

Baltimore HEARS

Final Presentation

Our Team



Kayla Ingram



Carly Wais



Justin Wuetcher



Peggy Liao

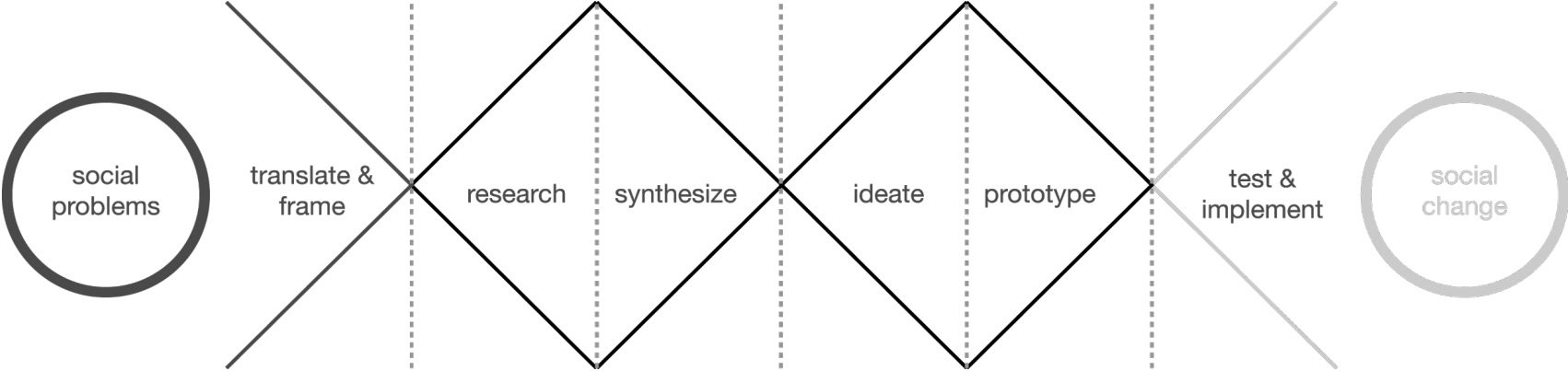


Echo (Yu Sheng)



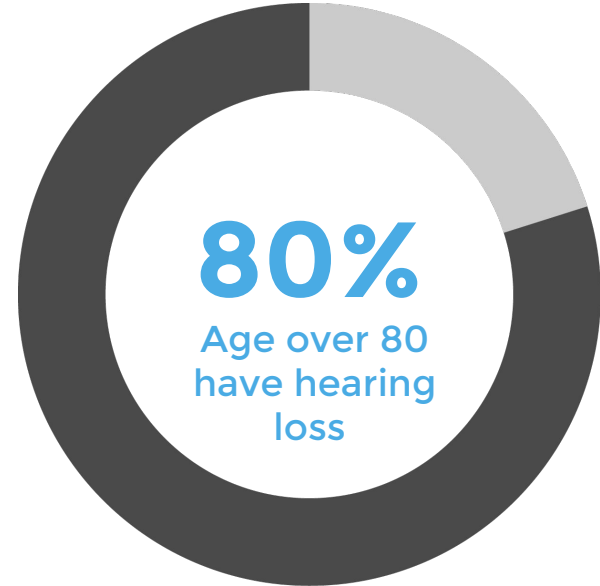
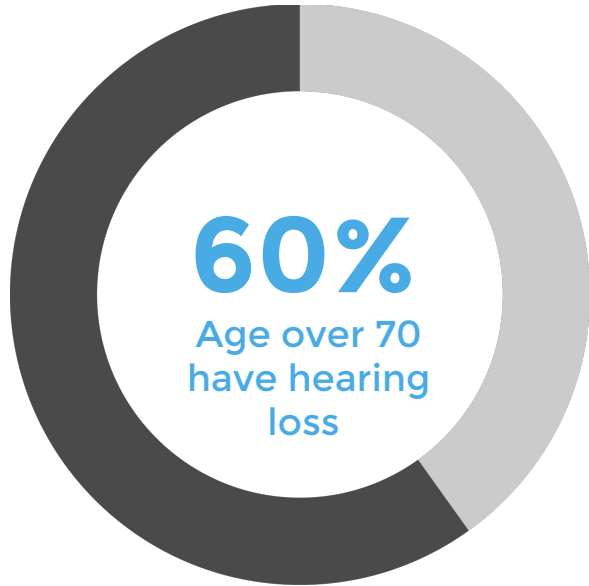
Becky Slogeris

Our Process



CONTEXT

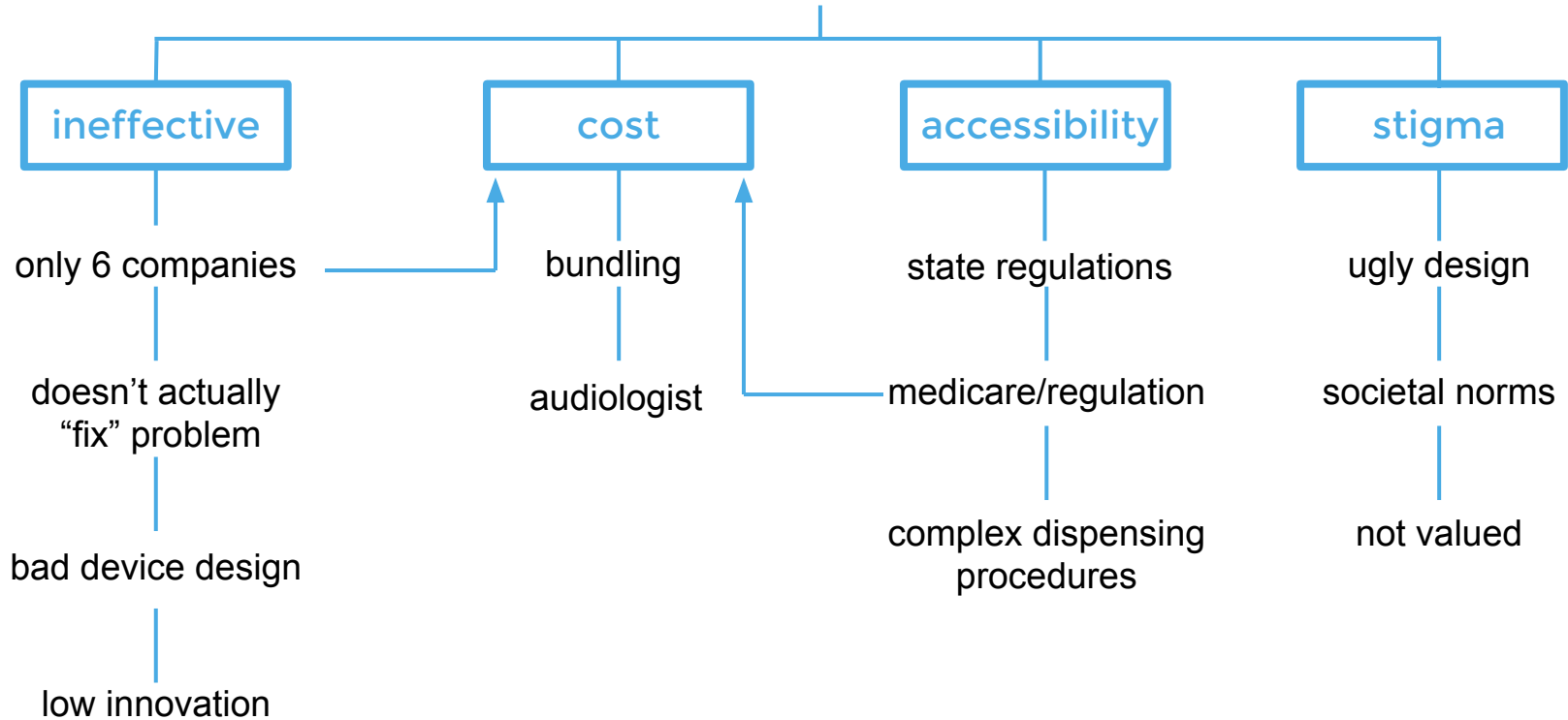
Hearing Loss and Older Adults



Why does hearing loss matter?

- Aging well + dignity
- Self isolation + depression
- Increased risk of dementia

Why is there such huge gap between hearing loss and device use?



Baltimore HEARS

A Community-Delivered, Affordable, Accessible Hearing Care Intervention for Older Adults

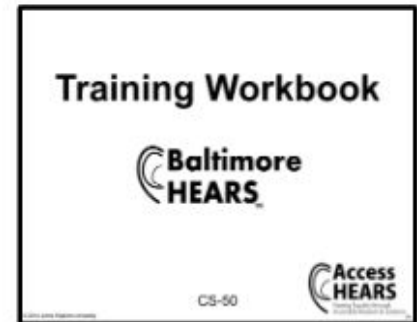
1 Hearing Screening



2 Device Fitting & Orientation



3 Education & Counseling



MICA + HEARS

Year 1

Finalizing Baltimore HEARS intervention content + Protocol

Year 2

Recruiting and training trainers

Year 3

Clinical trial, recruiting and retraining participants

MICA + HEARS

Challenge

How might we take the Baltimore HEARS intervention to the next level?

MICA + HEARS

Goal

Create prototypes for Baltimore
HEARS to test in the fall.

RESEARCH

Research Topics

**Hearing Loss and
Living Well**

**Adopting Solutions
for Hearing Loss**

Tech & Older Adults

**Learning + Self
Advocacy**

Panel with HEARS Participants





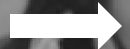
Eating Together with Older Adults

Device Training

Set a goal



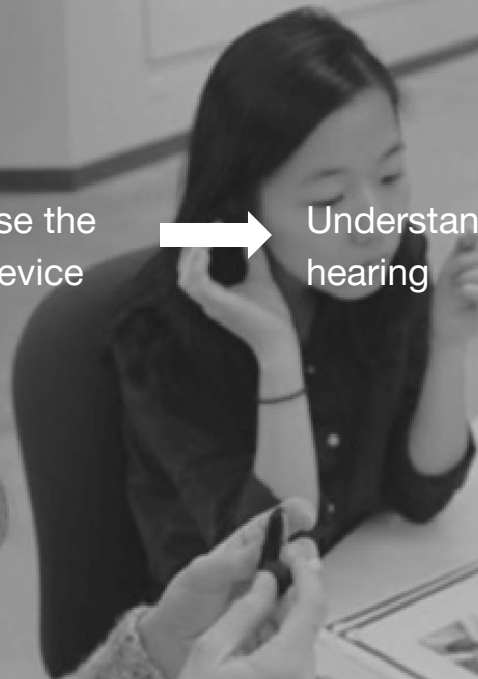
Learn to use the listening device



Understand hearing



Communication Tips



HEARS Users



Tim, the TV Watcher



On the Go Anne



Sara, the Sweetheart



Unsure Erick

Hearing Partner



Harold, the Helpful Husband

Potential User



Curious Carol

Tim, the TV Watcher

HEARS USER



“It’s very important for me to be able to hear my shows... oh, and my wife!”

Health: Mobility issues

Interests: Watching TV!

Technology Use: Low

Social Life: Doesn’t go out much - prefers staying in to watch TV; Spends most of his time alone or with his wife

Before

Watched TV on high volume

Often watched in a separate room from his wife who likes different TV programs

After

Can hear TV on much lower volume that doesn’t wake up his wife in the morning

Is able to communicate better with his wife to compromise on shows

On the Go Anne

HEARS USER



“Before this I missed out on a lot. I do better with my little gizmo!”

Health: Active, Overweight

Interests: Selling art on her blog, listening to the radio, going out, shopping

Technology Use: Tech-savvy, active online and social media

Social Life: Still working and goes out to visit with friends and family

Before

After

Suffering from tinnitus

The ringing goes away when she puts in her device

Social, but felt frustrated by hearing difficulties

Able to hear much more clearly and really enjoy socializing

Sara, the Sweetheart

HEARS USER



“I could barely hear anything my husband said before, but now he says I hear too much!”

Health: Mobility issues, recently had serious surgery

Interests: Going out and watching people

Technology Use: Low, uses cell phone

Social Life: Interacts with husband and family members a lot

Before

Struggled to hear in social situations; felt upset and isolated

Mostly stayed in her apartment

After

Can hear much better and is generally in a more positive mood

Goes out all the time

Unsure Erick

HEARS USER



“My hearing loss came on so gradually, I didn’t realize I had it ‘til nearly 70.”

“I don’t notice that much of a difference, but my wife loves is.”

Health: Moderate; Mostly healthy but not very active

Interests: Watching TV, talking with wife

Technology Use: Low

Social Life: Interacts mostly with wife but also likes to attend Eating Together

Before

Would say “huh?” a lot to his wife

Eventually noticed he had trouble hearing people in conversations

After

Wife really enjoys being able to communicate better

Still finds it hard to hear sometimes and can’t tell how much his device helps

Harold, the Helpful Husband

COMMUNICATION PARTNER



Living Situation: Manor East,

Age: 65



“Now when she’s in the kitchen and I say ‘boo boo!’ she can hear me a lot better.”

“All I would need to teach somebody is the device!”

Health: Active

Interests: Going out with his wife Sara, working at My Daily Bread

Technology Use: Moderate

Social Life: Goes out to work and with Sara; Loves to interact with family members

Before

Worried about his wife’s safety and health

After

Feels more at ease knowing she will be able to hear alarms, warnings, sizzling while cooking

Curious Carol

POTENTIAL USER



Living Situation:



Age: 65

“So why do so many people lose their hearing? How does it happen?”

Health: Very active

Interests: Socializing, exercising (zumba!), reading, church, Eating Together

Technology Use: Moderate - has iPhone

Social Life: Very social; Loves talking with people and interacting with little kids at church

Before

After

Very social, can usually hear alright but has been having a bit more trouble lately

Is able to fill in gaps when she misses something

INSIGHTS & OPPORTUNITIES

Value of Hearing

Insight

Hearing is critical for safety, but safety is often overlooked as a selling point.

Opportunity

How might we highlight the peace of mind and sense of safety that comes with having a hearing device?

Value of Hearing

Insight

It is easy to overlook hearing loss because it doesn't 'hurt'.

Opportunity

How might we help older adults see the invisible value of hearing?

Aging Well

Insight

Even the oldest adults don't want to seem old.

Opportunity

How might we make using hearing devices feel young, cool and sexy?

Recruitment

Insight

When motivating older adults, even the smallest human interactions can have a big impact.

Opportunity

How might we use personal gestures to encourage participation in HEARS?

Daily Life

Insight

Living with the 3 Fs (friction, frustration, fatigue) is a full time job.

Opportunity

How might we make HEARS easy to use for older adults who already have a lot on their plates?

Relationships

Insight

Human connection makes life worth living.

Opportunity

How might we effectively communicate how hearing facilitates human connection?

Relationships

Insight

Seniors don't like to feel dependent on others, yet social support makes getting old easier.

Opportunity

How might we create a social network of independent older adults who trust and support each other?

Device

Insight

While hearing devices are given to individuals, the benefits that come with hearing are enjoyed by the whole community.

Opportunity

How might we emphasize and communicate the community benefits of a hearing device?

Training

Insight

As an intervention, the HEARS training has to be delivered the same way each time, yet each participant has unique needs.

Opportunity

How might we create training sessions that are standard yet respond to individual participant needs?









VISION

ACCESS to HEALTHY AGING through HEARING.

Available
Affordable
Desirable

Aging with dignity
Feeling good about yourself
Mobility and activity
Independence and agency
Participation in community
Cognitive vitality
Being a leader for others

Communication
Relationships
Safety
Activity

Narrowing the gap between
what you want to do and what
you can do

1

**ENGAGING
RECRUITMENT**

2

**QUALITY
TRAINING**

3

**VIBRANT HEARS
COMMUNITY**

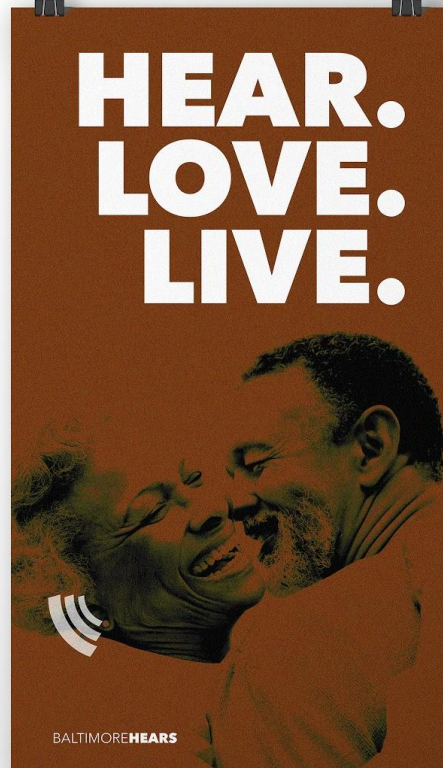
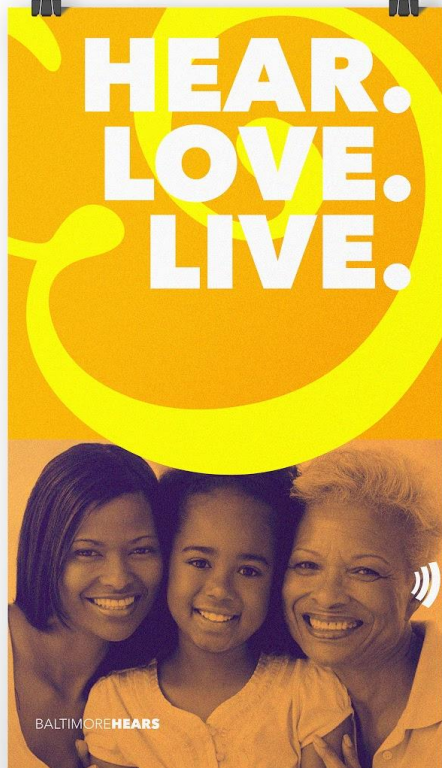
1

**ENGAGING
RECRUITMENT**

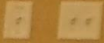
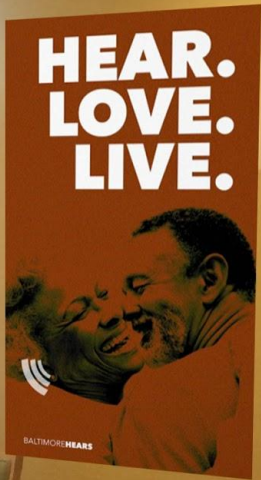
Engaging Recruitment

- Personal gestures
- Sexy
- Word of mouth
- Interactions with younger people

1. What's in it for me?
2. How easy is it?
3. How do I get it?



AGING WELL VALUE OF HEARING TRAINING RECRUITMENT RELATIONSHIPS DAILY LIFE DEVICE







Eat, dance, and get
to know our new
trainers!
Everyone is
invited!

MAY
16 6PM

PARTY
WITH BALTIMORE HEARS

AGING WELL VALUE OF HEARING TRAINING RECRUITMENT RELATIONSHIPS DAILY LIFE DEVICE



Meet the Trainers Party Agenda

5pm: Party Starts!

~ Eating, Dancing, Talking, Checking out
Devices, Hearing Situation Cards Activity,
Hanging ~ !

5:30pm: Charlie & Judy Duet Performance!

5:40pm: Trainers Demo Devices

6pm: Meet the Trainers Panel

~ Party more ~ !

Trainer Panel

- Trainer Introductions
- What are your hobbies?
- What is your favorite thing about living at Weinberg?
- What does hearing mean to you?
- Share something about your HEARS experience. OR Why did you decide to continue on to become a HEARS trainer?
- Q&A with audience



HOW DOES HEARING IMPACT OUR LIVES?



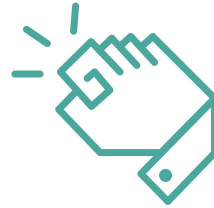
Home



Whispering to
your loved ones



Knocking



Ringing phone



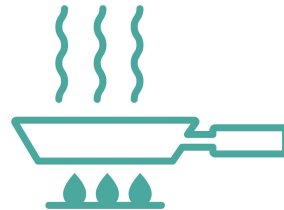
TV is not loud enough



Grandchildren crying



Sizzling pan



Listening to the radio



Social

Baltimore
HEARS

Bird chirping



Someone calling your name



Going to a movie



Conversation
at a restaurant



At a lecture



Health



Doctor's visit



Car honking



Alarm ringing



2

**QUALITY
TRAINING**

Quality Training

- Individualized
- In service of clients
- Respects and honors participants
- Reproducible
- Interactive
- Small groups to minimize risk
- Immediate application to real life
- Easy to understand

HOW TO USE A CS-50 DEVICE

[Watch it on Youtube](#)

AGING WELL VALUE OF HEARING TRAINING RECRUITMENT RELATIONSHIPS DAILY LIFE DEVICE

Baltimore

HEARS

Daily Use

Dials

Fixes

Pocket Talker Daily Routine

1) Plug in the headset

Microphone



Headset port



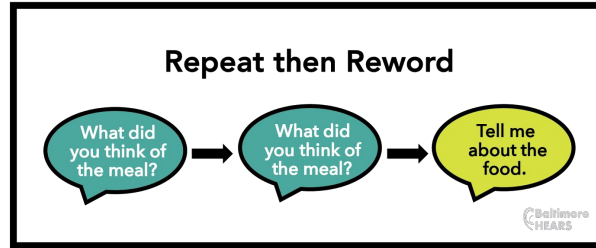
2) Wear the headset



3) Turn on the device



ON



Name First

Baltimore HEARS

Topics & Key Words

Baltimore HEARS

Face to Face

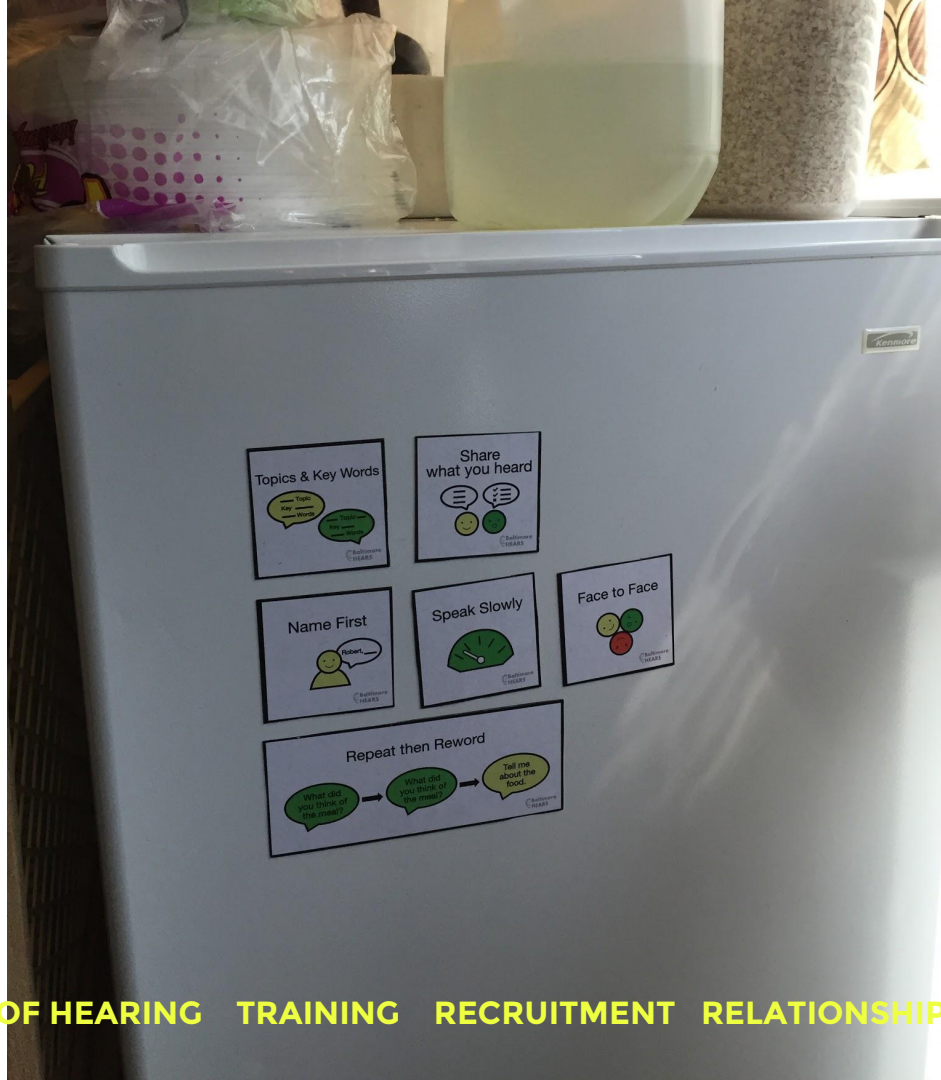
Baltimore HEARS

Speak Slowly

Baltimore HEARS

Share what you heard

Baltimore HEARS



AGING WELL VALUE OF HEARING TRAINING RECRUITMENT RELATIONSHIPS DAILY LIFE DEVICE

3

**VIBRANT HEARS
COMMUNITY**

Vibrant HEARS Community

- Gather members together
- Make community visible
- Build trust and support among members
- Informal check-ins for problem solving, reminders, and practice
- Build confidence
- Solidify learning
- Celebrate successes

HEARS 4 Life!

Baltimore HEARS Leaders

- Encourage being active in the HEARS community
- Recognize and reward those who are participating





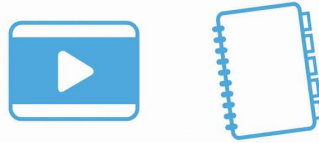
PRE-CONTEMPLATION



CONTEMPLATION



PREPARATION



ACTION



MAINTENANCE



Thank you!

