AUDINEWS The newsletter of the International Society of Audiology

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ISA President
Dr. Iêda Chaves Pacheco Russo

Wishes
All of you a
Wonderful and
Prosperous
New Year

Feliz año nuevo

Be always at war with your vices, at peace with your neighbors, and let each New Year find you a better man. Benjamin Franklin

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Secretary Generals Message

George Mencher, Ph.D.
Secretary-General, ISA

This is a brief note as your newly elected General Secretary. At the outset, I want to again pay particular tribute to Hans Verschuure who helped guide the International Society of Audiology as Assistant General Secretary during the term of Dai Stephens and then took over as General Secretary 14 years ago. He has done his stint – and he has done it well! Our deepest appreciation goes out to him for his leadership, friendship and guidance during these many years. We wish him well as he

nears retirement and spends more and more time with his new grandchildren. I am happy to report that his health is improving and he is back to his normal routine. I would also like to extend a special thanks to Jenny Verschuure for her understanding and her willingness to share Hans with us these many years. He could not have done it without her!

At the meeting in Hong Kong the Presidential gavel was passed from George Tavartiladze to Ieda Russo. George is also to be congratulated for his efforts as our President and for his contribution to increasing our membership in Eastern Europe. As you know, he was elected Assistant General Secretary. President Russo has promised to do the same for South America. At present we have members from 62 countries, including over 60 students from 14 countries and our membership continues to grow steadily. You too can help by recruiting fellow workers and folks from your country.

What do I plan to do as your General Secretary? I plan to help us develop four new position papers on standards and practice. George T is currently in charge of that program and we hope to hear from him soon about his progress in this area. I also plan to finalize the status of our relationship with WHO. Hans Verschuure is working on that project. We also hope to improve our student program. We hope that Bob Keith or his successor will activate the student committee and develop a section of the Audinews just for students. Jackie Clark is working furiously to expand the Humanitarian Audiology Committee of ISA. We are supporting them in every way we can. We have also arranged to support a workshop on open ear molds (research and clinical practice) at the upcoming American Academy of Audiology meeting in Dallas,USA. I also hope to attend the meeting of the Polish Society next year as well as the EFAS meeting in Tenerife where our new President Elect, Jose Barajas will be in charge.

Our relationship with our affiliated societies is another area of growth. ISA Executive Committee member K-M Holgers has proposed a plan for expanding that relationship and we are working on refining it. I am pleased to re-announce that the British and Colombian Societies have just become affiliated and we are currently in negotiation with another country in South America. The more these types of relationships grow, the more ISA grows and the more we can contribute in terms of research, international standards and clinical education.

Of course, this note is appearing in the Audinews, so well edited by Dennis Burrows. But, I do not want to be one of the very few writing in our newsletter. Dennis and ISA need you to write/submit articles about what is happening in audiology research, clinical care and professional activities in your country. The rest of the world does want to know what is happening in your country – and you have the responsibility and opportunity to tell us!

I am also very pleased to report that Viktor Koci is actively managing our website. He is gradually adding new things, putting in notices of meetings, etc. If you have any suggestions or ideas on ways we can improve the website, please drop a note to either him or to me (gtmisa@yahoo.com) and we will look into it.

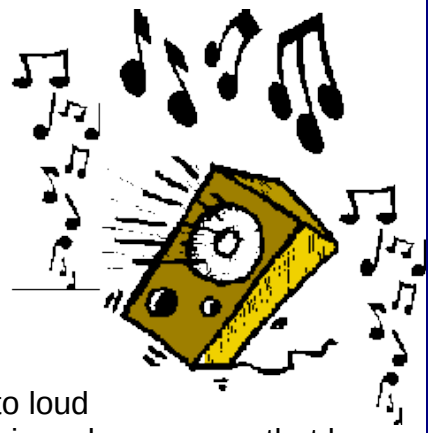
I would like to remind you that ISA is a member of the owning council of the International Journal of Audiology. Our contract with Informa, the publisher, will expire next year. One of the most critical things I will be doing is to be involved in the renegotiation of that contract. We want to ensure that you continue to receive a very high quality journal and that its cost is such that our dues can remain at a comfortable level. Finally, with respect to the IJA, I am thrilled to inform you that the impact factor of our journal has increased to 1.133 which is a significant change from last

year when we were around .82. Ross Roeser and his group are to be thanked for making our journal one of the best in the world!

Thanks to all of you for your continued support of the International Society of Audiology. My way of saying “Thanks” is to work as hard as I can, and to inform you that I will be sending out dues renewal notices to members whose membership expires at the end of December! What a nice guy, eh?

Hearing education and awareness for adolescents!

President’s message
Ieda C. P. Russo, Ph.D.



Music has the power to cause emotions to well up within us. These feelings are gripping - often irresistible - and seem to emerge from nowhere. These feelings color our moods, affect our perceptions and generate a behavioral pattern. The indisputable fact about music is its power to evoke emotions. Music is an extremely versatile medium of communication. It is capable of exploring all the features that are used in verbal communication. Moreover, it does so in an explicit and structured way, which makes it an interesting and useful window into human communication, in general.

Many adolescents and young adults consciously expose themselves to loud music for entertainment. Damage to the ear from loud noise exposure is a phenomenon that has been known about in the hearing health care community for many years. Like industrial noise exposure, the effects of music are gradual, not just limited to hearing but also to tinnitus and even pitch perception problems. They are related to the intensity and duration of music exposure. Making definite predictions concerning the damage-risk criteria of music may be a far more difficult task than for industrial noise exposure.

Popular technology-not just the personal music player, iPod—could prove harmful to the hearing in several countries, and especially to that of the young, if it is not used properly. It is fundamental to lower the volume, limit the time spent listening, and wear ear phones that block out unwanted environmental sounds, reducing the need to increase volume levels.

As audiologists it is our responsibility to consider critically the level of risk and educate our patients and the public appropriately. Popular media attention of the topic can be very useful to promote our agenda of hearing loss prevention and educate the public about who we are as a profession. Recently I was invited to participate of a well known morning TV show in Brazil and the theme was MP3 and risks of the use of personal stereos.

The program was watched by over 10 million people at Globo Network. Despite of being in Portuguese Language, I hope this information will be useful. It is difficult but not impossible to divulge audiology and the importance of hearing preservation, don't you agree?

Here is the link: http://maisvoce.globo.com/MaisVoce/0,,10344,00.html

First Bachelors of Audiology welcomed in the Netherlands

Wim Graef

In the Netherlands the audiologist is a physicist who, after four years of postmaster education, is registered as a "clinical physicist – audiologist".

Most professionals in the field of audiology in the Netherlands are members of The Netherlands Audiological Society (NVA). Among the members are all audiologists, ENT-doctors and audiology-assistants. People working in audiology-related industry and hearing aid dispensing may join the society as well, giving it a broad and diverse content of people working in all fields of audiology. The NVA is affiliated with the ISA.

The educational gap between the audiologists and audiology-assistants now is filled with the recent graduates from Fontys University of Applied Sciences in Eindhoven. Fontys started the course in audiology four years ago and in July this year delivered the first nine Bachelors of Audiology. The course includes all aspects of clinical audiology as well as technical audiology like analysis of sound and acoustics. The curriculum is largely the curriculum in audiology of the General Audiologist as proposed by ISA in 2004. The four-year education program takes about 6700 hours of study. Graduates find working opportunities in Audiological Centers and ENT-clinics as well as in acoustics, occupational hearing care and audio-companies.

Fontys University offers a wide range of courses in health and applied sciences, partly in English, giving foreign students opportunity to study in the Netherlands, although Audiology at this moment only is lectured in Dutch.

Audiology Telehealth Research in Brazil

Deborah V. Ferrari*, Wanderleia Blasca*, Maria Cecilia Bevilacqua*, Chao Lung Wen**
*SLP-Audiology Departament, Bauru Campus. **Medical School, Sao Paulo Campus
University of São Paulo

Brazil has a territorial extension of over 5 million square miles, a population of nearly 190 million and is ranked among the ten biggest economies in the world with a nominal GDP of U$1.5 trillion. Still, it is an unequal country with high levels of poverty as well as contrasting levels of development.

It is estimated that 17 million Brazilians have some degree of hearing impairment and a vast number of them live in rural areas such as the North and Northeast. In 2007, there were 30911 dually certified SLP/Audiologists in Brazil. As the majority of these professionals have chosen to practice in the better developed Southeast, a large percentage of the population is underserved by audiologists (Bevilacqua et al, 2008).

With hopes of changing this scenario since 2004, investigators in Brazil are engaged in audiology telehealth research. Telehealth is broadly defined as the use of information and communication technologies (ICT) to provide health services at distance. Moreover it is about integrating technology with people to create a collaborative and productive healthcare system.

In implementing telehealth services, different educational programs have been developed and validated for audiology students, professionals and patients. One such program is the internet based *Cybertutor* - an electronic tutor that employs problem-based learning methodology to

implement tele-education in an interactive manner. Another example is the “Virtual Man” which employs 3-D computer graphic animated models based on the review of scientific literature to present educational/scientific information (www.projetohomemvirtual.com.br). Comparisons of subject pre and post test results indicate that these programs are beneficial not only for distant learning but also as a support material for traditional classes.

Audiology services have been provided using telehealth technology as well. Specifically, Internet based interactive video and application sharing software was used by clinicians to provide real time remote hearing aid programming, verification and counseling services. In addition, this technology was used to supervise professionals in training. Further, remote cochlear implant mapping and remote neural response telemetry are presently under investigation. Preliminary results of these services have been favorable but a larger body of research focusing on telehealth effectiveness, outcomes, patient satisfaction and cost benefits are necessary.

Recent support for a national telehealth program has been provided by the Ministry of Health (www.telessaudebrasil.org.br). The aim of this program is to unite teams of general practitioners with professionals at “referral” university centers to improve quality of services at the primary care level, to decrease health costs through professional qualifications, and increased activities focused on prevention. The implementation of an ICT infrastructure will also provide for continuing professional education and a way for clinicians to obtain second opinions. The audiology profession is included in this program at the regional level, representing an unprecedented opportunity for initiation of large-scale -telehealth studies.

Bevilacqua, MC; Novaes, B.C.; Morata, T.C. Audiology in Brazil. International Journal of Audiology; 2008:47 (2), p.45-50

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Hear The World Announces First Richard Seewald Award Recipient

Stafa, Switzerland — The Richard Seewald Award, funded by the Hear the World Foundation, has been given to the Sorocaba Association for Hearing Impaired in Sao Paulo, Brazil, as its first recipient. As part of the honor, the Sorocaba Association for Hearing Impaired will receive a $20,000 endowment from the foundation.

Dr Richard Seewald and Dr Maria Angelina Nardi de Souza Martinez, director of APADAS.

The Sorocaba Association for Hearing Impaired is an independent nonprofit organization that conducts research about hearing loss among children and offers medical care ranging from prevention to diagnosis to treatment of hearing loss in infants and children in a catchment area with more than 2.5 million residents. The organization plans to use the award money to construct a new treatment center.

“Professor Seewald has chosen a very inspiring project for his award. We were impressed by the

meaningful work that the Sorocaba Association for Hearing Impaired is doing with children in

Brazil" said Valentin Chapero, CEO of Phonak and Hear the World Foundation board member. "Hear the World is a global initiative by a global company. We are continually impressed by the good works we see different groups conducting around the world, and the Sorocaba Association for Hearing Impaired is a wonderful example of how we can positively impact those with hearing loss."

The Richard Seewald Award was named after Dr. Richard Seewald, who is distinguished by his decades of tireless commitment to child audiology.Seewald contributed to the development of the Desired Sensation Level (DSL) method, a process for fitting hearing devices for children. Additionally, he manages the research department of the National Center for Audiology in London, Ontario, Canada, and is the chairman of Canada Research in Childhood Hearing as well as member of the Hear the World Foundation Board.

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Original article link: www.hearingreview.com/insider/2008-12-11_02.asp

Dear colleague,

It is my pleasure to invite you to the 9th European Federation of Audiology Societies (EFAS) Congress that will be held in Puerto de la Cruz, in Tenerife, the largest island in the Archipelago of the Canary Islands, Spain, on June 21-24 th, 2009.

During the Congress, the latest advances in research and clinical application in the audiological field will be reviewed. Great care will be taken to elaborate a programe with a selection of high standard oral and poster presentations.

The scientific programme is combined with a comprehensive social event. Among the different activities an exciting excursion to the Teide Volcano is planned.

We also welcome submissions of your work from your field of expertise. I encourage you to actively participate in this event.

Please visit the EFAS2009 congress website at http://www.efas2009.org/ for further information.

Best regards, Prof. Dr. José Juan Barajas de Prat *Chairman EFAS2009*

Message from the Editor

Dennis L. Burrows, Ph.D.
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Audiology is Shrinking!

This issue of AudiNews has an especially good article about experiences in Telehealth in Brazil. Moreover, President Russo talks about the importance of educating our children about the hazards of noise. I had the pleasure of attending a concert in Chicago recently that was focused on educating school age children about the hazards of noise. It was attended by over 1,000 children who had a great time (here is the link: **ASHA Buds Concert Reel**). But my point is not about the hazards of noise or telehealth but rather how all of these issues cross borders and are worldwide. The ability to communicate and share information quickly via the internet or e-mail as well as all of the many travel options makes Audiology a practice that is global. All of our issues come down to the same point and that is: Improving the quality of life of those with hearing loss. Whether we are doing that in Brazil, Germany, the Congo, or in the USA we share the same goal and now easily share our knowledge. The International Society of Audiology gives us the opportunity to meet with our colleagues around the world and to understand that the Audiology world is shrinking – in the big picture of professions, we are a small profession and it is absolutely essential that we communicate with our fellow professionals from around the world. Understanding that better hearing is a global issue highlights the importance of taking an international perspective in our learning and practice.

Happy New Year

2009 is quickly approaching and my hair seems to be on the fast track to "gray". But, I would like to wish everyone a safe and prosperous New Year. To quote an Irish Toast:

"In the New Year, may your right hand always be stretched out in friendship, never in want."

See you in 2009. Dennis

UPCOMING AUDIOLOGY EVENTS

XXXth International Congress of Audiology
São Paulo, Brazil
March 28 – April 1, 2010
Contact: www.ica2010.com.br

9th EFAS Congress
Tenerife, Canary Islands, SPAIN
June 21st – 24th, 2009
Contact: www.efas2009.org

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