

September 2017

The logo features three overlapping circles in purple, orange, and green, with a stylized ear shape composed of three curved lines to the left.

Hearing Loss Association of America

North Shore of Long Island Chapter

Meeting Location

Long Island Jewish Hearing & Speech Center is located on the grounds of the Long Island Jewish Medical Center.

Enter the grounds from LAKEVILLE ROAD and it is the first building on your left. Free parking is available behind the hearing and speech building: first entrance to parking lot after building. DO NOT go into the main parking building. Go to the Conference room on the Lower Level 270-05 76th Avenue New Hyde Park, NY 11040.

If you are in doubt as to whether there is a meeting, or if you'd like further information, please call Sal: 516-331-0231.

Meeting News

Wednesday, *September 13, 2017

**Note: Change of date.*

Refreshments and Social Time begins 6:30pm.

Meeting begins 7:00pm.

Topic: Webinar on 5 Keys to Communication Success

Communication is our way, as human beings, of connecting with each other and with the world around us. Hearing is just one piece of the communication puzzle. Hearing aids, cochlear implants, and assistive listening devices do a wonderful job of helping people to hear. But better hearing will not facilitate better communication unless the other pieces of the puzzle are put into place. The 5 Keys to Communication Success is a simple and fun way to learn and practice strategies that target all pieces of the communication puzzle. The webinar is captioned.

Speaker: Dusty Jessen Au. D.

Dusty Jessen is an audiologist in an ENT practice. She earned her Masters degree in Audiology from Arizona State University and her Doctorate in Audiology from the Arizona School of Health Sciences. She is a member of the American Speech, Language and Hearing Association and holds an ASHA Certificate of Clinical Competence in Audiology. She is also a member of the American Academy of Audiology and holds a Colorado Audiology License and a Colorado Hearing Aid Dispensing License. Dr. Jessen is passionate about providing a fun and simple way for people to learn and practice strategies that are essential for communication success.



Hearing Loss Association of America

North Shore of Long Island Chapter

Chapter Planning Committee

HLAA North Shore Chapter of L.I.

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HLAA of North Shore Long Island does not necessarily endorse the opinions of our speakers, goods & services.

Senate Passes the Over-the-Counter Hearing Aid Act of 2017

Bringing Affordable and Accessible Hearing Health Care Closer to Reality

Bethesda, MD: The U.S. Senate today passed the Over-the-Counter Hearing Aid Act of 2017. The bill was already passed by the House of Representatives on July 12. With this groundbreaking legislation Congress has sent a message to America that people with hearing loss need – and deserve – more affordable and accessible hearing health care.

The Hearing Loss Association of America (HLAA) has supported the Over-the-Counter Hearing Aid Act since it was introduced in the Senate by Elizabeth Warren (D-MA) and Chuck Grassley (R-IA) in March of this year. The companion House bill was introduced by Representatives Joe Kennedy III (D-MA) and Marsha Blackburn (R-TN).

“Senators Warren and Grassley and Representatives Kennedy and Blackburn—among many others—have worked tirelessly to ensure passage of this bill,” said Barbara Kelley, HLAA executive director. “It is no secret that passing any type of legislation can many times be a long and laborious process because of party disagreements. However, this bill has moved quickly through Congress because both sides of the aisle realize how critically important and badly needed affordable and accessible hearing health care is to consumers.”

The Over-the-Counter Hearing Aid Act of 2017 would make certain types of hearing aids available over the counter to adults with mild to moderate hearing loss. In addition, the proposed legislation would require the Food and Drug Administration (FDA) to regulate this new category of OTC hearing aids to

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Starbucks Sign Language Aprons Open Communication Between Deaf Baristas and Customers in the U.S.

By Kelly Sheppard / Starbucks Newsroom
<http://bit.ly/2wE2igX>

An estimated 360 million people worldwide have a hearing loss. Katie Giles, a Starbucks barista in Washington, D.C., is one of them.

Communicating with hearing people at work over the past seven years has been at times “very unpleasant,” Giles shared over the phone, using an American Sign Language (ASL) interpreter provided through a video telecommunications service.

So, she set out to find a solution, one that would improve communication in her store and others across the country.

Earlier this month, green aprons with “Starbucks” embroidered in ASL fingerspelling were distributed to more than 50 baristas at the company who have identified as Deaf. The aprons, recommended by Giles, serve as both a visual cue for customers and a point of Deaf cultural pride.

The road to understanding and acceptance

The partners at Giles’ first Starbucks store in Frederick, Md., didn’t know sign language, but found ways to communicate with her. They wrote notes and tapped her when they needed to get her attention. Giles’ primary role was to make drinks after her coworkers took orders from the drive-through window.

“There were several Deaf customers who were regulars at the store, so my manager and other partners had exposure to communicating with Deaf people,” she said. “They were really supportive and helped me find a comfortable place in the store.”

In 2013, Giles transferred to a busy store in Washington, D.C. when she enrolled at Gallaudet University, the only liberal arts university in the world for people who are Deaf and hard of hearing. Her work experience suffered with a manager unaccustomed to working with a Deaf partner and who was frustrated by the communications barrier.

“My manager would give me instructions when my back was turned, so I couldn’t read her lips. She would write me up for not getting my job done,” said Giles. “I wasn’t offered the role I had in my previous store, so I had more direct interaction with customers who didn’t know I was Deaf. They got upset if I didn’t respond or misinterpreted their drinks.”

It was an emotional year for Giles who found it difficult to successfully advocate for her needs. She began to question her future at Starbucks until she met Adam Novsam and Marthalee Galeota—both partners at Starbucks Seattle headquarters—at a Gallaudet University job expo in 2014. The three brainstormed ideas for improving the work life for Deaf partners and Giles hit on an idea.

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If You're New, This is for You!

More than 48 million people in the US have a hearing loss, which can hinder daily communication. By age 65, one in three Americans has a hearing loss. This invisible condition affects the quality of life of the individuals with hearing loss, as well as family, friends, coworkers and everyone with whom they interact. HLAA believes people with hearing loss can participate successfully in today's world.

Founded in 1979, the mission of HLAA is to open the world of communication to people with hearing loss through information, education, support and advocacy.

HLAA is the nation's foremost membership and advocacy organization for people with hearing loss. HLAA publishes the bimonthly *Hearing Loss Magazine*, holds annual conventions, a Walk4Hearing, and more. Check out: www.HearingLoss.org

The North Shore Chapter is a dynamic group of individuals working together as a team. To join, please fill out the Membership Form in this newsletter. Welcome!



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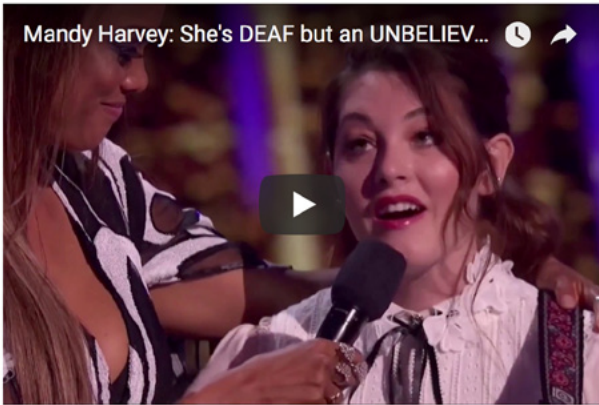
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Deaf Singer Makes It to 'America's Got Talent' Semifinals



A Colorado singer moved into the semifinals of "America's Got Talent" after performing a song she wrote called Mara's Song. The judges stood and gave Mandy Harvey a standing ovation when she finished. Mandy Harvey lost her hearing as a teen. View a video of that performance here: <http://bit.ly/2wYUfeK>

Senate Passes Over-the-Counter Hearing Aid Act of 2017, Continued from Page 3

ensure they meet the same high standards for safety, consumer labeling and manufacturing protection that all other medical devices must meet. This will give consumers the option to purchase a safe, high-quality FDA-regulated device at lower cost.

Creating a new category of OTC hearing devices was one of the 12 recommendations in the report, Hearing Health Care for Adults: Priorities for Improving Access and Affordability, issued by the National Academies of Sciences, Engineering and Medicine (NAS) in June 2016, which HLAA fully supported.

Since this new category has not yet been created it is unclear how the devices will be defined. However, they should not be confused with products already on the market called PSAPs (Personal Sound Amplification Products). PSAPs cannot legally be marketed to people with hearing loss as a "hearing aid," only to those with normal hearing as an amplification device.

Kelley continued, "Our consumer voices are powerful. HLAA has led the way for affordable and accessible hearing health care and applauds this historic effort. While it could take several years before the first products come to market we feel it's important for the FDA to take the time they need to write regulations to ensure safety, efficacy and consumer protection.

"For years, our number one request has been from people who want hearing aids but can't afford them. This legislation is a step in the right direction and offers hope that the cost of all hearing aids will go down with the anticipated market innovation and competition it will bring. Everyone who needs hearing aids should be able to have them to stay connected to family, remain on the job, and enjoy a high quality of life."

Now that the Over-the-Counter Hearing Aid Act of 2017 has been passed by both the House and Senate it will go to the president to sign into law. Once the bill is signed into law it will go to the FDA, who will begin drafting the rules and regulations for it. While the FDA has three years to complete that process we are hopeful that it will be done much sooner.



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HLAA opens the world of communication to people with hearing loss through information, education, support, and advocacy. HLAA is a 501(c)(3) organization.

MEMBERSHIP FORM

I'd like to: ☐ Become a member of HLAA ☐ Renew my membership ☐ Give a gift membership

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How did you learn about HLAA? _____

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	Annual USA Membership Fees	Annual Non-USA Membership Fees
Individual	<input type="checkbox"/> \$35 (1 year) <input type="checkbox"/> \$95 (3 years) <input type="checkbox"/> \$140 (5 years)	<input type="checkbox"/> \$45 (1 year)
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Student	<input type="checkbox"/> \$20 (1 year)	N/A
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My total is \$ _____

3 Ways to Join, Renew or Give a Gift Membership

1. Return this form to your chapter with your check made payable to HLAA.
2. Mail or fax this form to the HLAA office at the address above with your credit card information.
3. Visit www.hearingloss.org/content/join and use your credit card online. (this is a secure website)

Credit Card Payment Information: ☐ American Express ☐ Discover ☐ MasterCard ☐ VISA

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Donating Hearing Aids to the Lions Club

By Michelle Gross

If you have used hearing aids to donate, please address the package to:

John McNamara, Au.D., Ontario Hearing
2210 Monroe Ave., Rochester, NY 14618

Put on the lower left corner of the package:
"Finger Lakes Region Lions Club"

(Cleaning tools, cases, most accessories, etc. have virtually no value and are discarded.) Aids that are usable are cleaned and checked and made ready for sending to the Lions Club for qualified recipients.

You can obtain a receipt for your donation (for tax purposes) but **you must request it**. And, thanks for considering donating your used aids.

Trudie Katz Walker

Attorney at Law

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Melville, N.Y. 11747

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Starbucks Sign Language Aprons Open Communication, Continued from Page 3



“On a break during the expo, I told Adam and Marthalee how veterans and military spouses in my store had received patriotic green aprons with an American flag embroidered on the front,” Giles said. “I thought that creating something similar with a symbol to distinguish Deaf partners could be helpful.”

Starbucks Malaysia store leads the way

Novsam, who is Deaf and a business analyst with Starbucks Facilities and Environmental Performance Management team, agreed to help Giles by investigating how the patriotic aprons were made. Several months into his research, Novsam learned about a Starbucks store in Malaysia where partners communicate in Malaysian Sign Language and wear aprons with “Starbucks” embroidered in finger spelling across the front.

The store, which opened in Kuala Lumpur in July 2016, is the first of its kind for Starbucks and aims to provide a career path and sense of belonging for Deaf people. Starbucks Malaysia worked in close partnership with The Society of Interpreters for the Deaf to facilitate the hiring, training and coaching of the store’s nine Deaf partners who not only use sign language, but also take orders using menu cards and handwritten notes. The store also employs four hearing partners who are proficient in sign language.

To read more please go to: <http://bit.ly/2wE2igX>