


Interacting with A Two-Way Street?

Juliëtte Sterkens, AuD and Wynne Whyman, MA, MSS

June 28, 2024



Hearing Loss Association of America
Phoenix, AZ
June 26-29, 2024

1

1

Disclaimers

- Information should not be construed as legal advice.
- Information is intended as guidelines and principles, not hard-fast rules. You are in the best position to decide what advocacy is the best fit for the situation and yourself.
- Disclosures. Dr. Sterkens receives a consulting fee from the Hearing Loss Association of America thanks to grant funding from the David and Carol Myers Foundation.

2

2

Outline

- Advocacy
- Hearing Loops & Google Maps
- Google & Auracast
- Reviews Look Easy – But...
- Ideas for Google Reviews
- Diving into Google Maps
- Q&A

3

3

Two Views on Advocacy

Advocacy promotes equality, social justice, social inclusion, and human rights.

Advocacy means taking action to create change.

4

4



“I wanna see a feisty group of disabled people around the world...if you don’t respect yourself and if you don’t demand what you believe in for yourself, you’re not gonna get it”

Judith Heumann

5

5

Reflect To Yourself

- What does advocacy mean to you?
- Why are you an advocate?



6

Three Types of Advocacy

Self-advocacy: speaking up for oneself.

Individual advocacy: a person or group of people concentrate their efforts on just one or two individuals.

Systems advocacy: focus on changing policies, laws or rules.

<https://cedwvu.org/resources/types-of-advocacy/>

7

7

Self-Advocacy

- Refers to an individual's ability to effectively communicate, convey, negotiate, or assert his or her own interests, desires, needs, and rights (VanReusen et al., 1994).
- Means understanding your strengths and needs, identifying your personal goals, knowing your legal rights and responsibilities, and communicating these to others.

<https://cedwvu.org/resources/types-of-advocacy/>

8

8

Some Self-Advocacy Tools



Informal



Google Maps:
attributes,
reviews, and
photos



Social
Media



Emails,
letters to
editor



Filing
complaints:
ADA, DoJ,
Civil Rights,
TSA, FAA...

You know the situation best: which tool is appropriate to use



9

Phoenix Airport





- Gate areas:
- Terminal 3
 - Terminal 4, Gates D11 to D18




10

Please Open Your Google Maps App

11

Quick Refresher on Hearing Loops on Google Maps

 Google Maps

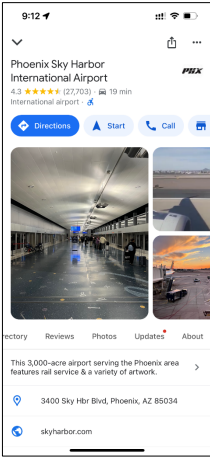
Step 1

Open the Google Maps app on your smartphone

Search for a location, such as:
Phoenix Sky Harbor Airport

Step 2

Under the photos, scroll down and to the right to find the **ABOUT** tab



12

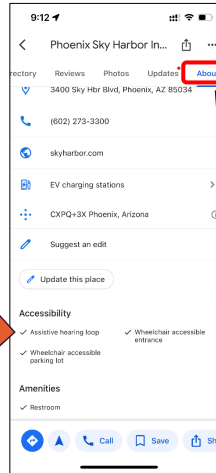
Quick Refresher on Hearing Loops on Google Maps



Step 3
Click on the **ABOUT** tab

Scroll down to find the **Accessibility** section

Look for the “Assistive hearing loop” in Accessibility

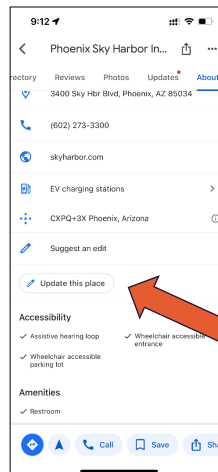


13

Missing Hearing Loop?

Step 4
For locations where a hearing loop is available but not listed on Google Maps:

1. Click on **Update this Place**
2. Send us an email



14

Handout (Printed & Electronic)



Auracast Broadcast Used as an Assistive Listening System

15

15

Reviews Look Easy –
But...

16

16

Possible Benefits



- Easy
- Can build public awareness
- Help others
- May receive a public response
- Usually short-term focus
- Feels good that you did something

17

17

Show of Hands



Google Maps: How many of you have:

1. Reviewed a product or service?
2. Reviewed Communication Access?
(captions, assistive listening,
understanding speech)
3. Uploaded photos?
4. Signed up as a Google Guide?

18

18

Reviews Are Easy, Right?



The plumber was great!



Loved the Open Captions!

19

19

Problem #1: Writing a Review Isn't Easy



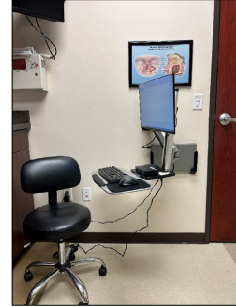
- The captions didn't work?
- The movie captions didn't work?
- The caption cupholder equipment didn't work?
- The batteries died?

20

20

Problem #2: Emotionally, Reviews Aren't Easy

- Admit that you couldn't hear
- Difficult to ask for help
- Fear, anxiety
- Vulnerability
- Invalid, unworthy
- Not "supposed to" complain



21

21

Problem #3: Daunting Problems

62% of respondents indicated that they seldom or never find hearing accommodations in public venues.



Created by Luis Prado
from Mouth Project

18% of Oregon meeting facilities reported having assistive listening systems.

Both surveys available: www.hearingloop.org

2024. Frazier, S. et al. "Survey Sheds Light on Why Many People with Hearing Loss Don't Use Assistive Communication Technology."

2024. Loop Oregon. "A Survey of 50 of Oregon's Largest Meeting Facilities About Their Provision of Assistive Listening Systems as Required by the ADA."

22

22

PWHL Often Avoid Going to Events

Over 70% of the respondents reported they avoid (or sometimes avoid) going to events

- Lack of assistive communication options
- Failure of borrowed equipment
- The hassle of checking out equipment
- The public 'outing' of their disability

2024. Frazier, S. et al. "Survey Sheds Light on Why Many People with Hearing Loss Don't Use Assistive Communication Technology."

23

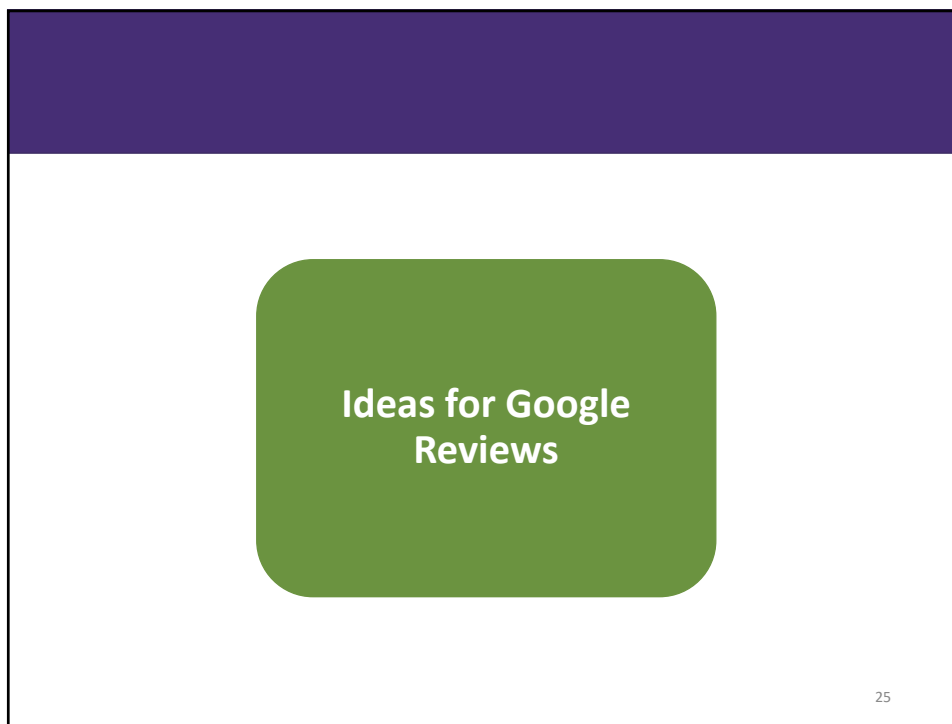
23

Reflect to Yourself

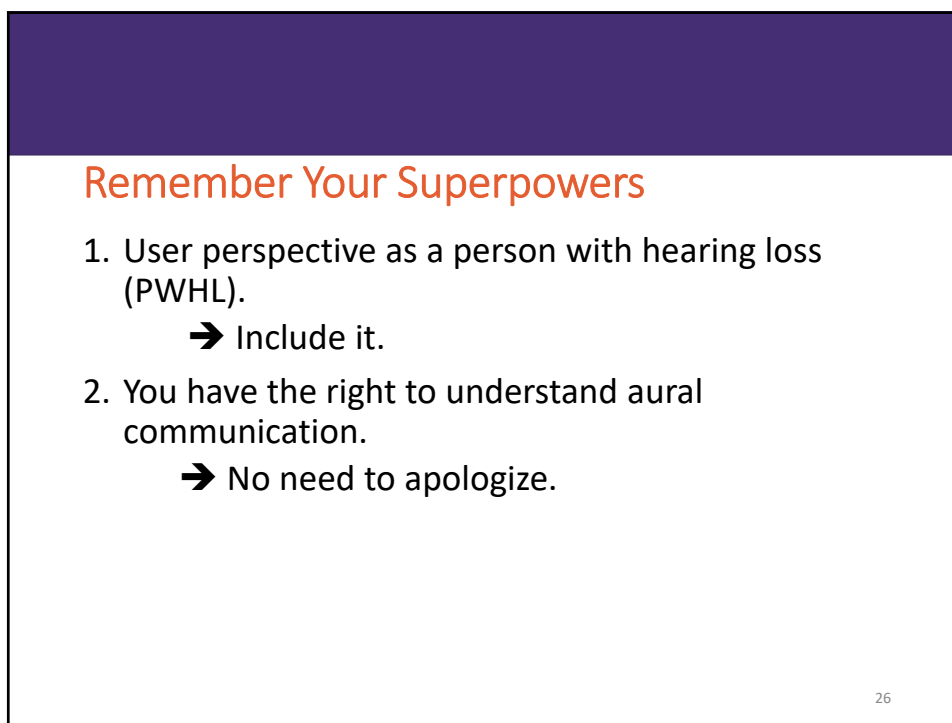
1. What's your advocacy approach or philosophy?
2. Do you give positive feedback?
3. Do you give construct feedback?



24



25



26

Brainstorm to Yourself

Where could you leave a review?

27

27

Before Beginning A Review, Ask Yourself

- What's my intention?
- What might be a realistic outcome?
- Could a public comment be beneficial?
- Am I calm?
- Can I act with integrity? Good judgment?

28

28

Google Tips for Writing Great Reviews

- Be informative and insightful
- Be authentic/write about your firsthand experience
- Be respectful
- Write with style. Generally, a paragraph.
- Avoid personal and professional information
- Avoid general commentary/opinion

<https://support.google.com/local-guides/answer/2519605?hl=en>

29

29



My audiologist is great. I just wish he told me about the telecoil option in my hearing aid to hear clearly at church. Instead, I learned about telecoils from a friend.

30

30

Tell the Impact of Your Hearing Loss



When I checked in, the pharmacy tech mumbled behind the computer screen, and I couldn't read her lips. Thus, I couldn't understand my medicine prescription instructions, which worried me.

I didn't have effective communication for my hearing loss.



With my hearing loss, I couldn't understand.

31

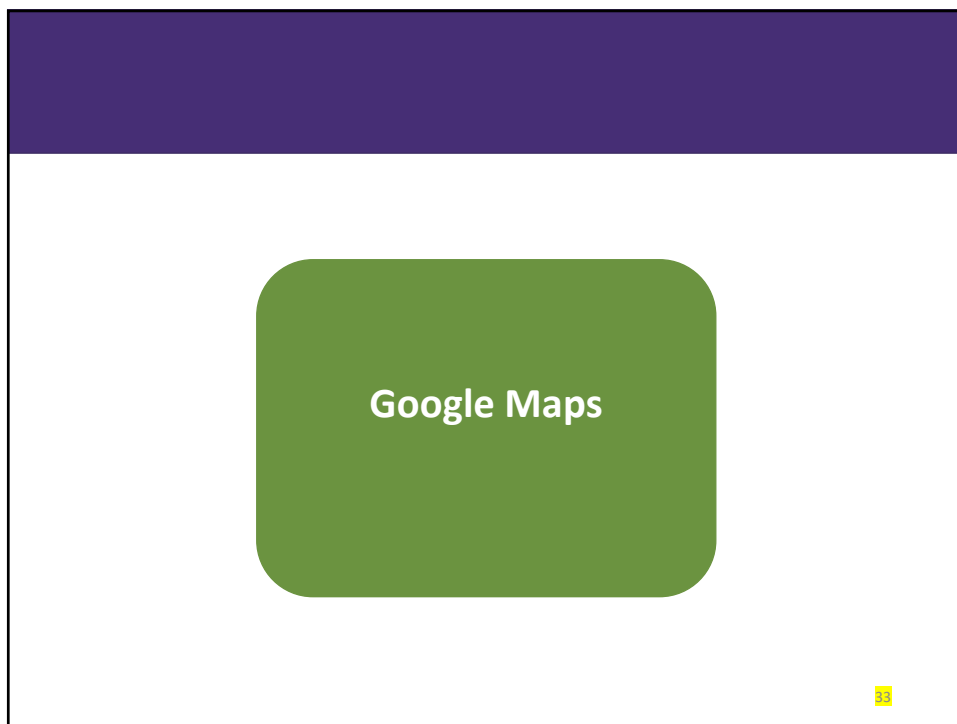
31

Some Ideas to Describe Hearing Loss

- Able to read every word
- Access
- Accommodation
- Fully understand
- Clearly hear every word
- Dignity
- Emotion "I felt _____"
- Disability
- Equal
- Fully participate
- Inaccessible program
- Inclusion
- Left out
- Part of
- Respect

32

32



33

A presentation slide with a dark purple header bar. The main content area is white. The title "Who Are You Representing?" is written in orange. Below the title, the text "Which account" is followed by a bulleted list: "• Yourself?" and "• An organization (use with care)?". A small yellow square with the number "34" is located in the bottom right corner of the slide.

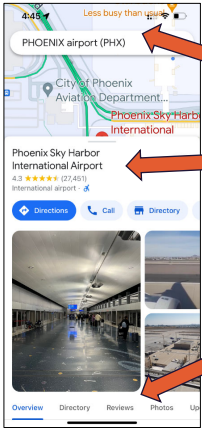
34

Method #1
Uploading Photos from
Reviews

35

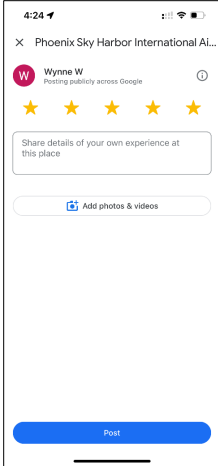
35

Review (Smartphone)



Steps

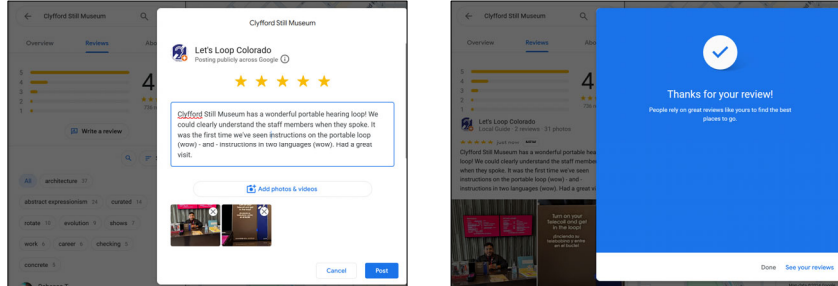
1. Search for location
2. Select location
3. Click Reviews



36

36

Write Review and Upload Photo(s)*

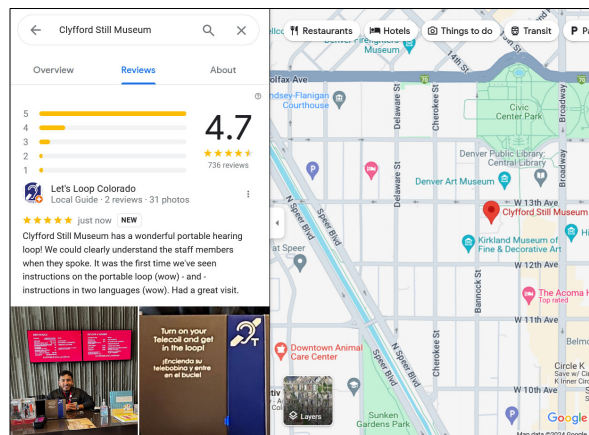


*Use recent photos – you will not have access to albums on your iPhone

37

37

See Your Posting



38

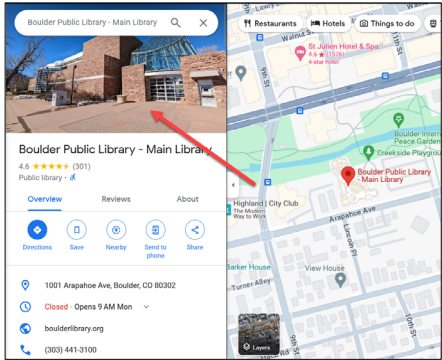

38

Method #2
Uploading Photos
Directly
(No Review)

39

Upload Photos Directly

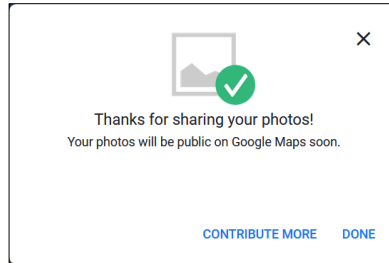
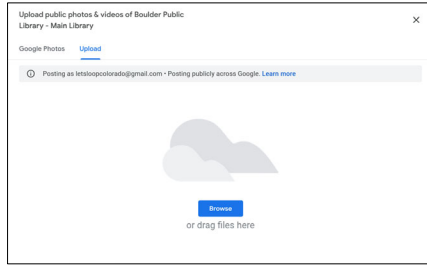
1. Find Location
2. Click on photos
3. "Add media"

40

Upload Photos Directly

4. Upload photos



41

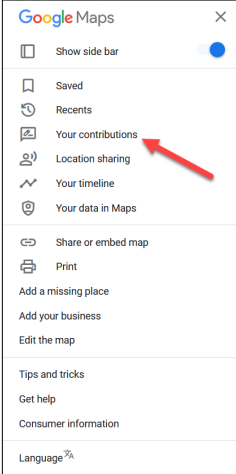
41

Your Contributions

42

42

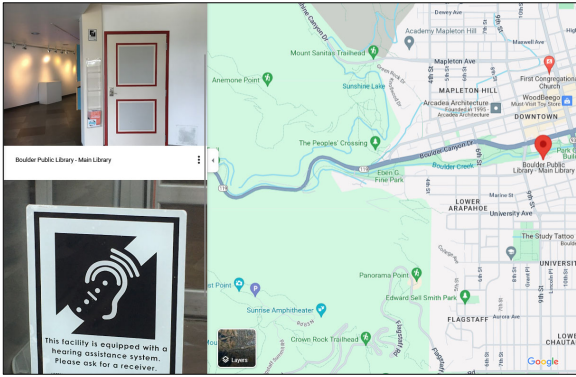
Your Contributions



The image shows a screenshot of the Google Maps mobile interface. A menu is open, listing various options. A red arrow points to the 'Your contributions' option, which is highlighted. Other options in the menu include 'Show side bar', 'Saved', 'Recents', 'Location sharing', 'Your timeline', 'Your data in Maps', 'Share or embed map', 'Print', 'Add a missing place', 'Add your business', 'Edit the map', 'Tips and tricks', 'Get help', 'Consumer information', and 'Language'.

43

Scroll Through Photos



The image shows a screenshot of Google Maps with a photo gallery overlay. The gallery is for the 'Boulder Public Library - Main Library'. It displays two photos: the top one shows the interior of the library with a door, and the bottom one shows a hearing assistance sign that reads 'This facility is equipped with a hearing assistance system. Please ask for a receiver.' The map in the background shows the location of the library in Boulder, Colorado.

44

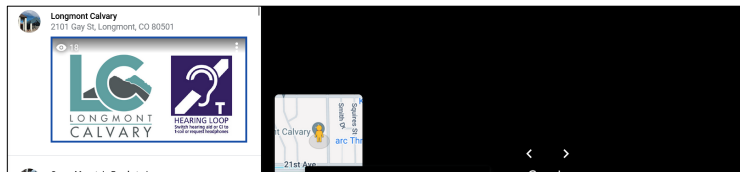
Photo Editing

- If you have the skills, it can be helpful to adjust the photos: cropping, straightening, removing personal metadata, and color adjustments.
- Photos may be rejected by:
 - a) The business owner, since the business has final decision-making authority.
 - b) Google, if their guidelines are not followed.
 - c) Google, if you combine photos or graphics.

45

45

No Image Showing? What Happened?



Not a photo, combined graphics

46

46

Stage Photos

Acceptable



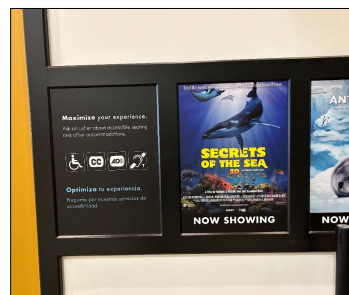
Rejected



47

47

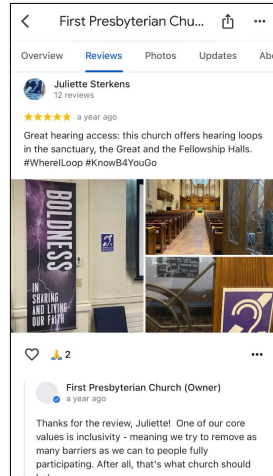
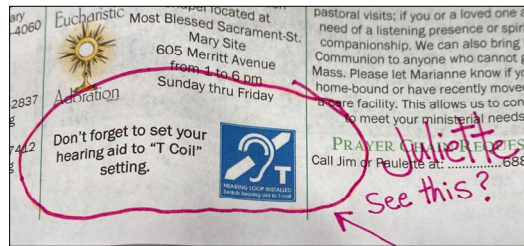
Photo Ideas, Which is Better?



48

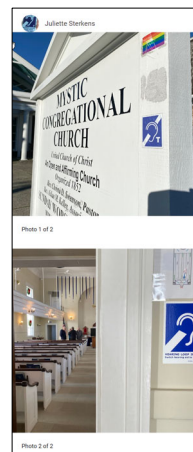
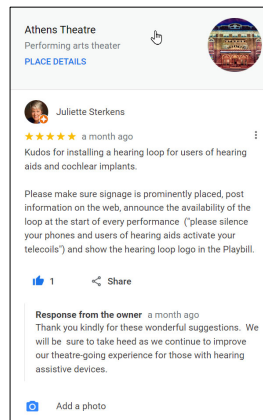
48

Take Photos, Especially of the Signage



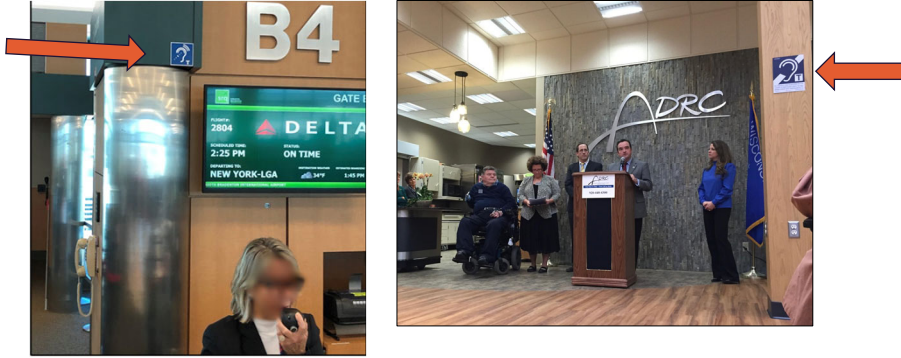
49

Be Creative When Taking Photos for Reviews



50

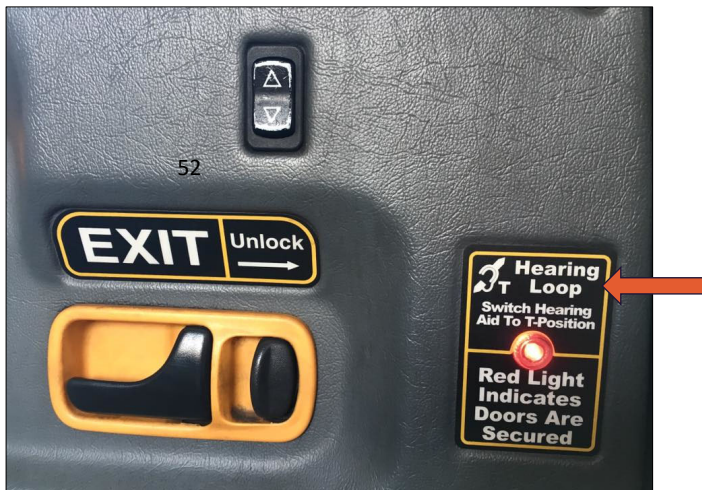
More Photo Ideas?



51

51

More Photo Ideas?



52

52

Take Your Own Photo, Using Others' Ideas

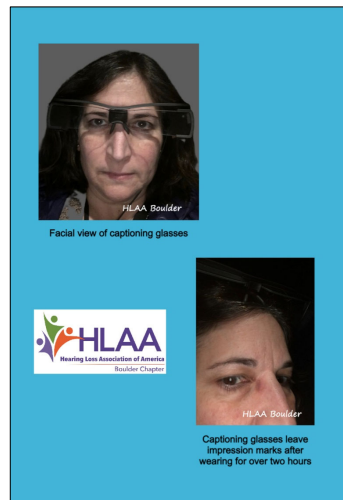


Photo credit:
https://www.reddit.com/r/deaf/comments/r0047o/amc_theatre_captions_bout_to_see_eternals/?rdt=65078

53

53

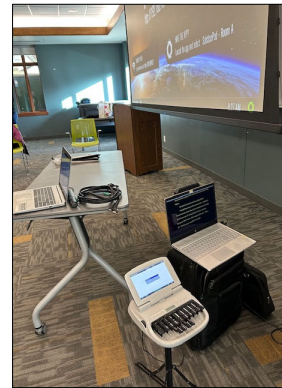
Reuse Photos



54

54

Thank the CART Professionals



55

55

Photo Composition Ideas

- Show the hearing loss perspective
- Ask the staff member for ideas
- Include signage
- Include identifying location details
- Illustrate the problem
- People (optional)
 - Obtain permission
 - They should enhance the message, not distract



Photo credit:




<https://community.getchannels.com/t/closed-captions-are-terrible/27362>

56

56

Google Guides

Local Guides levels
Reach higher levels as you earn points for your contributions.

Level	Points	Badge
Level 1	0 points	No badge
Level 2	15 points	No badge
Level 3	75 points	No badge
Level 4	250 points	
Level 5	500 points	
Level 6	1,500 points	


Maps contribution	Points earned
Review	10 points per review
Review with more than 200 characters	10 bonus points per review
Rating	1 point per rating
Photo	5 points per photo
Photo tags	3 points per tag
Video	7 points per video

<https://support.google.com/local-guides/answer/6225851>

57


57

Google Guides




5,000

total review views



Portage County Pub... 10/14/23



Our state meeting for the Hearing Loss Association of America of Wisconsin specifically chose this library because this library's meeting room is looped. This morning we found out the loop l...

[See your review >](#)

Your reviews are helping in a big way

Congrats! Your reviews just reached a new milestone. Collectively, they have been viewed over 5,000 times, helping lots of people get the information they need.

[Contribute more](#)

You received this email because you contributed user content to Google. If you don't want these updates anymore, you can [unsubscribe](#) here.

Google

58

58

Map of All Media Uploads

59

59

Summaries Emailed from Google

Thank you for sharing

Your new contributions are a great addition to Google Maps. Thank you for taking the time to share your local knowledge.

[See your contributions](#)

Clyford Still Museum

★★★★★ Clyford Still Museum has a wonderful portable hearing loop! We could clearly understand the staff members when they spoke. It was the first...

New this week

381,174

Total views!

+859

New views of your photos

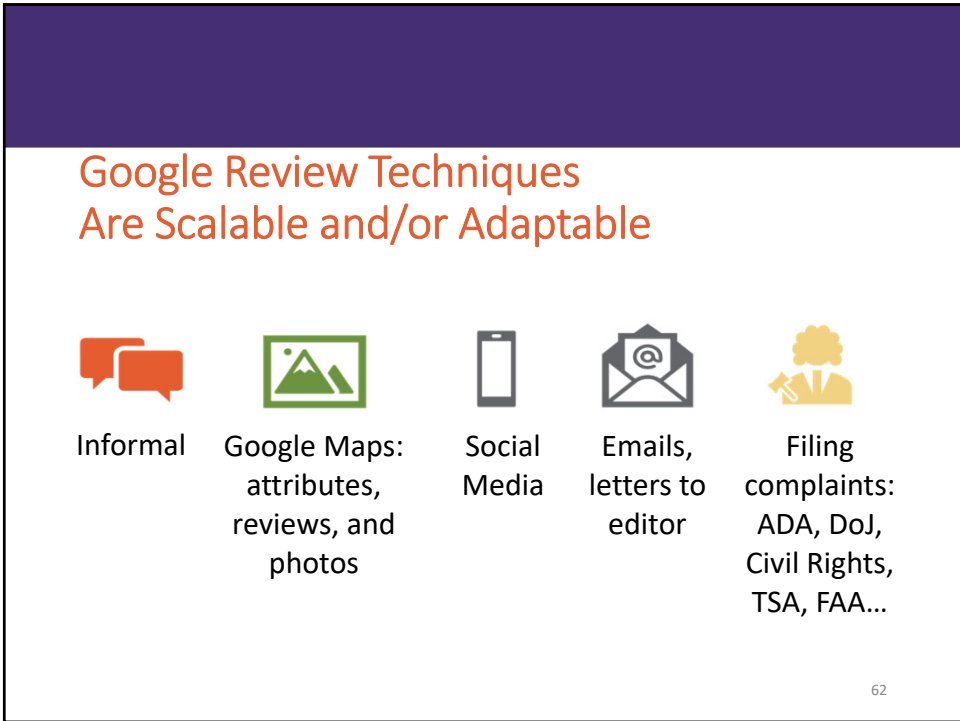
381,174 views

60

60



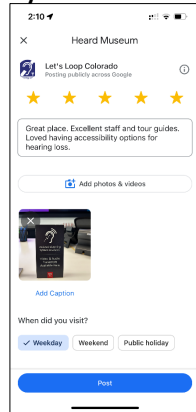
61



62

Reflect to Yourself

1. What would you like to do today or when you return home?



63



“Advocacy is empathy, compassion and community at work.”

- Janna Cachola

64

64

Resources

- **Center for Hearing Access.** www.hearingloop.org A practical website that includes info on all 5 assistive listening systems, not just hearing loops. Videos, handouts, and templates.
- **Handouts**
 - Write a Review of Hearing Loops in Google Maps <https://www.hearingloss.org/wp-content/uploads/write-a-review-of-hearing-loops-in-google-maps.pdf> (HLAA, 1 page)
 - Contributing Hearing Loop Photos in Google Maps <https://www.hearingloss.org/wp-content/uploads/contributing-hearing-loop-photos-to-google-maps.pdf> (HLAA, 2 pages)
- **Surveys.** www.hearingloop.org/surveys
 - Frazier, S. et al. "Survey Sheds Light on Why Many People with Hearing Loss Don't Use Assistive Communication Technology." Committee for Communication Access in America. January 8, 2024.
 - Loop Oregon. "A Survey of 50 of Oregon's Largest Meeting Facilities About Their Provision of Assistive Listening Systems as Required by the ADA." June 2024.
- **Google Maps.** User-generated content policy <https://support.google.com/contributionpolicy> (website)
- **Hearing Loss Association of America (HLAA).** www.hearingloss.org Many resources: communication access in health care, hearing loss information, local chapters, and other information and events.

65

65



Q & A

66

66