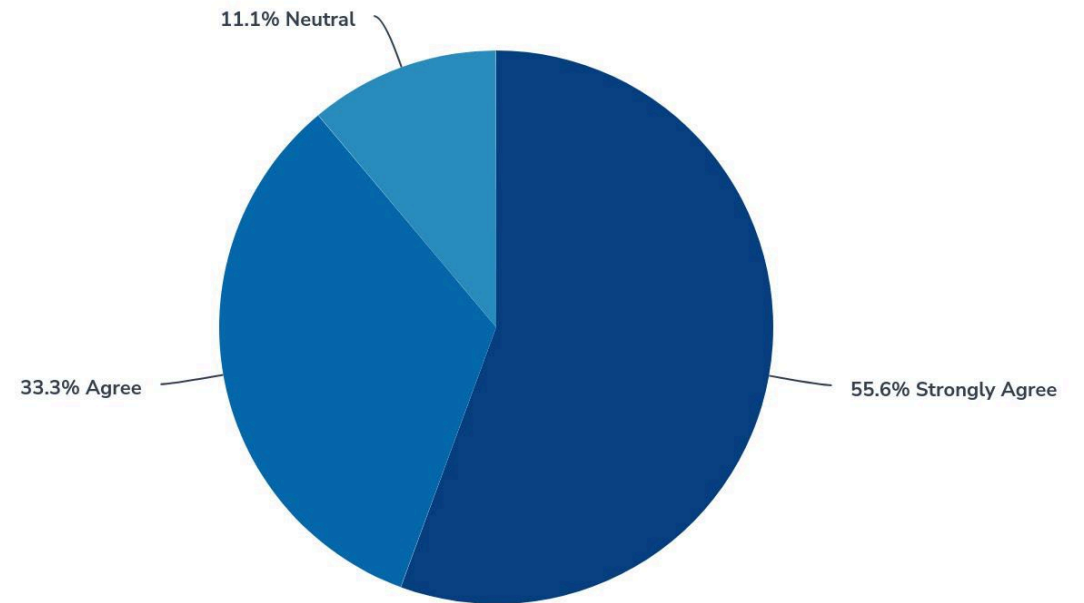


I know who to ask for help if I have questions about my child's hearing.

Initial Survey

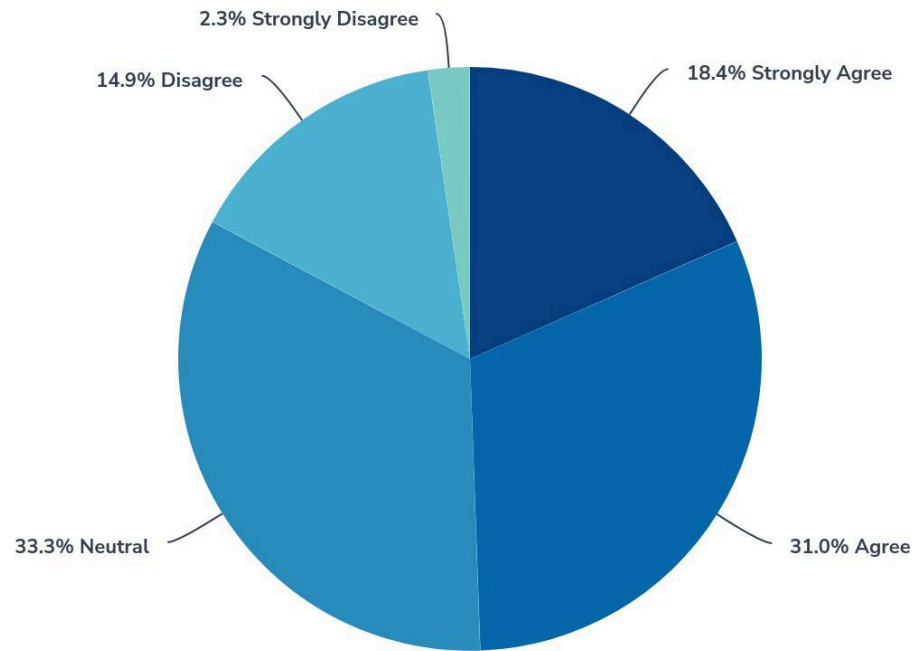


Final Survey

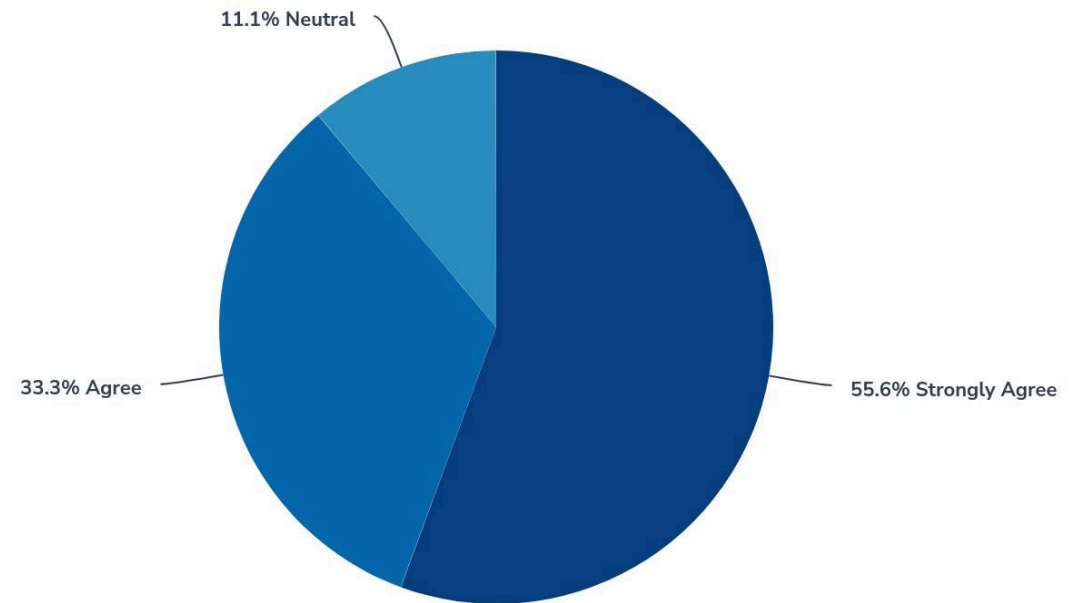


# I feel supported in navigating my child's hearing needs.

## Initial Survey



## Final Survey







How are we doing so far?  
*Provider Feedback*

# Feedback from Family Physicians at the AAFP Conference in 2024



“This sounds like a great resource for families. We live in a more rural area; some families travel 1-2 hours to see me and the closest audiologist can also be hours away from the patient’s home. It will be great for them to have this information come to their cell phone and be reminded why it is worth it to drive a few hours for follow-up”

-Family Physician from Mississippi

“We are always trying to figure out ways to educate our patients on milestones, what a smart way to get this information to them on a device they are on everyday” -

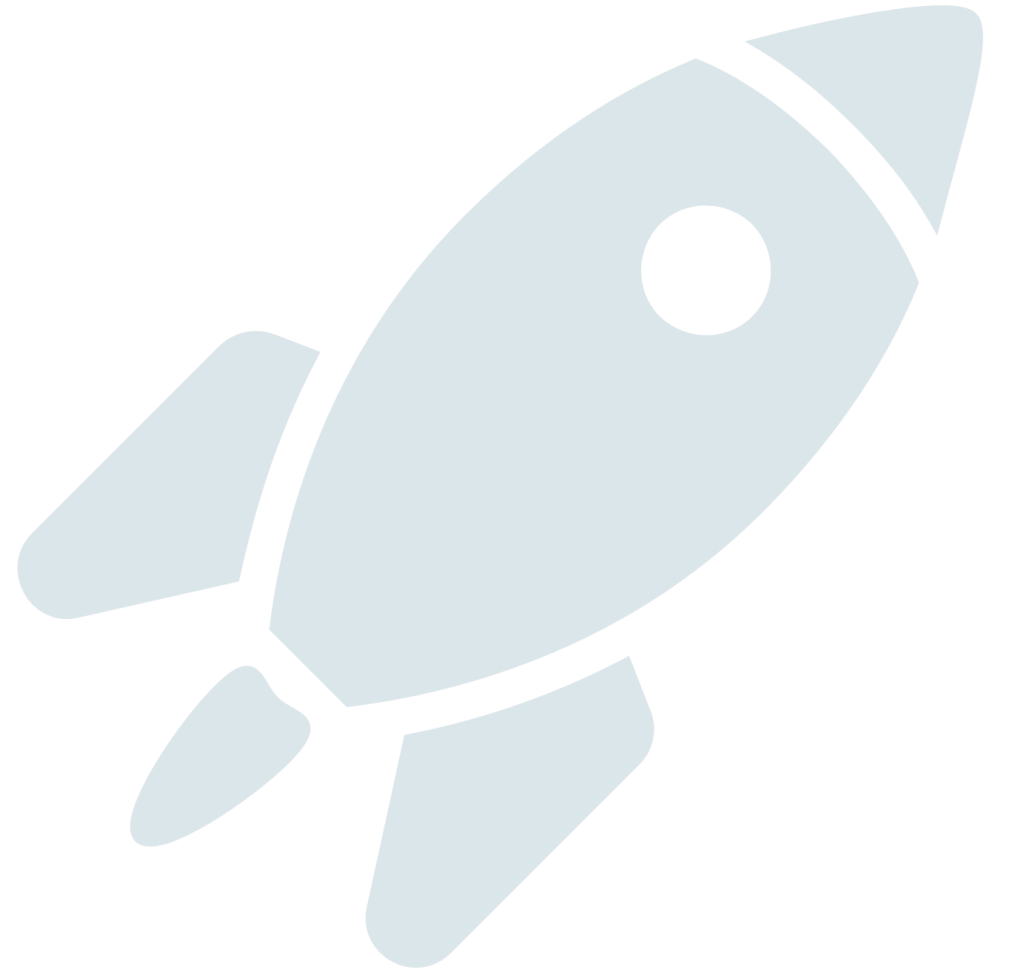
Family Physician from New York

“Wow! I can think of a handful of my patients who have concerns about their toddlers hearing but passed their newborn hearing screening. This service sounds like it would help them feel more supported as we figure out why their child is having trouble hearing”

-Family Physician from Florida



What's Next?



# Next Steps

- Families continue to sign up for the HEAR track
- We will continue to monitor the survey results and open-ended comment sections from families who have completed the 6 months of text messages
- We will make sure our content for families is up to date and relevant

We need **YOUR** help! Please spread the word!

What do you think about this  
format of communication  
with families?



What topics would be  
important to include in  
future iterations?



Important  
announcement  
as of the end of  
February 2025

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**Bright** by   
is now

 **lantern**



# Questions?

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Kristina: [kristinablaiser@isu.edu](mailto:kristinablaiser@isu.edu)

