

**TEN TOOLS TO TAKE
THE STING OUT OF STIGMA**

ACADEMY OF REHABILITATIVE AUDIOLOGY
SEPTEMBER 24, 2018

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Auditory Insight
HEARING HEALTHCARE
STRATEGY AND MARKETING CONSULTING

1. Understanding
2. Tools
3. Commitment

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External Internal

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**EXTERNAL
STIGMA**

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**INTERNAL
STIGMA**

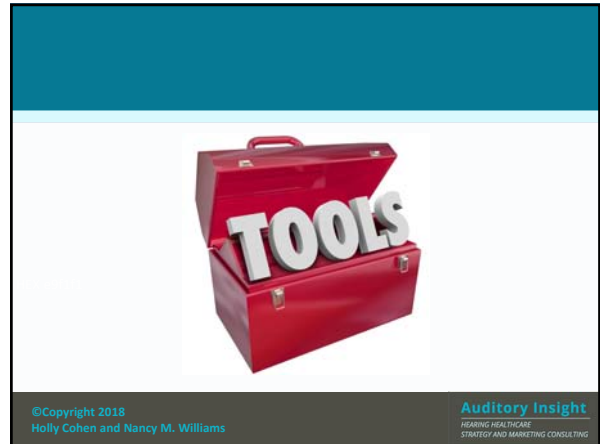
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TOOL #1

Own your hearing loss and reframe the voices in your head

A line drawing of a woman's head from the nose up. Above her head is a thought bubble containing several speech bubbles, some of which are being held by hands, symbolizing internal dialogue or reframing thoughts.

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TOOL #2

Identify your challenging hearing situations and triggers

A photograph of a diverse group of people sitting around a dining table, eating and talking. The table is set with various dishes, glasses, and plates, creating a social dining environment.

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TOOL #3

Decide how and when to discuss your hearing loss

A photograph of a man in a plaid shirt and apron working in a hardware store. He is standing behind a counter, talking to another man who is looking at tools on the shelf.

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TOOL #4

Gather the courage to ask for accommodations, in personal and professional lives


Two illustrations of superheroes: Captain America on the left, holding his shield, and Wonder Woman on the right, in her iconic costume.

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TOOL #5

Communicate with skill and humor




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TOOL #6

Add mindful meditation to your day




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TOOL #7

Create a vision board




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TOOL #8

Incorporate power posing in your life




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TOOL #9

Connect with your hearing loss community




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TOOL #10

Set realistic and meaningful goals


Change takes time



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Exercise #1



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