

Getting the Word Out: Raising Awareness of Opportunities for Today's Children with Hearing Loss

CI2019 Pediatric Symposium

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DISCLOSURES

Financial

Receives salaried compensation as CEO of Hearing First and member of the Oberkötter Foundation Leadership Team

Non Financial

Certified member of the American Speech-Language-Hearing Association (CCC-SLP)

Listening and Spoken Language Specialist, Certified Auditory-Verbal Therapist from the AG Bell Academy for Listening and Spoken Language (LSLS Cert. AVT)

Member of the Alexander Graham Bell Association for the Deaf and Hard of Hearing (AG Bell)

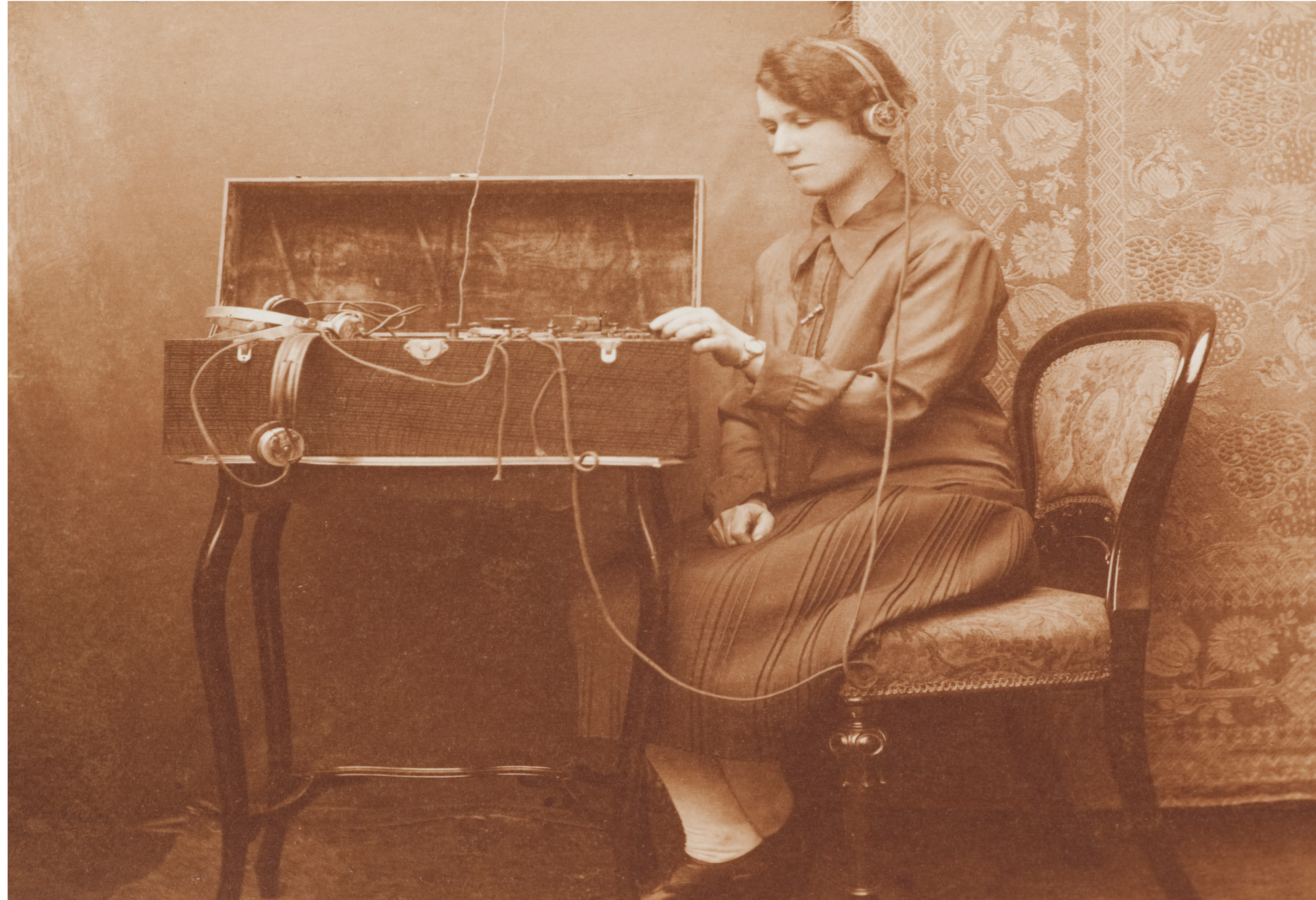
Member of the American Cochlear Implant Alliance (ACIA)

The image features a textured orange background with a horizontal tear. A rectangular piece of the orange paper is torn away on the left side, and the top and bottom edges of the paper are also torn, creating a jagged, irregular opening. Through this opening, a solid light blue background is visible. Centered within this blue area is the text "Cochlear Implants" and "Probable LSL Outcomes" in a bold, black, sans-serif font.

Cochlear Implants

Probable LSL Outcomes

GETTING THE WORD OUT.... ITS NOT HOW IT USED TO BE



WHERE AND HOW PARENTS TODAY GET THEIR INFORMATION

Digital Habits of Families

They're 'always on.'

Millennial moms spend considerable time on different media but online time exceeds all other channels.

The majority of millennial parents search for parenting advice online, instead of asking friends and family.¹

85% of millennials use social media. And 81% take/share photos and videos daily.²

Searches for parenting/family-related apps have grown 65% year over year.³

1. https://www.nytimes.com/2017/11/04/style/millennial-parents-parennials.html?_r=0#nws=mcnewsletter
2. <https://www.pewresearch.org/fact-tank/2018/05/02/millennials-stand-out-for-their-technology-use-but-older-generations-also-embrace-digital-life/>
3. <https://www.thinkwithgoogle.com/data/millennial-parenting-statistics/>

Digital Habits of Families

They're social and turn to video.

They use social media heavily and spend more time getting parenting advice from video content.

86% of millennial dads turn to YouTube for guidance on key parenting topics.⁴

Facebook, YouTube and Instagram are the most popular social media among millennial parents.⁵

Most YouTube and Instagram users are between the ages of 16 and 24.⁵

4. <https://www.thinkwithgoogle.com/consumer-insights/marketing-millennial-parents-youtube-insights>

5. <https://www.digitalinformationworld.com/2019/01/most-popular-global-social-networks-apps-infographic.html>

Can a comprehensive digital ecosystem reach and support parents and the professionals that serve them through Awareness, Education and Communities to improve child outcomes?

WHAT WE DO

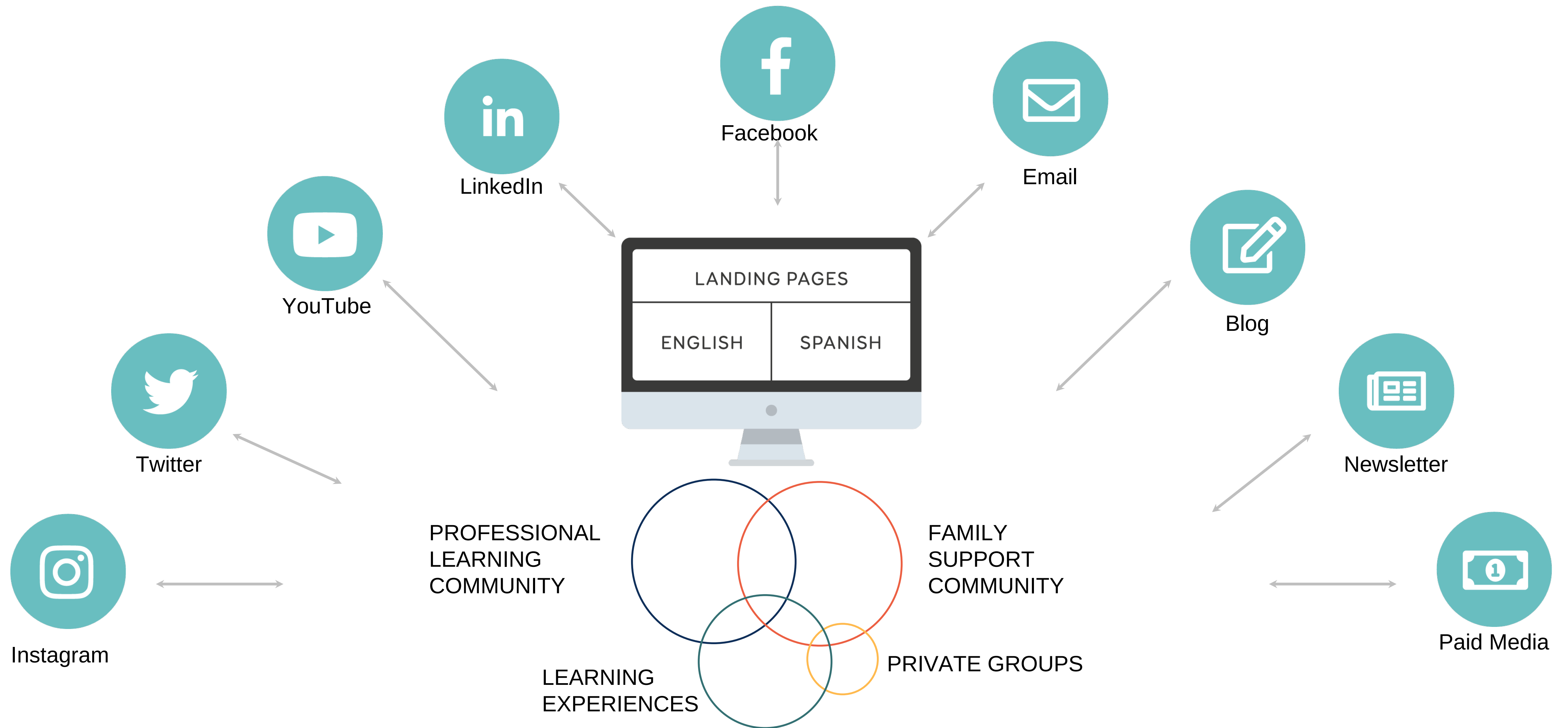
Awareness

Education

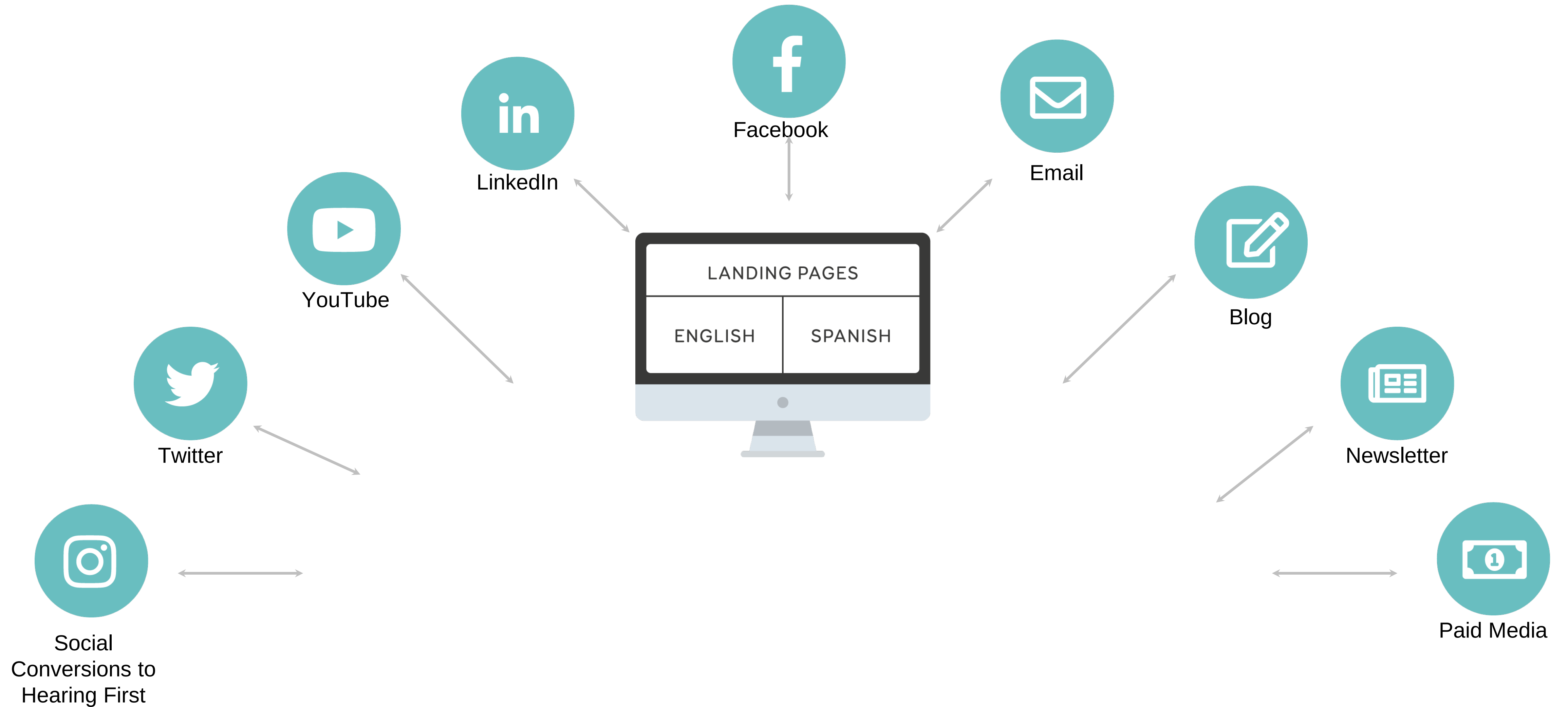
Communities



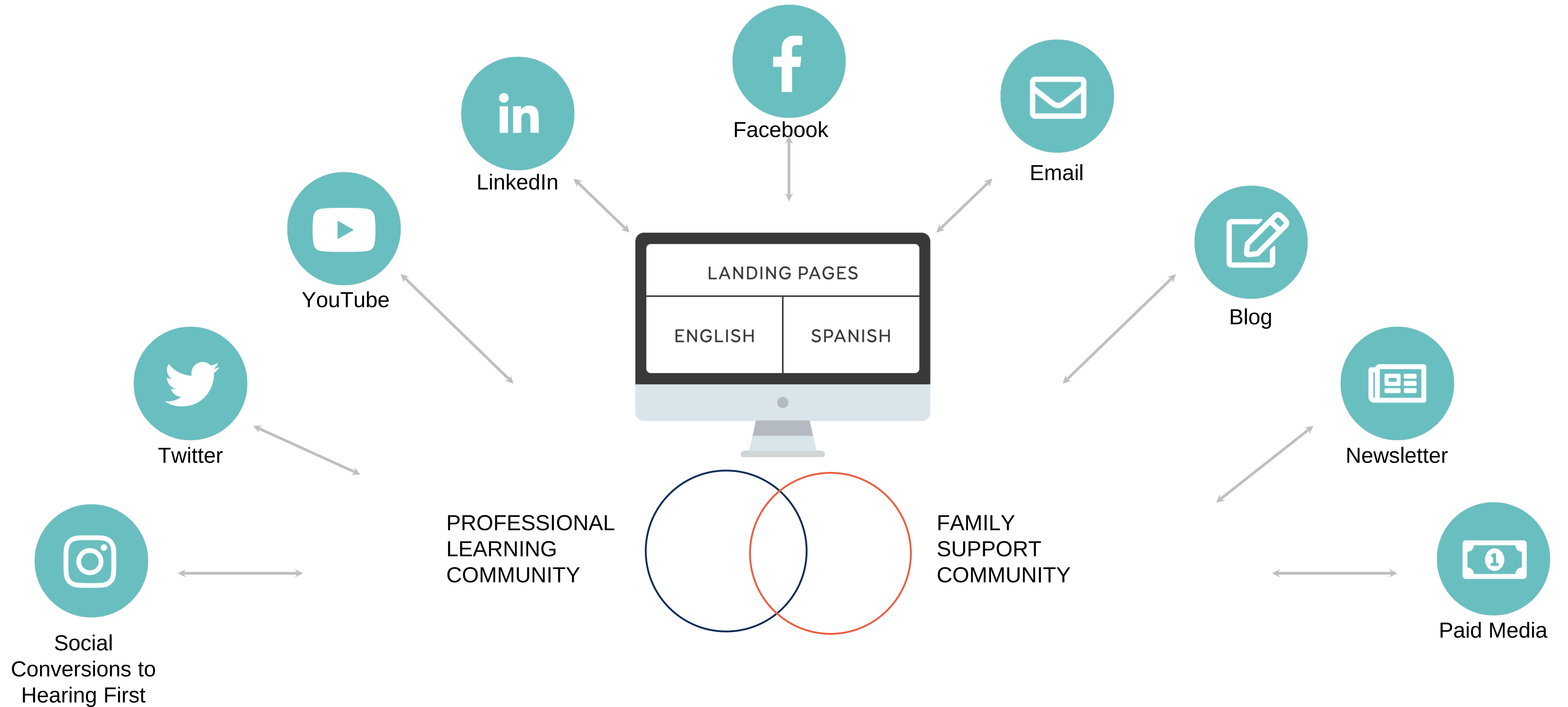
A DIGITAL STRATEGY - A COMPREHENSIVE DIGITAL ECOSYSTEM



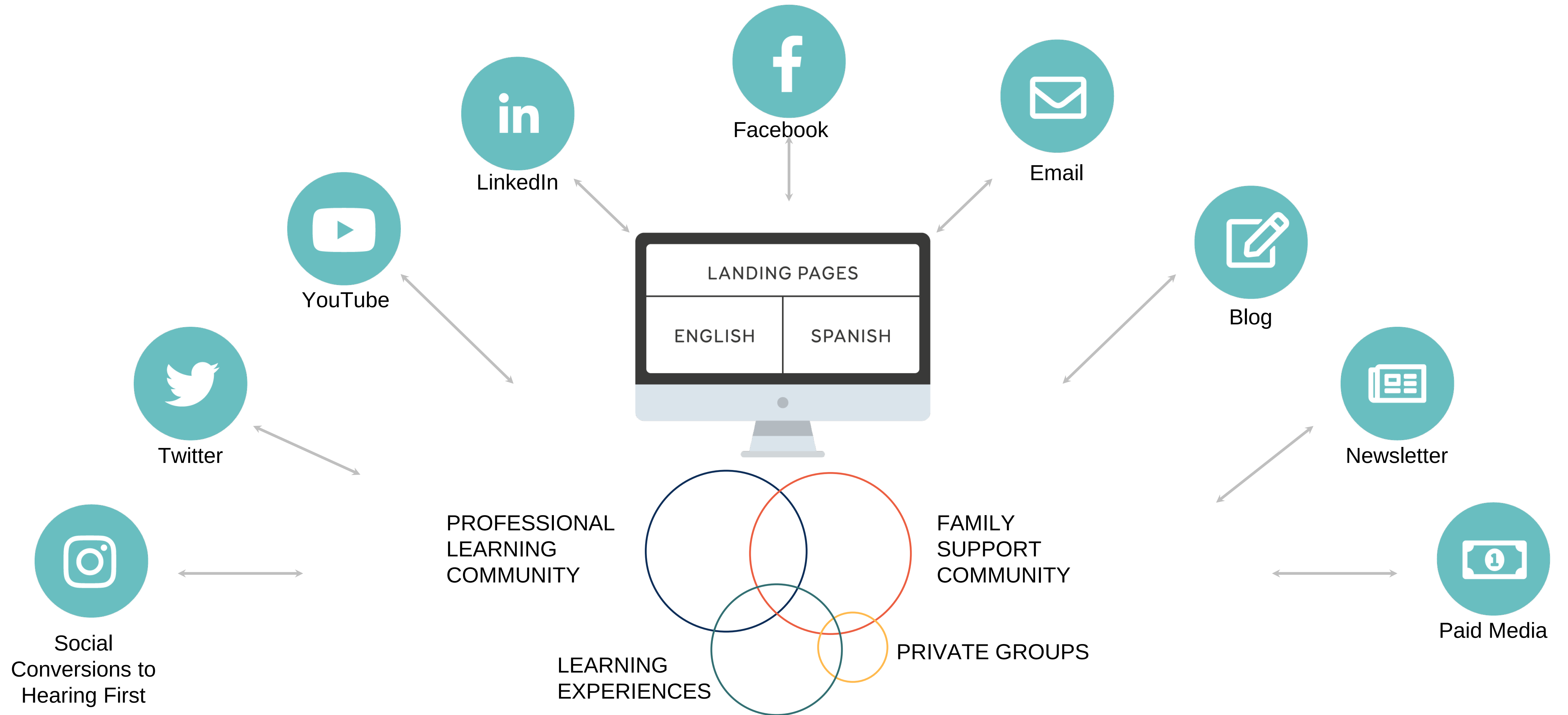
STRATEGICALLY IMPLEMENTED IN PHASES: PHASE 1



STRATEGICALLY IMPLEMENTED IN PHASES: PHASE 2

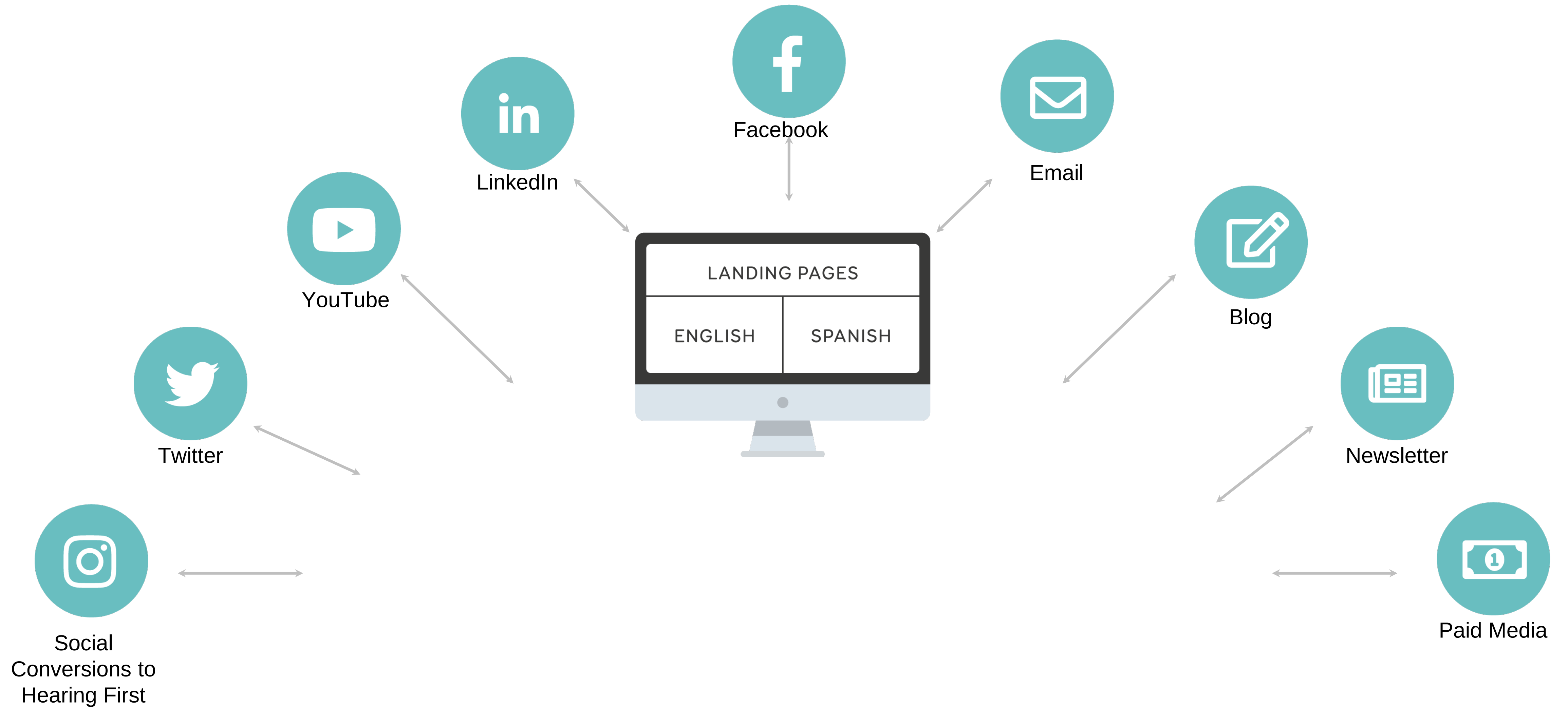


STRATEGICALLY IMPLEMENTED IN PHASES: PHASE 3



PHASE 1

STRATEGICALLY IMPLEMENTED IN PHASES: PHASE 1



WEBSITE

WWW.HEARINGFIRST.ORG

	2016	2017	2018
Page Views	118,298	134,385	195,847
Users	40,000	50,000	74,000
Time on Site	1:53	1:40	1:34

In 2018 website users: 73% are new visitors

82% are female

53% are between the ages of 25 & 44

SOCIAL

AS OF 06/30/2019



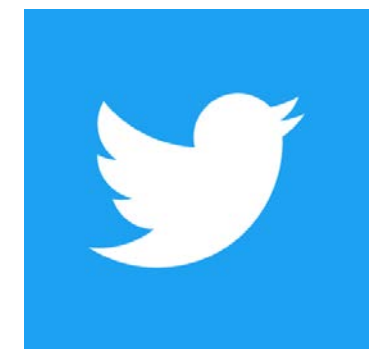
Facebook

41,000 Followers

83% Women

10 Facebook Lives

74,976 Reached



Twitter

4,700 Followers

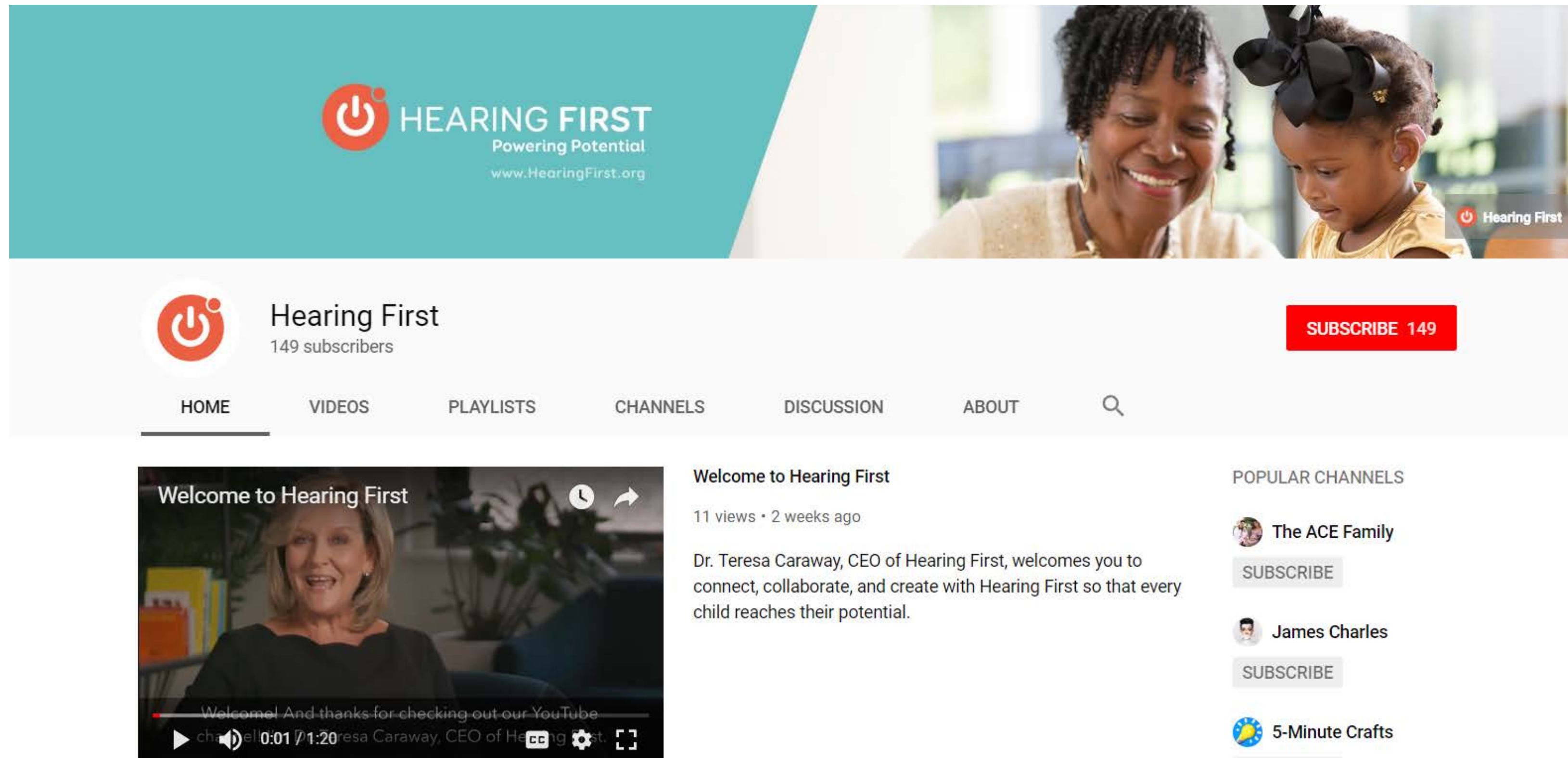


Instagram

1,400 Followers

YouTube

November 2018, launched a design refresh for the HF YouTube channel, including updating the URL Link: www.Youtube.com/HearingFirst



21,000
Views

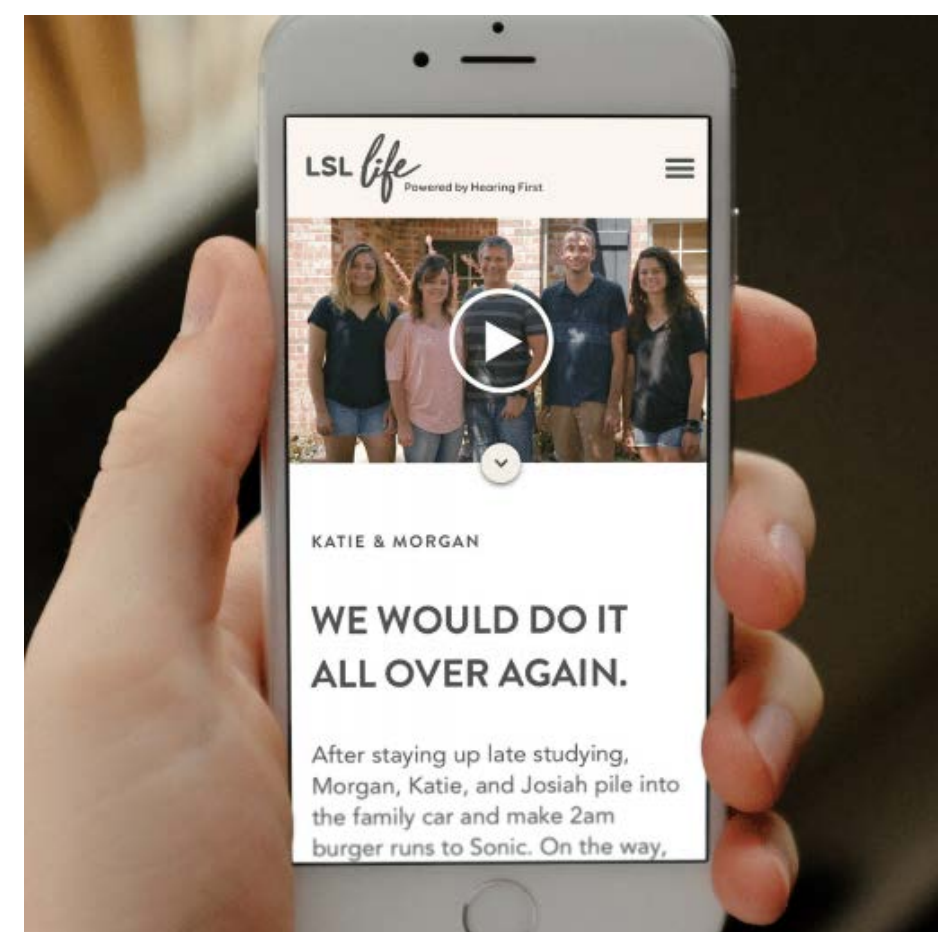
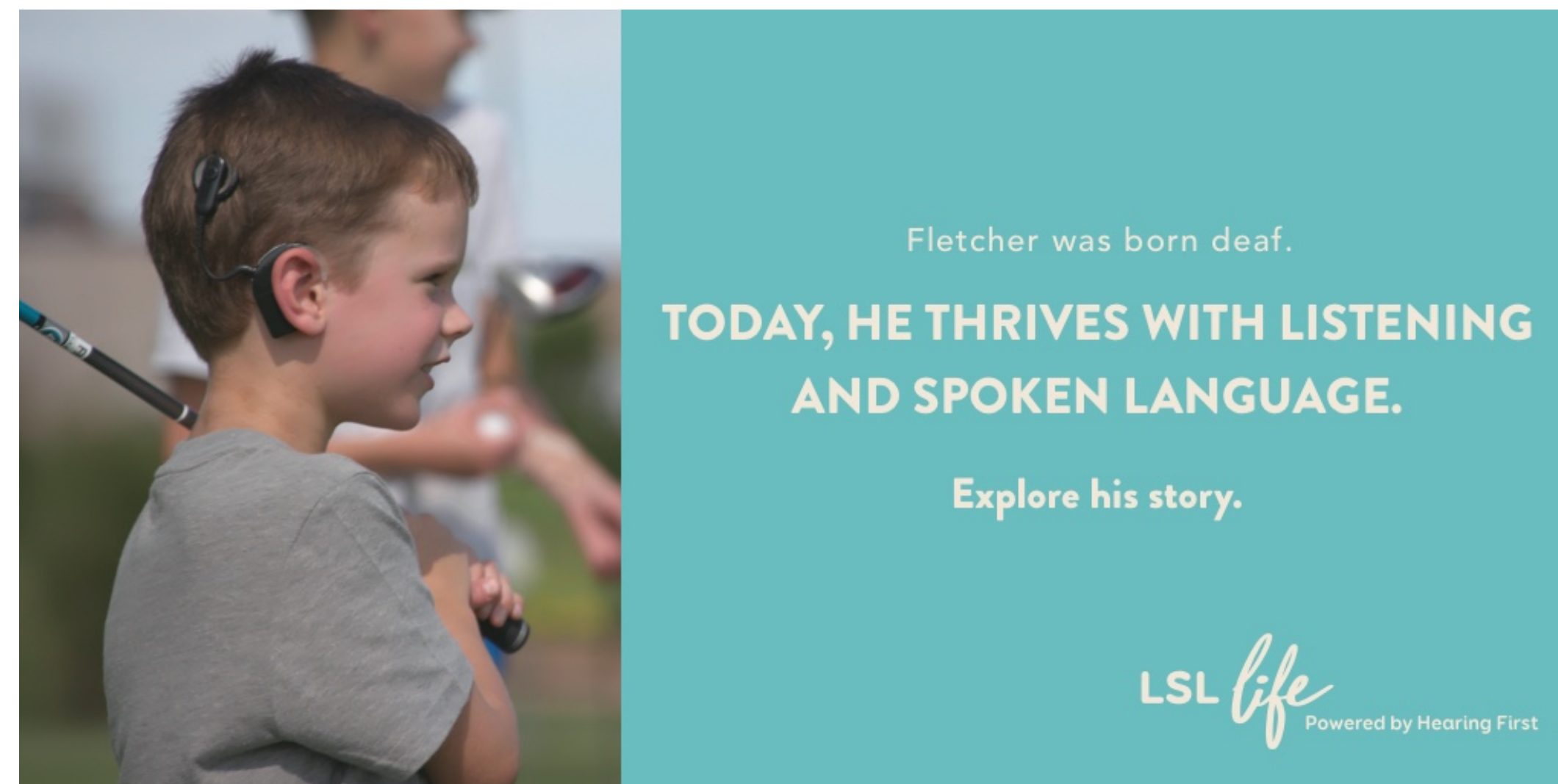
Microsite Launched www.LSLLife.com

Total Pageviews – 28,132 total pageviews since launch October 18, 2018

Average Time on Page – 4:02

Top Devices for Visits – 65% of site visits are done from a Mobile Device

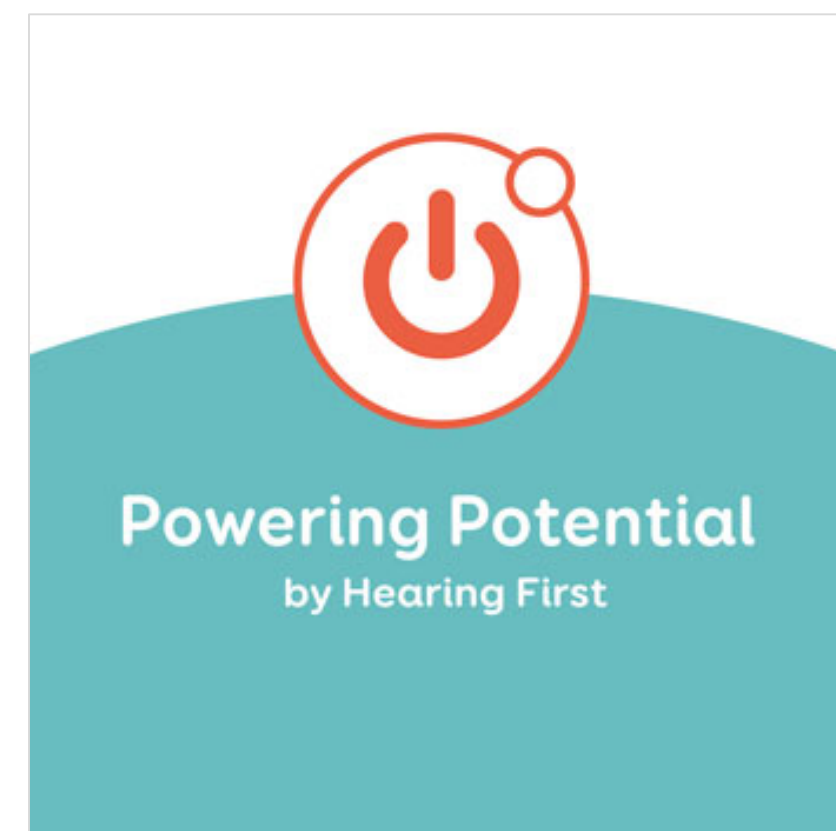
Family Stories – 6 Launched; 3 pending release end of July 2019



PODCAST

Powering Potential A podcast from Hearing First

Launched February 15, 2019



3,435 Listens

Powering Potential
A Podcast by Hearing First

ENGLISH ▾

EPISODE 1

The Diagnosis

What happens when the life you'd imagined takes a different turn?

▶

Hearing First - Tips for Keeping a Child's

SOUNDCLOUD

DOWNLOAD TRANSCRIPT

SUBSCRIBE ON YOUR FAVORITE APP

ITUNES

SPOTIFY

GOOGLE PLAY

ABOUT THIS PODCAST

SHARE

EPISODE 2

Opportunities and Outcomes

Taking the first steps toward listening and speaking.

▶

EPISODE 3

It Takes a Village

Putting together the right support team of doctors and interventionists, and how that team changes as a child transitions from early intervention into a mainstream school.

▶

Powering Potential
by Hearing First

Powering Potential Podcast

Powering Potential is a podcast series that explores the unique joys and challenges of teaching children who are deaf or hard of hearing to listen and talk. Produced by **Hearing First** and hosted by Dr. Teresa Caraway, Powering Potential dives deep into the challenges, emotions, and practical aspects of teaching children who are deaf or hard of hearing to listen, speak, and reach their full potential with Listening and Spoken Language (LSL).

Get the Latest Podcast Updates by Email

Sign Me Up

SEASON ONE
Sign up for Podcast Updates | Join the Community | Visit hearingfirst.org

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NEWSLETTER

Subscribers 6,283

Open Rate 35%

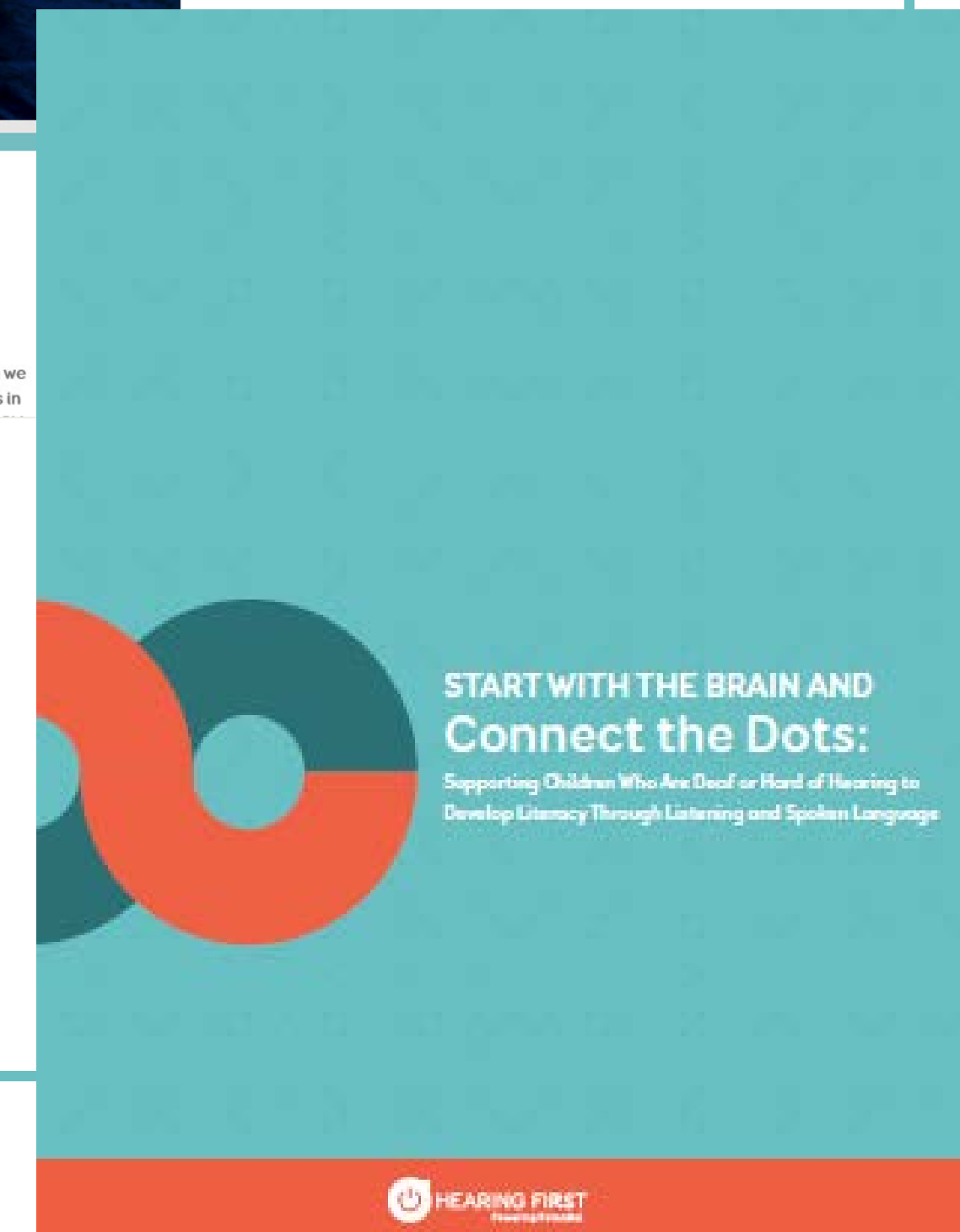
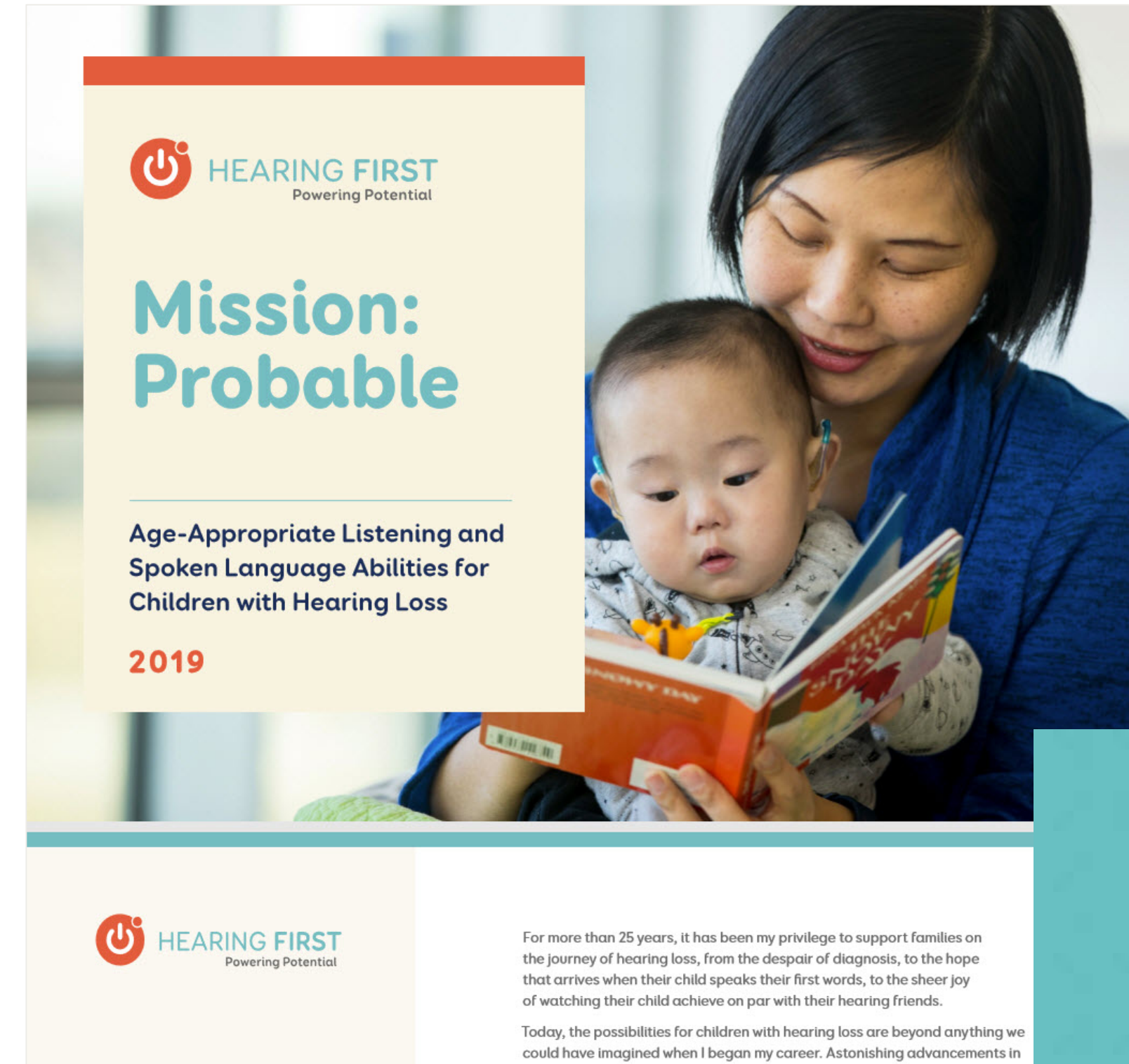
WHITE PAPER DOWNLOADS

Connect the Dots 794

Mission Probable 1,203

HANDOUTS / RESOURCES DOWNLOADED

40,000 +



**PHASE 2 EDUCATION
S5-3**

**FRIDAY 10:57-11:06
WENDY DEMOSS**

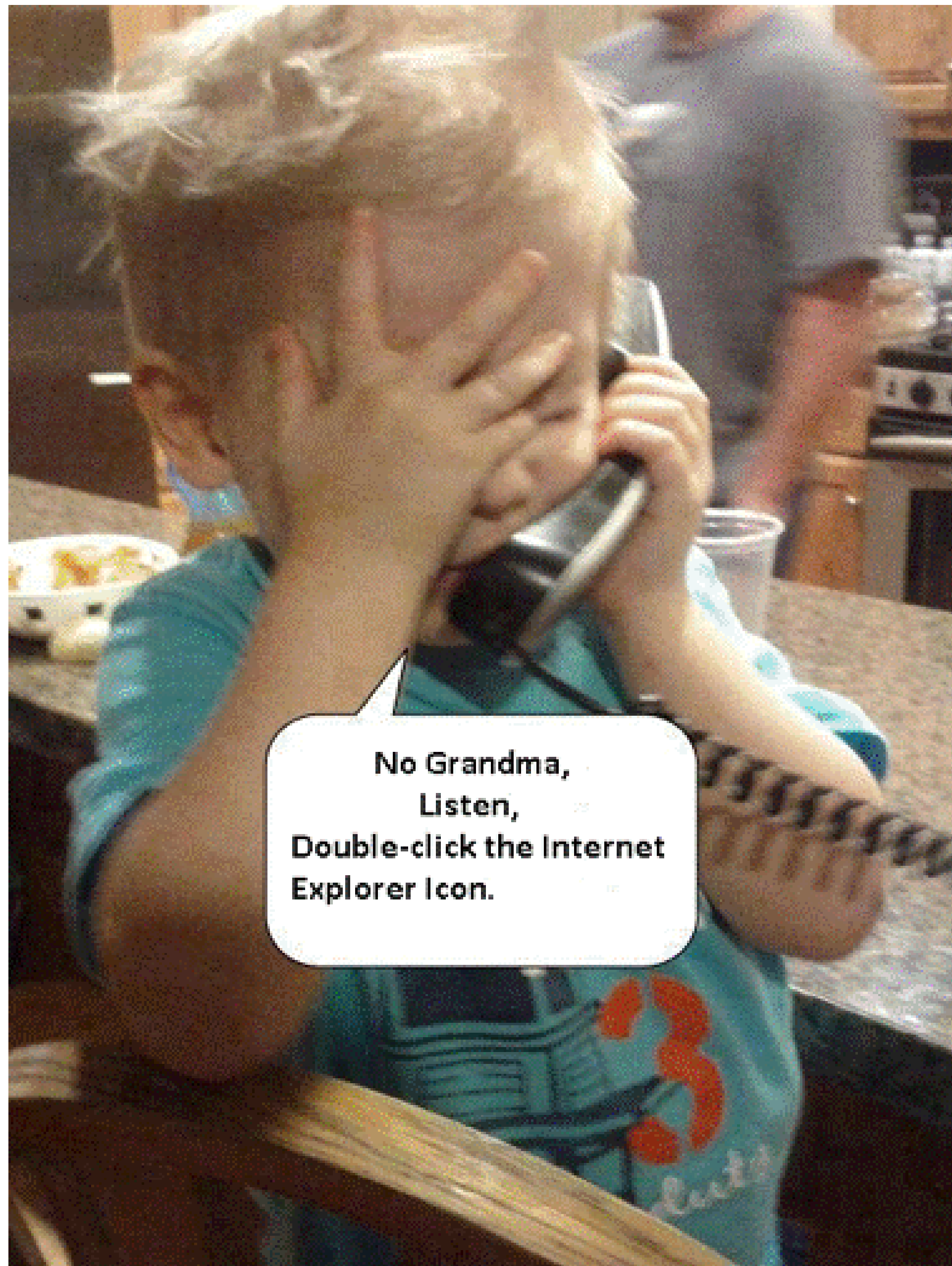
**PHASE 3 COMMUNITIES
POSTER HIGHLIGHTS 2: PEDIATRICS
THURSDAY 3:40-3:44
MARGE EDWARDS**

CONCLUSION

- A comprehensive digital ecosystem can reach significant numbers parents to provide accurate and complete information and increase awareness of CIs and outcomes possible
- SIMPLE and CLEAR communication specific to parents is critical
- Social platforms have specific audiences
- Critical to deliver the right message to the right person at the right time. Use of analytics and data imperative

FUTURE STRATEGY

- Continue to leverage quality content across the Hearing First digital ecosystem to support parents
- Improve interaction, engagement and analytics
- Expand YouTube Channel Video Offerings
- Provide bite-sized “how to” content and tips
- Refine personalization capabilities to provide the right information to the right person at the right time
- Plan and strategize continued awareness marketing campaigns
- Increase collaborative efforts within the hearing industry and the early learning fields



No Grandma,
Listen,
Double-click the Internet
Explorer Icon.

JOIN US

SHARE POSTS

REFER FAMILIES TO FAMILY COMMUNITY

**JOIN AND ENGAGE IN THE
PROFESSIONAL LEARNING COMMUNITY**

ENGAGE IN HF LEARNING EXPERIENCES

SHARE IDEAS / THOUGHTS

WE BELIEVE

in starting small and thinking big.

in little ones with big plans.

in a future where children who are deaf
and hard of hearing have the potential
to be whatever they want to be.

We exist to power their potential.