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The deaf community, regardless of their culture or self-identity, are always hungry for inclusion – to be socially accepted by our peers for our abilities not by our disabilities.
<table>
<thead>
<tr>
<th>Social Stigma of the deaf</th>
</tr>
</thead>
<tbody>
<tr>
<td>Despite advancement in disability rights in recent years, discrimination is still present socially and culturally in education and employment.</td>
</tr>
<tr>
<td>The deaf often “hides” their disabilities (and sometimes their abilities!) everyday so they can be “socially” acceptable in today’s society norms – often at great price – deafness is still the “invisible” disability.</td>
</tr>
<tr>
<td>Many deaf Americans still are easily to be taken advantage of due to their deafness – the deaf often are the “last one to know” when it comes to real time information.</td>
</tr>
<tr>
<td>The perception of the deaf “abilities” often clash with the society’s perception or image of the deaf – the deaf often have to “overcompensate” their functionalities and performance to convince others with their “abilities”.</td>
</tr>
<tr>
<td>The deaf faces real financial burden to support or acquire appropriate hearing technology for all of their natural “hearing” life.</td>
</tr>
</tbody>
</table>
The Invisible Inclusion – The deaf

Because of the social stigma of being deaf still persist today, many deaf individuals have difficulty in advocating themselves within their own communities – making the deafness the “Invisible” disability – usually at their expense.
Social Media Impacts for the deaf

Social Media applications grants the deaf equal accessibility and even playing field in communicating with others in an anonymous way – which can make engaging with deaf communities easier AND even more difficult.
The Invisible Inclusion – The Deaf

**Best ways to remove this stigma:**
1. Encourage & advocate social inclusion
2. Acknowledge & respect the deaf independence and contribution to society
3. Get to know your deaf neighbors in your community
4. Maximize utilization of all social communication tools – including social media
Estimate deaf Population in USA
(source: based on several available Federal Data and Published Research)

- **2 to 4 of every 1,000**
  - “Clinically Deaf”
  - > 50% became deaf late in life after 65 years of age
  - < 1 out of every 1,000 became deaf before age 18

- **9 to 22 of every 1,000**
  - Adding Americans with severe hearing impairment
  - > 50% reported hearing loss after 65 years of age

- **37 to 140 of every 1,000**
  - Adding Americans who are “hard of hearing”
  - Majority over age 65

Estimate deaf Population in USA
(source: based on several available Federal Data and Published Research)
10 million “Deaf” Americans
20 million “Hard of Hearing” Americans
Total of 30 million Americans with hearing loss – 10%

Estimate Deaf Population in USA by States
(source: US Census American Community Survey Year 2008)
Deaf Population Growth in USA
(source: Newsweek 2005)

Number of adults with hearing loss are expected to increase as “Baby Boomers” in addition to current “Deaf Baby Boomers” ages

Year 2010 - 30 million (est)
40% are over age 65

Year 2030 – 78 million (est)
55% are over age 65

Including ME!
### “Deaf” vs “deaf”

**The Controversy**

<table>
<thead>
<tr>
<th>Deaf</th>
<th>“Clinically” deaf**</th>
<th>Late deafened</th>
<th>Hard of Hearing (HOH)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Acceptable terminology for deaf Americans who are defined by their community, culture and self-identity thru American Sign Language (ASL)</td>
<td>• Group of deaf Americans who cannot function without assisted hearing technology but has minimal culture and self-identity thru ASL</td>
<td>• Class of “Clinically” deaf Americans who became deaf later in life after full language development and are often assisted with hearing technology</td>
<td>• Class of Americans who struggle with the quality of their hearing in specific scenarios but may or may not be assisted with hearing technology</td>
</tr>
<tr>
<td>• Has great pride in being Deaf (capitalized D)</td>
<td>• Prefers to be defined by their Abilities not Disabilities</td>
<td>• Commonly applies to adults and senior citizens</td>
<td>• Commonly applies to those who have frequency or mild hearing loss</td>
</tr>
</tbody>
</table>

**The terminology “Clinically” deaf is of great debate – many would prefer to name it as “Clinically” deaf instead of “Functionally” deaf**
Deaf

“Clinically” deaf

Late deafened

Hard of Hearing (HOH)

Perception of Deafness

That’s ME!

Culturally Deaf/ASL Culture

Hearing Aids/Cochlear Implant/ASL

Illness/Aging/Accident

Frequency-Mild Loss/Illness

That’s ME!
# Challenges the deaf Faces in Everyday Life

## Areas Needing Improvements
- Movie Online/Theater Captioning
- Podcasts
- PA Systems
- Emergency Warning Systems
- Integration of Assistive Listening Devices (ADLs) to current Technology
- Real Time notifications
- Health Insurance adoption of Cochlear Implant
- Wireless Assistive Listening Devices

## Areas of Advancements
- Hearing Aids
- Cochlear Implant
- Closed Captioning
- Internet/Mobile
- Unlimited Data Plans
- Telecommunication accessibility

## Ongoing Challenges
- Telecommunication configurations
- Speech to Text Technology
- Inclusion in today’s society
- Perception of deaf “abilities”
- Social Media adoption
- Financial burden of Assistance Listening Devices (ADLs) and Hearing Technology
In order for the deaf to feel inclusive in today’s society...
... the community must meet the following for the deaf individual:
P.A.C.K.E.T.

Protect
• Am I safe in my life and in my own home?

Aware
• Am I aware of my surroundings?

Connect
• Am I able to connect to others when needed?

Knowledge
• Do I have access to real time information?

Engage
• Do I have the opportunity to engage in my community?

Trust
• Can I trust the support of the people in my community?
How to Engage the Deaf Communities

- **Protect**
  - Develop online/mobile/text notifications for the deaf community

- **Aware**
  - Develop “Buddy” system for your deaf neighbors

- **Connect**
  - Market community social media and newsletters to the deaf

- **Knowledge**
  - Respect the deaf individual’s limitations on “need to know” basis

- **Engage**
  - Be an engaging good neighbor to your deaf community – Don’t be afraid to say “Hello”

- **Trust**
  - Respect the deaf community contribution, dignity, abilities and independence
<table>
<thead>
<tr>
<th>When Janey is Listening...</th>
<th>Janey can...</th>
<th>But Janey cannot...</th>
<th>... and that means:</th>
</tr>
</thead>
</table>
| To You in person face-to-face | Hear your voice | Always catch every word you say (sometimes with your accent) | • She has to use her brain to discriminate other sounds from your voice  
• She has terrible auditory memory ("what was that again?") |
| On Telephone Calls | Answer phone calls on her captioned phone | Answer without using her HATIS phone headset attached to the captioned phone | She can hear voices on the call but she cannot understand the words being said so she watches the caption of the speaker at the same time hearing the voice |
| To Music on iPod/Concerts | Hear the music, almost all instruments playing and whether the singer is male or female | • Hear without using her HATIS earpiece attached to iPod  
• Hear or understand the lyrics being sung | She can hear the music but often cannot hear or understand the lyrics being sung and often lipreads the singers in concert (if she is in front center row away from direct path of speakers) |
<p>| To Movies in Movie Theater | Hear all of the sounds and voices in the movie | Always understand what was said | She often lipreads the actors (if possible) to confirm what she heard in the movie – which is about 60% success rate. She often attends showing that are <a href="http://creativecommons.org">CC</a> |
| In her Car While Driving | Hear the engines &amp; the air conditioning | Hear the incoming horns blaring, ambulances, fire trucks or police cars sirens (until it sneaks up to her) | She has to drive without any radio/CD playing and drive visually |
| To Almost Everything Else | HEAR! | Hear indefinitely | She has limited hearing life – constantly replacing her hearing aid batteries |</p>
<table>
<thead>
<tr>
<th>Being deaf in Janey’s World...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is Awesome because...</td>
</tr>
<tr>
<td>• She can sleep all night almost without being interrupted</td>
</tr>
<tr>
<td>• Any guests in house can turn up the TV loud without waking up Janey in her beauty sleep</td>
</tr>
<tr>
<td>• She can inspire others</td>
</tr>
<tr>
<td>Is a Pain in the Butt because...</td>
</tr>
<tr>
<td>• She is at risk oversleeping in the morning for work</td>
</tr>
<tr>
<td>• She has been taken advantage of &amp; knows she is a security risk</td>
</tr>
<tr>
<td>• She is often the “last one to know”</td>
</tr>
<tr>
<td>• Being deaf is not cheap – it is expensive to pay for assistive listening devices (ADLs) &amp; hearing technology</td>
</tr>
<tr>
<td>Janey Wishes She Can...</td>
</tr>
<tr>
<td>• Hear underwater (blub blub blub)</td>
</tr>
<tr>
<td>• Can pronounce somes words correctly (”woe-MAN” vs “woo-MEN”)</td>
</tr>
<tr>
<td>• Can pronounce her fellow programmers’ names from India</td>
</tr>
</tbody>
</table>
Therefore, Communicate, Connect & Contribute To our deaf communities
Because...
WE ARE
AWESOME!!

Thank you for coming!
About Jane Croft

- Information Technology Quality Assurance Control Analyst in a Fortune 35 national healthcare insurance company
- Has over 20+ years professional experience in healthcare/insurance industry
- Professional webdesigner & inspirational speaker
- Bachelor of Business Administration (BBA) from Baylor University of Waco, TX *(Sic em Bears!)*
- Past President of the California Chapter of Alexander Graham Bell Association for the Deaf and Hard of Hearing (AGBell)
- Geek gal who cannot cook but love HTML, Vlogs, beagles & cats!
Contact Jane Croft

@JaneyLOL

JaneCCroft

JaneysWorldLOL@gmail.com

JaneyLOL Channel
(as soon she gets a new portable video camera!)

www.JaneysWorldLOL.com