



LATE ONSET
HEARING LOSS
Awareness Campaign

Take Notice - Take Action





Justin Osmond

Founder/CEO

Olive Osmond Hearing Fund

Established by:



**LATE ONSET
HEARING LOSS**

Awareness Week

May 4 - 10, 2021

Take Notice - Take Action



Valerie James Abbott

Parent-advocate &
Author of *Padapillo*

The Guidelines & Advice:

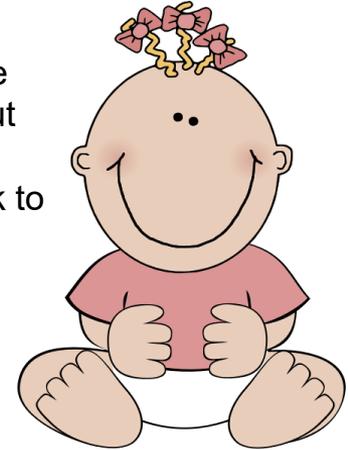


All babies should be screened for hearing loss no later than 1 month of age.



Children who are at risk for acquired, progressive, or delayed-onset hearing loss should have at least one hearing test by 2 to 2 1/2 years of age.

If parents have concerns about their child's hearing, speak to your child's doctor.



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- Passed UNHS
- Missed UNHS
- Known/Unknown Risk Factors
- Missed Developmental Milestones
- Unrecognized signs or behaviors



Facts to Remember

The National Center for Hearing Assessment and Management (NCHAM) estimates that:

- The number of children with hearing loss **doubles** during early childhood--from approximately 3 in 1000 at birth to 6 in 1000 by school age.

The Centers for Disease Control (CDC) estimates that:

- **Nearly 15% of children ages 6-19 years of age** have some level of permanent hearing loss.



Most Common Risk Factors



Risk Factors for Postnatal Hearing Loss

Days in NICU >5days

Family History (Genetics)

In Utero Infections like cCMV

Exposure to Loud Noise

Craniofacial Anomalies & Certain Syndromes

Head Trauma

Postnatal Infections like Meningitis

Untreated Otitis Media (Chronic Fluid)

Ototoxic Medications

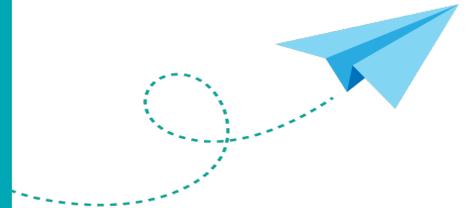
Most Common Risk Factors

Common Signs of a Change in Hearing Status

- Child is not startled by sudden, loud noises.
- Prefers unusually high volume on the TV, radio or other electronic devices.
- Child has limited or no speech.
- Talks, but non-family members have difficulty understanding the child's speech.
- Child does not respond to his or her name.
- Seems to ignore questions or responds incorrectly to questions spoken in a normal tone of voice.
- Child becomes easily frustrated or struggles to understand simple instructions.
- May have trouble paying attention.
- Child seems to watch lips or faces carefully when being spoken to.
- May struggle to understand if speaker's face is out of view.



Once a Year: Let's Talk About the Other Half



The Mission:

#1: Improve postnatal hearing loss identification rates of children birth through school age by raising community awareness about the:

- Prevalence
- Risk Factors
- Signs
- Consequences of Late-Identification

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The Impact:

We believe increased community awareness and specific calls to action will:

- **Increase** number of children screened for hearing loss
- **Grow** EI and/or Part B enrollment
- **Reduce** speech, language and other developmental delays
- **Improve** Kindergarten readiness and success
- **Connect** families to Family Based Organizations sooner
- **Lead** to positive outcomes at home, at school, and in life

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2022 Goals:

Our Top Three:

- **Inform and Engage** with State Agencies and Community Organizations
- **Establish** a Robust and Active Army of Local/National Ambassadors & Champions
- **Assist** at least 20 States in Launching LOHL Awareness Activities in 2022
 - **Help** individual communities select ONE area of concern each year

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Find Us Here:

The screenshot displays the website [hearingfund.org/lohl-awareness](https://www.hearingfund.org/lohl-awareness). At the top, there is a navigation menu with links for HOME, ABOUT, SERVICES, SUPPORT US, EVENTS, NEW YORK CHAPTER, and CONTACT. The 'EVENTS' link is highlighted, and a dropdown menu shows 'LOHL AWARENESS' and 'THE PIONEER LEGACY'. Below the navigation is a large banner for the 'LATE ONSET HEARING LOSS Awareness Campaign' running from 'May 4 - 10'. The banner features the Olive Osmond Hearing Fund logo and a close-up photograph of a young child's face with a hearing aid. A white arrow points from the 'LOHL AWARENESS' dropdown menu to the banner. The browser's address bar, taskbar, and system tray are also visible.

hearingfund.org/lohl-awareness

Sign Up For Our Email Newsletter

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HOME ABOUT SERVICES SUPPORT US **EVENTS** NEW YORK CHAPTER CONTACT

LOHL AWARENESS
THE PIONEER LEGACY

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<https://www.hearingfund.org/events>

LOHL Awareness...html IMG_2445.jpg IMG_2444.jpg IMG_2443.jpg Encuesta Para Fa...docx Show all

34°F Rain and snow 2:36 PM 2/13/2022

LATE ONSET HEARING LOSS AWARENESS WEEK MAY 4 - MAY 10

What is Late Onset Hearing Loss Awareness Week?

Late Onset Hearing Loss Awareness week was established in May 2021 to shine a spotlight on a population of young children who go unnoticed and undiagnosed because they passed the newborn hearing screen, but developed hearing loss later on. Sometimes these children are not discovered for months or years following the onset of their hearing loss. Genetics, congenital illness, certain childhood syndromes and infections, head trauma, exposure to ototoxic medications, and excessive noise can all lead to hearing loss after birth, but sometimes the cause of it is unknown. The goal of this annual campaign is to raise community awareness so that families, childcare providers, preschools, pediatricians and others who observe or suspect missed developmental milestones in early childhood will ask the question, "Could this be linked to hearing loss?"

Established by Justin Osmond, CEO of the Olive Osmond Hearing Fund, Late Onset Hearing Loss Awareness will be promoted each year, from May 4 - May 10. As the week occurs towards the end of the U.S. school year, the campaign seeks to emphasize the importance of looking back and looking closely at every child's development and recommending proactive, ongoing hearing health monitoring and assessment between birth and 5 years of age. The



How to Celebrate Late Onset Hearing Loss Awareness Week

Individuals, organizations and businesses are invited to participate and spread the word!

Organize an Activity or Event

- Invite a local pediatric audiology practice, university audiology program, or local health department to set up free pediatric hearing screening at a community center and contact your local television station.
- Send Late Onset Hearing Loss Awareness Week Take Notice, Take Action flyers home to parents, highlighting the importance of hearing screening if developmental delays are a concern. Invite your state's [CDC Act Early Ambassador](#) to speak at your school or preschool about monitoring every child's milestones.
- Dedicate one week in your home, daycare, preschool or elementary school around books, stories, activities and crafts focused on what we hear and how our ears work or [books about children with hearing loss](#).
- Partner with the [Olive Osmond Hearing Fund](#) or another national or local non-profit on a fundraiser to benefit local families of children with hearing loss.

Social Media

- Post one message a day on social media using images from the Late Onset Hearing Loss Awareness Week Social Media Images Gallery below.

Encourage Your Local Government to Issue a Proclamation

- Anyone can petition their local government to issue a Late Onset Hearing Loss Awareness Week Proclamation or establish an official designated date through their state legislature. This is a great way to involve families and hearing health professionals in your local community and educate the public about the importance of ongoing hearing health monitoring of preschool-age and school-age children beyond newborn hearing screening.

Tell Us About Your Success!

The Olive Osmond Hearing Fund is eager to hear more about the events, activities, and partnerships you established as part of Late Onset Hearing Loss Awareness Week!

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The Olive Osmond Hearing Fund is eager to hear more about the events, activities, and partnerships you established as part of Late Onset Hearing Loss Awareness Week!

- Email your activity or event details to info@hearingfund.org so we can feature them on social media.
- Did your school, agency or organization create your own flyers for this year's Late Onset Hearing Loss Awareness Week? That's Awesome! Send us a copy or a photo of your design: info@hearingfund.org

Tag us on social media (Facebook and Instagram) #LOHLawareness #hearingfund

Images for Sharing:



Also, Find Us Here:



@lohl.awareness.week



@lohlawareness

GREAT NEWS!



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Let's Talk More!



CONTACT INFORMATION:

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Questions/Ideas?

Give me a minute,
please. I'm trying
to remember what
I already forgot.

