



Spirit of Sound Stakeholder Promotional Toolkit

HAPEE Ears For Early Years

Hearing Assessment Program – Early Ears

Hearing Awareness Week 2022

Who is the toolkit for?

This toolkit is designed to support individuals and community stakeholders to use the Spirit of Sound storybook and promote hearing health in Aboriginal and Torres Strait Islander communities.

It is important to remind parents and carers throughout the year the importance of getting kids ears checked. You can use the content in the toolkit in the community throughout the year to support HAPEE, healthy ears.



What's in this toolkit

- Background on the HAPEE Ears for Early Years program
- Spirit of Sound book and campaign
- Meet Davinder Hart, Spirit of Sound artist and father
- Promotional resources available
- Support and event contacts
- Meet our spokespeople

Don't miss out!

Sign up to receive HAPEE newsletters, delivered direct to your inbox.

Introduction

HAPEE Ears For Early Years

Serious ear and hearing troubles affect 1 in 3 Aboriginal and Torres Strait Islander kids in Australia*.

Through our HAPEE Program (Hearing Assessment Program - Early Ears); we now work with communities across metro, regional, and remote Australia to tackle hearing loss and the long term affects of ear disease in Aboriginal and Torres Strait Islander children in order to give them the best chance at fully participating in school and in life.

HAPEE provide free*, safe and simple hearing checks to children aged 0 - 6 years who do not yet attend full time school, as well as on-going advice and support to parents and carers.

The HAPEE program provides:

- Diagnostic hearing assessments for children aged 0 - 6 years not yet attending full time school
- Support for Primary health staff to undertake initial hearing screenings at local health services.
- Activities to raise awareness about the importance of early identification of ear and hearing problems

HAPEE free hearing checks are available face to face and via telehealth appointments to give parents greater flexibility.

HAPEE resources are available to download to support parents, carers, education and health care workers with local engagement to support HAPEE Ears.



+ Health, A.G.D. of (2019). Roadmap for Hearing Health - Hearing Health Sector Committee. [online] www1.health.gov.au [Accessed Sep. 2020].

* The Hearing Assessment Program is an initiative of Hearing Australia and funded by the Australian Government. Aboriginal and Torres Strait Islander children not yet attending full time school are eligible to be seen. All services provided under this program are free of charge. A hearing check includes a number of age-appropriate tests of hearing and middle ear function.

About the Spirit of Sound storybook

Hearing Australia is proud to have partnered with artist Davinder Hart, of the Noongar nation to develop the Spirit of Sound, a children's storybook that explores the importance of hearing and sound in the context of cultural connections and traditions.

The book is designed to support parents, educators and carers to engage with children about what they can hear, encouraging interaction on hearing and promoting dialogue in communities on hearing health.

The book will be made free to organisations who work with Aboriginal and Torres Strait Islander children across the country to raise awareness about the importance of a regular hearing check early in life.

'Spirit of Sound' Artist, Davinder Hart

Davinder Hart is an Aboriginal artist who was born in Perth, Western Australia. His family roots connect from Bibbulmun & Katanning in the southwest region of the Noongar people.

With knowledge passed down from his uncles and aunties he's able to tell stories through his paintings. His paintings reveal the traditional lessons that show the morals, ethics and values as well as his own personal lessons along his cultural journey.



Disclaimer: The Spirit of Sound is not an old Ngurrampaa (dreamtime) story. The story and illustrations were developed by Noongar man Davinder Hart and represent how he sees the spirit of sounds through his eyes. The development of the story was supported by the knowledge passed down from his elder's, uncle Paul Gordan (Nudgee) and uncle Waylon Boney (Kamilaroi) who hoped the story would connect young children to the importance of sound to community and culture"

The story behind the artwork

The Spirit of Sound and the story behind the painting is that the three circles represent Music, Dance and Mother Earth.

"Sound is so important to myself and to Indigenous people," says Davinder.

"Hearing the sounds of the didge, clap sticks and the thump of feet dancing in time and feeling it vibrate through the ground, it transcends the physical and evokes a feeling deep down in my soul of belonging. It is an echo of my ancestors flowing through time and telling the stories of my people.

Sound is a way of sharing and passing down knowledge from generation to generation to ensure the survival of a culture deeply connected to the earth. This is why it's so important that our people take care of their hearing health throughout their lifetime," Davinder says.



"I encourage everyone to care for and value their hearing and to reach out if you need help so you can celebrate the joy of sound and stay connected to your loved ones and what matters most."

Make sure your child can hear the Spirit of Sound :
Book a free* hearing check for your child today – call **134 432**

Meet Professor Kelvin Kong

Professor Kelvin Kong is a proud Worimi man and ear, nose and throat surgeon working with children to improve hearing health.

Kelvin has joined the HAPEE Ears for Early Years campaign, hosting a special parents Q&A with special guests Wiradjuri man and father Luke Carroll, Gumbaynggirr, Dhungatti, Torres Strait Islander mother Elsie Seriat, and Noongar mother and grandmother Daniella Borg.

Kelvin says improving hearing health is so important.

“Aboriginal and Torres Strait Islander kids and our mob are more likely to get affected by hearing issues and its effects,” said Kelvin.

“The problem with that is that it means our language, our development, our speech, and our progression through life can be hampered.”

Professor Kelvin is encouraging all parents and carers to get a hearing check for their children so they can be ready to listen and learn.



How you can help

With your help, we can help all children have HAPEE Ears.

Whatever your role in the community, everything you do to support good hearing health will help kids to listen, learn and thrive.

Celebrate the Spirit of Sound

- Bring parents together to watch Professor Kelvin Kong and our HAPEE Spokespeople yarn about their own stories with hearing health. [View here.](#)
- Organise a gathering to read the book at storytime, with information available for parents about the importance of hearing health. [Download here.](#)
- Invite local HAPEE Community Engagement Officers to your community event to talk to parents. [Contact HAPEE Team via email.](#)
- Yarn with mob about the importance of hearing health and remind them that free hearing checks are available. Visit hearing.com.au/HAPEE for more information.
- [Watch Davinder's Story of Sound video.](#)
- [Sign up to receive HAPEE newsletters.](#)

Encourage families to get a regular hearing check

- Print and share posters at your local school, and in the community sports hall, at the community store and on local noticeboards.
- Email information or a copy of this toolkit to local community leaders, organisations and service providers.
- Include information in your community newsletter
- Share our resources on your social media accounts.



Share this information in your newsletters or with community members

Did you know?

- **One in three** Aboriginal and Torres Strait Islander children experience chronic ear disease.
- Hearing loss can lead to **delayed speech** and educational development and prevent children from fully participating in life.
- **Early detection** and **treatment are the keys** to preventing avoidable hearing loss.
- Poor hearing can make it **difficult for kids** to engage and learn at school.
- It is important to **get a regular hearing check** to make sure kids can listen, learn and thrive.
- Hearing Australia's HAPEE program provides **free diagnostic hearing assessments** and follow-up treatment to Aboriginal and Torres Strait Islander children from 0-6 years of age who do not yet attend full-time school.



Book a free hearing check for your Aboriginal or Torres Strait Islander child aged 0 -6 today – call **134 432**

For more information about HAPEE and to access the resources visit www.hearingaustralia.com.au/HAPEE

Spirit of Sound and HAPEE Ears Resources

New resources

Download these products and use them in your newsletters, publications and websites. Print them out and hand them to clients and people in your community.



Television and radio ads

- TVC
- Radio ad
- Translations

Social media tiles

- Emma
- Luke
- Kelvin
- Elsie
- Daniella

Posters

- Generic – Spirit of Sound, telehealth, Emma & Luke
- New posters x 6 with audio QR codes

Videos

- Davinder
- Professor Kelvin Kong:
HAPEE Heroes webinar
- Luke
- Emma
- Elsie

Favourite sounds

- Enzo



To download these resources please visit
hearing.com.au/HAPEE/information-and-resources

Contact HAPEE for support or to organise a Spirit of Sound visit today

Our HAPEE Community Engagement officers would love to work with you and support hearing health in the community. Email the HAPEE team member in your state to learn more.

State	Contacts
NSW	<p>Karen Rea Karen.Rea@hearing.com.au</p> <p>Michelle Campbell Michelle.Campbell@hearing.com.au</p> <p>Rebecca Stone Rebecca.Stone@hearing.com.au</p> <p>Sherilee McManus Sherilee.McManus@hearing.com.au</p>
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VIC/TAS	<p>Emma Sparrow Emma.Sparrow@hearing.com.au</p> <p>Tracy Cunico Tracy.Cunico@hearing.com.au</p>

Tips to keep little ears HAPEE



1. Wash kids hands with soap and water
2. Get kids to blow their nose, and put tissues in the bin
3. Cough, into the elbow to stop germs spreading
4. Call Hearing Australia on **134 432** and book a hearing check today
5. Email the HAPEE team at HAPEE@hearing.com.au for general enquiries and support.

The Spirit of Sound is all around, what can you hear?

Talk to jarjums after reading the book, ask them about their favourite sounds.

- what sounds can you hear?
- What sound do the animals in the book make?
- How do we listen to sounds?
- What is your favourite sound?



Meet the HAPEE Ears Spokespeople

Parents, carers and community are joining forces to promote hearing health. If you're passionate about helping kids to listen and learn, contact hapee@hearing.com.au, we'd love to chat.

Emma Donovan, Melbourne



Gumbaynggirr, Dhungatti, Yamatji and Bibbulman woman, Emma Donovan wants to encourage other parents and carers to have their children's ears checked regularly. Emma's youngest child's hearing loss was detected early.

"From birth, my daughter has had regular appointments with Hearing Australia," she said.

"I had a lot of questions. I was a little bit frightened, and I was unsure about things. What Hearing Australia did for me, and my daughter was help us to understand more about her deafness and what kind of deafness it was."

Luke Carroll, Sydney



Wiradjuri man, acclaimed actor and father, Luke Carroll, has a similar message for parents and carers.

"I think it's extremely important for kids to get their hearing checked. It helps with their speech and their growth as a young person.

"I know we get it done as babies and that's done at the hospital. But it's important for us to make sure our children's hearing is checked regularly as they progress through life. This will help them grow as young healthy human beings."

Daniella Borg, Perth



Daniella Borg a proud Noongar woman and mother of nine has experienced the impact hearing health has on schooling when her daughter experienced difficulties at school and was later fitted with grommets.

"My daughter couldn't hear directions from the teacher, so I took her for a hearing check, and she later had grommets put in her ears," Daniella said.

"Her schooling would have been severely impacted if we didn't do the hearing check early and hearing issues can start at any age so it's important to get checked regularly and often." Daniella said.

Elsie Seriat, Torres Strait



Elsie Seriat a proud Torres Strait Islander woman and Daniella Borg a Noongar woman from Western Australia, recently joined the HAPEE program as a spokesperson alongside Luke Carroll and Gumbaynggirr, Dhungatti, Yamatji and Bibbulman woman Emma Donovan.

Elsie knows first-hand the how important hearing checks are with her nine-year-old niece experiencing hearing loss requiring hearing aids.

"I joined the HAPEE program to be able to influence community on how important it is for kids to have regular hearing checks and how it can affect kids' participation in school." Elsie said.



Training to support health and early education workers

Early detection and treatment are key to preventing hearing loss in our Aboriginal and Torres Strait Islander kids.

Community engagement officers and clinical audiologists from the HAPEE team work directly with local staff providing over the phone, online and face to face support to best suits the needs of organisations, individuals and the community.

Support for health care professionals

HAPEE provides upskilling and ongoing support to primary health care professionals to enable them to undertake initial ear health checks to identify young Aboriginal and Torres Strait Islander children who require a diagnostic hearing assessment or treatment.

EarTrain Hearing Program for Professionals

EarTrain is an online module/program provided by TAFE NSW that is free to primary health care professionals and enables you to provide comprehensive ear health assessments and ongoing support to Aboriginal and Torres Strait Islander communities.

A HAPEE audiologist and community engagement officer will support and mentor

primary health professionals throughout the process. Either in over the phone, online or face to face depending on what best suits your needs.

This may include:

- Support in accessing and completing the EarTrain program
- Ongoing mentoring and elbow support to embed new skills
- Providing ongoing support and advice post completion of the modules
- Help in accessing the necessary equipment to provide a hearing check.



Support for primary health care professionals and early childhood educators

Hearing Australia provides early childhood educators and other non-health professionals support and training to be able to identify issues with child's listening and communication skills.

The HAPEE team will support staff in undertaking training in screening tools and provide them with key resources and information to support hearing health of Aboriginal and Torres Strait Islander Children.



PLUM and HATS

The PLUM (Parent-evaluated Listening and Understanding Measure) and HATS (Hearing and Talking Scale) tools are a set of conversation guides that allow health care professionals and early childhood workers to ask parents and carers about their child's listening and communication skills.

This tool can be used to provide an initial ear and hearing health screening to identify any concerns for an Aboriginal and Torres Strait Islander child's listening and communication skills.

Sounds Scouts

Sound Scouts is a downloadable app that incorporates the science of a hearing test into a fun mobile game for young children. Designed to make hearing tests easy, the app will provide an immediate report including the next steps if a hearing loss is detected.

The HAPEE team can demonstrate to health and non-health professionals how to use Sound Scouts and provide support in accessing further information and other useful resources.

Learn more

To find out more about how your organisation can receive training or upskilling to support Aboriginal and Torres Strait Islander children's hearing health, reach out to the HAPEE team today at

HAPEE@hearing.com.au