



June 2022 Newsletter

Renew your membership in our local chapter for only \$15 a year! Ways to renew: pay at our website on the “Donate” button in the upper right-hand corner; mail your renewal with your name, address, phone number, and e-mail to: East Bay Chapter, HLAA, P.O. Box 12484, Oakland, CA 94604-2484. See the back page to sign up and support National HLAA.

Our June meeting will be the **Bay Area Walk4Hearing** to be held on **June 4 at Robert Crown State Beach in Alameda, CA**. Join us! Register TODAY at <http://tinyurl.com/w4hEastBay> to be on our team, the East Bay Hear-oh's. Please support our team by making a donation and joining our team for the walk (only 5K or 3 miles). Teams from Diablo Valley (Walnut Creek), North Bay (Santa Rosa), Peninsula (San Mateo) and others will be participating. Questions? Contact Connie Gee at cbgee2014@outlook.com. We'll see you there!

Good News! Meetings for July and August are already planned. Here are the topics:

July: A researcher from George Washington University's project on lip reading (speechreading) will provide a recorded video, and one of their researchers, Ed Auer, will answer questions after the video. There will be opportunities to volunteer to use their research tool.

August: John Galvin, a researcher from the House Ear Institute, will talk about cochlear implants and speech and music. There will also be some demos.

Register for these free events [HERE](#). Or use this link if you are getting a hard copy of the newsletter: <https://www.hearinglosseb.org/monthly-meetings-1>. After you register, you'll be sent the link to join the meeting. Consider staying after the meeting for AfterWords – a chance to ask more in-depth questions, as well as discuss anything you want with fellow members!

HLAA-EB posts our newsletters to the California State Association webpage and a link on our website. **VOLUNTEER! Contact us to let us know you are available!** Check out our website at: <http://www.hearinglosseb.org/> Contact us at: info@hearinglosseb.org

Walk4Hearing Bay Area is coming June 4th, 2022, to be held in Alameda, CA at Robert Crown State Beach. Sign up at <http://tinyurl.com/w4hEastBay> Walk4Hearing is the national Hearing Loss Association of America (HLAA) walk fundraiser. Of the funds raised, 60% goes to national to support their activities, and 40% supports our chapter. Last year our team raised over \$4000. Let's do better this year! Our team name is East Bay Hear-oh's. Please support our team by making a donation and joining our team for the walk on Saturday June 4 at Alameda's Crown Beach. Teams from Diablo Valley (Walnut Creek), North Bay (Santa Rosa), Peninsula (San Mateo) and others will descend on Alameda's Beach for this walk. This walk is in our backyard so we look forward to a large and boisterous contingent to represent our team! If you have questions, please contact Connie Gee at cbgee2014@outlook.com. See you there!



Bay Area Walk4Hearing

Saturday, June 4, 2022

Location

Robert W. Crown Memorial State Beach
8th Ave, Otis Drive
Alameda, CA

Walk Day Schedule

Registration, 9:00 a.m.
Stage Presentation, 10:00 a.m.
Walk Starts, 10:15 a.m.

Register for our team the East Bay Hear-oh's at <http://tinyurl.com/w4hEastBay>

Step up for hearing health!

Join an impactful event where people can learn about resources and technologies, connect with others in the community and bring attention to the importance of hearing health.

MEETING NOTES: *Maximizing Potential of Deaf & Hard of Hearing Children at the Center for Early Intervention on Deafness (CEID)*

At our May 14, 2022 HLAA-EB Chapter meeting, our guest speaker was Cindy Dickeson who gave an excellent presentation on the many family-centered services offered by the Center for Early Intervention on Deafness, well known as CEID. Cindy Dickeson, MSW, served for 8 years as CEID's Program Director prior to being appointed in 2014 as the organization's Executive Director. As the parent of a Deaf stepchild, Cindy has first-hand experience and good insight into the challenges that families often face in accessing support services and determining appropriate academic placements for their deaf and hard of hearing (D/HH) children. In addition, Cindy has presented at state and national levels on family support, navigating special education systems, and the importance of early intervention.

Overview of CEID: After Cindy commenced her presentation with a short video, she then shared a brief overview of CEID (pronounced "seed"). CEID is a Northern California Bay Area-based 501(c)(3) nonprofit that has been working with young D/HH children, adults and their families since 1980, serving persons of all ages through its two Bay Area audiology clinics. CEID's professional staff meets community and individual needs through the dedicated application of their training and expertise, as well as engagement with other professionals in the medical and education fields. During the presentation, Cindy described CEID's unique communication approach used with young students along with the holistic program services designed to support the entire family of D/HH children.

Important Considerations in Carrying Out CEID'S Mission: Cindy first reminded us of CEID's mission, as stated on their website, "CEID's mission is to maximize the communication potential of children and adults who are Deaf or Hard of Hearing through early education, family support, and community audiology services." In striving to successfully implement CEID's mission, they must keep in mind several important considerations.:

- Range of experiences & individuals who are deaf or hard of hearing.
- Field with strong philosophies & beliefs that can be polarizing for families.
- Awareness of positive vs. negative terminology, how it is used & received.
- Creating a diverse, inclusive & educationally rich environment while providing family-centered services.

The Need for Intervention: Facts about the needs of D/HH children & their families were presented by Cindy:

- ✓ 3 in 1000 babies born are D/HH.
- ✓ Over 90% are born to hearing parents.
- ✓ Children with D/HH may be at greater risk for delays in cognitive, language, & emotional development.
- ✓ Greatest positive impact is through early intervention & support.

Early Hearing Detection & Intervention Goals: CEID's goals are based on a 1-3-6 plan:

- Screening of children by 1 month of age.
- Diagnosis of hearing level by 3 months of age.
- Entry into early intervention services by 6 months of age.

Parent-Identified Essentials: Getting parents involved in appropriate early intervention has several benefits:

- Contact with other parents of D/HH children & role models.
- Unbiased information & support.
- Time to process information, gain understanding, & make plans as a family.
- Access to skillful, trained professionals, along with supportive communities, organizations, & resources.

Communication Options & Opportunities: Several modes of communication are available to the D/HH:

- ✚ American sign language – the recognized language of the deaf community in the U.S.
- ✚ Listening & spoken language – promotes auditory techniques & hearing devices for access to spoken language.
- ✚ Signing exact English – users talk & sign at the same time, following English grammar word for word.
- ✚ Cued speech – uses a combination of lip reading & visual cues to represent language at the phonemic level.
- ✚ Total communication – uses every speech & visual combination to help D/HH children gain language.

Total communication is the philosophy generally followed at CEID as they rely on a holistic approach of using anything and everything in combination to help D/HH children optimize their speech and language development. This means that staff may simultaneously use spoken English paired with signing exact English while making adaptations for individual students such as visual/picture communication. CEID also uses a multi-model communication approach since a child may require a variety of tools and strategies to communicate as efficiently as possible across environments which include: verbal communication; signs & gestures; low-tech communication aids; and high-tech communication devices.

CEID's Educational Programs & Services: CEID offers a wide range of educational programs & services:

- ❖ Home visits & parent/child groups (children birth to age 3 & families).
- ❖ CEID classrooms (Sunshine Preschool & Childcare; Toddler Class; & Preschool Class).
- ❖ Speech/language/auditory training & occupational therapy (Individualized to child's needs & educational consultations).
- ❖ Family support services (parent classes, workshops, activities, therapy; peer support & role models).
- ❖ Itinerant D/HH services (students K-12; teachers & staff work with students in public & charter schools).
- ❖ Trainings & consultations (pediatric resident training; specialized trainings by request in schools, hospitals, organizations, etc.).

Summary & Wrap-Up: During her presentation, Cindy interwove fascinating videos and stories of activities at CEID while wrapping up with a lively Q & A session with the audience. Finally, Cindy noted “. . . at CEID we go above and beyond for the children and their families because we believe in their future.”

For More Information or Questions: Visit: www.ceid.org Email: cindy@ceid.org
Phone: (510) 848-4800

~ **Kathy Fairbanks**

Tech Talk

By (Ms.) Dale Davis
June, 2022



Neosensory: Clarify

The next generation of hearing science

Please Note:

These products and innovations are brought to you for **informational purposes only** and do not reflect any endorsement by the National Hearing Loss Association of America or the East Bay Chapter. You can follow the links in the column for more in-depth information on the topics presented.



With age related hearing loss, high frequencies become difficult to hear. [Neosensory's](#) wristband can “listen” for you. The wristband vibrates to indicate different high frequency sounds

The brain combines sound from the ears with signals from the wrist. Within a few weeks, the wristband becomes like eyeglasses for sound.

Neosensory is a technology company pioneering non-invasive “brain-machine” interfaces to help people with hearing loss. They’ve just added a new product to their lineup of hearing solutions. [Clarify](#) is said to be “the first hearing aid alternative that trains the user’s brain, rather than simply amplifying sound”.

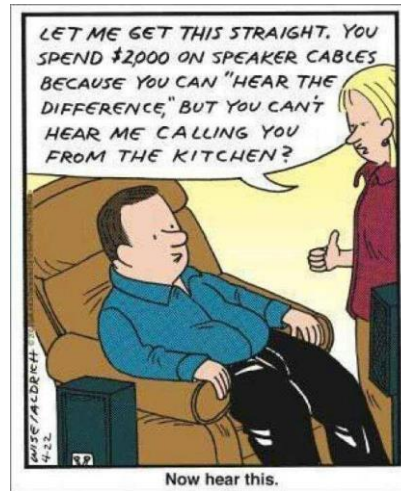
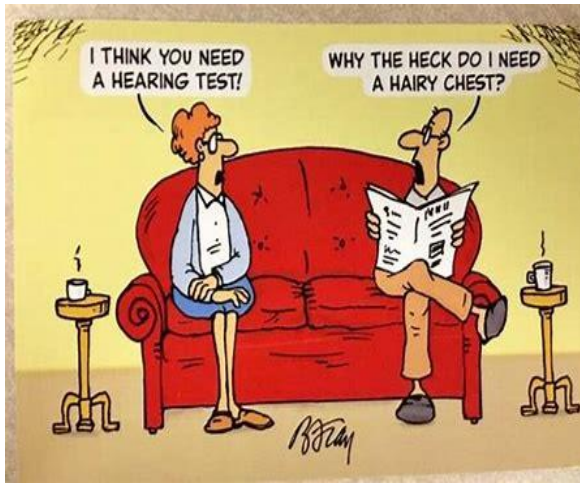
Neosensory’s products use a patented machine-learning algorithm, while the wristband’s four motors vibrate in response to certain phonemes that are difficult to distinguish when high-frequency hearing loss is present. Neosensory claims that in less than four weeks, the brain adapts to these new inputs and the wearer can interpret vibrations as speech.

Neosensory also promotes the [Neosensory Duo](#) wristband for Tinnitus, and their [Sound Awareness](#) band that detects vibrations that can alert you to situations like smoke alarms, sirens, cars honking, etc. or simply someone walking into the room.

As with all hearing health device decisions, it is always best to consult with a professional Audiologist to find the best solution for your needs.

To contribute to this column, please contact: info@hearinglosseb.org

JOKE CORNER



PLANNING A VACATION THIS SUMMER? YOU'RE INVITED TO THE HLA A CONVENTION IN TAMPA, FLORIDA, JUNE 23- 25! The [HLAA Convention](#) in Tampa is your summer vacation destination! Join our community for some fun in the sun AND enjoy a [discounted rate](#) (until May 31) at the brand new JW Marriott Tampa Water Street Hotel. Planning your time at the Convention? Visit the online [Schedule-at-a-Glance](#) to learn more about times for educational workshops, social events,

the Exhibit Hall, a research symposium on cochlear implants and more! **REGISTER AT:** [HLAA 2022 Convention Registration - Hearing Loss Association of America](#)

East Bay Leadership Team

The chapter is run by a Steering Committee, Leader Dale Davis, ddavis94605@gmail.com, who also oversees the Membership Database.

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JOIN HEARING LOSS ASSOCIATION OF AMERICA (HLAA) – THEY ADVOCATE FOR YOU!

Go to this URL to join: <https://www.hearingloss.org/make-an-impact/become-a-memberrenew/>

OR, if you prefer to pay by check or card thru the mail, Nancy Asmundson has membership forms to send to you, or contact HLA A at 301-657-2248 or e-mail membership@hearingloss.org. Your membership form & payment go to HLA A, 6116 Executive Blvd., Suite 320, Rockville, MD 20852.

COSTS: Regular Membership/year (will receive *Hearing Life* magazine in print and digital format): Individual - \$45; Couple/Family - \$55; Professional - \$80; Nonprofit - \$80;

Veteran Membership: Complimentary 1-Year Regular Membership & Lifetime Online Membership.