



National Action Campaign Summary

A “Sound” Investment A campaign for equal access

The Goal

To make the sounds through public address and amplified systems in public facilities readily accessible to those that use hearing assistive devices. We can achieve this goal by promoting and assisting in installing looping technology of public buildings and facilities. This effort will not only provide access that should be available, but will promote the value and importance of hearing health services and technology.

The Need

In many ways, we have made the world accessible through the Americans with Disabilities Act and other efforts. However, in some ways we have failed to make that access complete. We have worked hard to remove the barriers that limit use of a public facility for those who cannot walk, but have done little for those who cannot hear. For the millions of Americans using hearing assistive devices, the ability to hear in public facilities is limited. Yet all those sounds can be made clear by the simple act of installing an available, simple, and cost effective technology – the induction loop.

The Plan

Hearing Charities and Sertoma, its parent organization, will support community efforts be it for a specific facility, or a community wide approach. We are prepared to work with existing charities or to help individuals who do not have a charity to support campaign efforts through a Friends of Hearing Charities Chapter. These would include:

- Volunteer development and support
- Campaign and marketing materials
- Technical support on the benefit and requirements for induction looping from HCOA partners – including HearingLoop.org, the American Academy of Audiology
- Access to information on qualified manufacturers and installers
- Access and linkage to other campaigns for support and sharing best practice
- As available, funding support for local projects through fundraising efforts of Hearing Charities

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Hearing Charities of America

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