



**National Institute on
Deafness and Other
Communication Disorders**

WISE EARS!®

Campaign

Coalition Member Interviews

August 21, 2006

Submitted by

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WISE EARS! COALITION MEMBERS INTERVIEWS

INTRODUCTION

The National Institute on Deafness and Other Communication Disorders (NIDCD) is responsible for sponsoring and conducting research, training, and education related to the prevention of noise-induced hearing loss (NIHL). Two developmental objectives in “*Healthy People 2010*” specifically address the reduction of NIHL in children and adolescents and in adults. To help prevent NIHL, NIDCD—in collaboration with the National Institute on Occupational Safety and Health—launched in 1999 a national public awareness and education campaign called WISE EARS! Over the past six years, the WISE EARS! campaign has been NIDCD’s primary tool for educating the public about NIHL and steps that can be taken to prevent it.

Approximately 80 organizations have signed on as WISE EARS! coalition members to help achieve the goals and objectives of the campaign. This report summarizes informal interviews conducted with representatives from partnering organizations. The purpose of the interviews was to obtain feedback from WISE EARS! coalition members on (1) the extent to which they have helped to reach target audiences, (2) the effectiveness of WISE EARS! materials, and (3) the future direction of the campaign and their possible involvement.

METHODOLOGY

The methodology used to elicit information from coalition members for this project was “informal interviews.” To guide the interviews, we first developed and had approved by NIDCD a suggested list of questions designed to stimulate discussion. Appendix A is a copy of the interview guide. We then requested that NIDCD notify all coalition members of the upcoming interview and its purposes so that the organizations would have time to consider their responses. We provided NIDCD with a sample notification letter.

Two trained interviewers conducted the interviews between June 12, 2006, and August 7, 2006. Initially, the interviewers contacted the organization and, if an identified spokesperson was unavailable, the interviewers would make an appointment to call back at a more convenient time. Due to the difficulties with reaching spokespersons, a third person was added to the team solely to arrange for interview times. Up to 10 attempts by voice mail and e-mail were made to reach a spokesperson. The majority of the completed interviews were conducted over the telephone. The interviewers e-mailed a set of questions, when this was the preference of the person contacted. We sent a follow-up e-mail to organizations that did not respond by a given date.

KEY FINDINGS

- Coalition members and the constituencies they serve reflect the goal of WISE EARS! to educate a broad-based public about NIHL.
- The majority of coalition members do not promote the campaign aggressively. However, many of the respondents indicated that they do value and use WISE EARS! materials and frequently refer others to the WISE EARS! Web site.
- Several organizations that serve a specific audience (e.g., musicians or the military) have developed their own targeted materials in lieu of broader WISE EARS! materials.
- Of those who voiced an opinion on the topic, most recommended that the owl logo be replaced due to its ambiguous connection to hearing.
- The majority of respondents suggested that future campaign efforts focus on youth. The age group recommended ranged from ages six to 12 to young adults.
- Most coalition members indicated that their organizations would like to partner with NIDCD to promote future health messages and would welcome information about opportunities to be involved.
- Some organizations pointed to a lack of information about new materials or activities as their reason for not participating more actively.

RECOMMENDATIONS

- **Continue to review materials for scientific accuracy and currency.** One organization specifically mentioned inaccurate information on the bookmarks. (A follow-up call confirmed that a challenged decibel level no longer is on the bookmark.)
- **Update and maintain the WISE EARS! Web site as a primary tool for sharing and expanding information about NIHL.** Many coalition members emphasized the value of the Internet to achieve campaign goals. NIDCD should seek opportunities to link to Web sites offering complementary information. In addition, NIDCD should encourage coalition members to feature a prominent link to the WISE EARS! site on their sites.
- **Restore or replace former mechanisms for maintaining communication with WISE EARS! coalition members.** Lack of ongoing communication is seen by coalition members as a barrier to their meaningful and continuing involvement.
- **Seek out opportunities to demonstrate that WISE EARS! is an active campaign.** Opportunities could be an e-mail thanking organizations for their input into ongoing efforts to revitalize the campaign, presentation of future campaign plans at conferences, and mailing out updated publications (e.g., WISE EARS! Tips or Lessons in Shooter Safety) for the members' information and distribution.
- **Establish clearer roles for coalition members.** NIDCD should base the future membership and function of a coalition on clearly defined objectives for the campaign, such as communicating with a target audience, providing links to the WISE EARS! Web site, or distributing WISE EARS! materials at events sponsored by the organizations.

SUMMARY OF INTERVIEW RESPONSES

Our interviewers were able to obtain responses from 31 individuals (one individual represented two organizations; another represented three.) Not all of these respondents answered all of the questions, particularly those related to the materials assessment. In contacting the organizations, the interviewers worked from a list provided by NIDCD that had not been updated in at least two years. We updated telephone numbers, e-mail addresses, and spokesperson names as much as possible as part of the interview process. Of the original 82 organizations, two had no contact information other than the organization's name (i.e., Andrews Air Force Base and NASA Johnson Space Flight Center), five were no longer in operation or had disconnected numbers, three requested that their organizations be removed from the list, and three did not have a person who could respond to the interview. Of the nine representatives who specifically requested an e-mailed list of questions, only three responded. Appendix B summarizes call attempts and the current status of the organizations. Busy signals, unanswered calls and e-mails, and voice contacts that did not lead to interviews all are considered as attempts. The most common reason cited for nonparticipation was the unavailability of a spokesperson, either due to that person's schedule or to the lack of anyone familiar with the WISE EARS! campaign.

ORGANIZATION INFORMATION

Coalition members provided information on their title/position in the organization. Results indicate that coalition members held diverse positions. Their position/title description were as follows: executive director, program coordinator, public relations, registered nurse, senior research audiologist, president, chief audiologist, senior scientist, auditory research, community relations coordinator, senior technical services representative, administrator, associate professor, assistant professor, program manager, hearing loss prevention consultant, director of public relations, communications officer, manager of acoustical testing, and epidemiologist.

Respondents also were asked about the primary and secondary audience groups that they served. The primary audience groups served also were diversified and represented most of the target audiences for the WISE EARS! campaign. The primary audience groups mentioned by the members include people with hearing loss and their families, school children, health researchers and other health professionals, active duty and retired military personnel and spouses, Native Americans, and people in the workplace. Fewer responses were obtained for secondary audiences. Secondary audiences groups mentioned include the general public, patients, military service members, labor industry, musicians, workers exposed to industrial noise, and board and council supporters for the organizations.

INVOLVEMENT WITH WISE EARS!

Most coalition members who responded as being involved with the WISE EARS! campaign provided information on how they were involved. Some of the notable comments are:

“Provide information on education materials and mention WISE EARS organization name.”

“Have held hearing screening days and provided WISE EARS! materials.”

“Use statistics and materials from the WISE EARS! campaign.”

“Used WISE EARS! information in letter and information packets.”

“Distributed some educational materials in classes to university students and audiometric technicians.”

“Taught and presented at conferences, featuring WISE EARS! materials.”

“Use link to WISE EARS! Web site.”

Organizations that did not use the materials explained that WISE EARS! materials were not focused on their specific target audiences (e.g., industry, military, and musicians) or that their organizations had developed their own materials.

Coalition members were asked if they had any measures of how successful they were in raising awareness. Only four organizations had some measure of success in educating others about NIHL. One group had used pre- and post-test scores and found the materials to be effective, another referred to anecdotal evidence, and the remaining two used number of people reach (e.g., mailing list).

Most organizations gave a positive response to their continued involvement with the WISE EARS! campaign. Responses to this question often duplicated responses to a later question that asked respondents about new ways they might partner with NIDCD to help prevent NIHL. Due to the overlap, we are combining the response summaries. Suggestions on ways the organizations would continue to be involved, or could become involved, included using and promoting the WISE EARS! Web site, distributing materials, and featuring news items in newsletters sent to their members. One organization suggested that WISE EARS! should have a traveling mall exhibit similar to that of the National Eye Institute and offered to do related research.

Some of comments were:

“Yes, if there is something we can do, we will.”

“If activities are brought to our attention, we certainly will help.”

“We will continue to be involved by sharing materials. A WISE EARS! clearinghouse would be greatly appreciated.”

“We will continue to include materials in mailings.”

“We really like the program and will stay involved if we have the funding.”

“We [NIOSH] would like to partner with WISE EARS! and keep it alive and expand it.”

Coalition member involvement in the WISE EARS! campaign has decreased due to the lack of recent communication. A few organizations commended NIDCD for conducting the interviews and taking a critical look at how the campaign could better address NIHL prevention. A sampling of comments follows.

“Like to be involved, but not sure how.”

“We started off active, but aren’t doing as much now. We thought the program had dropped off.”

“We thought the program was inactive...NIDCD should send out e-mails about new materials.”

‘We need a champion within the government agencies. NIHL is not part of the school health programs within the Centers for Disease Control and Prevention.’

“If there were a call to action, if there was a plan for us to do something in particular, then we would be responsive....My organization signed up to be a partner, but nothing has happened; that is, any communication from WISE EARS! It’s important that you’re doing this survey.”

WISE EARS! MATERIALS ASSESSMENT

Most of those who responded to this series of questions offered positive feedback on the content and quality of WISE EARS! materials. Bookmarks were the most popular materials members mentioned as using most often. “WISE EARS! for Life flyers,” “WISE EARS! in the News,” “Facts about NIHL” magnets, and videos were some of the other items mentioned.

Only a few respondents could share feedback about the materials from their primary audiences. The opinions expressed were that the materials were written for the right level and that NIDCD was to be commended for its multilingual materials. One member commented that readability and content was a bit boring and passive and needed to be more interactive. Others commented on the need to update materials to reflect 85 decibels as the danger threshold, while one person stated a need to emphasize duration of exposure as a risk factor. The WISE EARS! Web site was also mentioned as a source to get printed materials.

One respondent indicated that sending a CD-ROM to an organization was not as effective in sharing the WISE EARS! message as sending large quantities of each publication. This person responded, *“Teachers have not been able to print out as many as they would like due to lack of funding. When they have called for the free bookmarks, they cannot get as many as they would like. Prices are only right because it is free.”*

Most coalition members had visited the WISE EARS! Web site during the past year, although the time period given varied from “yesterday” to “four years ago.” Many respondents suggested ways to improve WISE EARS! materials or the Web site. Some suggested changing the logo:

“The owl is not easily recognizable with a hearing problem.”

“The logo gets laughed at. People wonder why it isn’t an animal with ears. Even though the owl has amazing auditory hearing, the general public doesn’t make the connection.”

“We cannot use WISE EARS! materials because of the owl logo. For Native Americans, the owl is a bearer of bad news—often death.”

Others suggested fact sheets or outreach addressing specific audiences, such as:

“Farming organizations need more on farming; for example, a fact sheet on how tractor noises can damage hearing.”

“I expect that the information would be more effective if it were specifically targeted at a group. Information for college students should be different from that for children or for recreational shooters vs. noise-exposed workers. One size fits all is not an effective way to get the message out.”

“More focus on occupational hearing loss or NIHL in workers.”

“Introduce prevention of NIHL in school curriculum.”

Suggestions related to the Web site include:

“Make the Web site more active and interesting. NIDCD needs to link the WISE EARS! site with others and incorporate information from other sites.”

“Include a search feature on the site.”

“Publicize the site. Give coalition members a blurb to direct people to the site. They wouldn’t know about it if they weren’t already involved.”

FUTURE DIRECTION OF WISE EARS! CAMPAIGN

The majority of respondents indicated that the most pressing issue in preventing NIHL is the growing use of iPods and the need to make users more aware of potential risk. One respondent, however, did not share this concern and stated,

“The almost exclusive media coverage of loud music being the major cause of noise-induced hearing loss has become problematic for some of us working in occupational hearing conservation programs. Professional organizations looking for media coverage are confounding the problem by their singular focus on loud music. As long as our senior leaders are convinced that [young adults] are losing all their hearing to rock concerts and iPods, they will continue to provide marginal support to the occupational programs.”

Other respondents expressed concerns that many Americans remain unaware that loudness can affect hearing; fewer dollars are available for research, particularly for children’s research; there is a lack of regulatory action from the Occupational Safety and Health Administration (OSHA); and the industry management needs to get on board.

Suggested target groups were most often young adults and children, with children ages six to 12 mentioned most.¹ Other suggested targeted audiences were educators of young children, small businesses, safety managers, baby boomers, and day laborers.

In terms of how WISE EARS! could promote messages more effectively, respondents stressed the need to partner with large organizations such as the Academy of Pediatrics and MTV, raise awareness by conducting more surveys and using TV commercials and other media outlets, and take stronger steps to disseminate materials through the schools as well as through coalition partners.

Other suggestions for increasing campaign effectiveness follow.

“Publicize your products more. People can’t use them if they don’t know about them.”

“Don’t reinvent the wheel. There are good programs out there, such as Dangerous Decibels, which we have chosen to partner with. Put more effort into distributing proven materials and

¹A focus on youth also was the primary recommendation of individuals attending the AG Bell conference in Pittsburgh, PA, in June 2006. Twenty-six attendees stopped by the NIDCD exhibit booth and responded to three questions. The first two questions were “Are you familiar with the WISE EARS! campaign?” (Yes: 3/No: 23), and “Are you familiar with WISE EARS! materials?” (Yes: 4/No: 22). The third question was, “In your opinion, which demographic group is most in need of information about how to prevent noise-induced hearing loss?” Seventeen respondents identified youth, with 10 respondents specifically naming teens and teens and their parents.

techniques. Train people to do the education for adults and children....Currently, there is no national campaign to train teachers about hearing loss prevention.”

“We have materials that Dangerous Decibels pilot tested in core curriculum for ninth graders, which have received overwhelming positive feedback from teachers. NIDCD should partner with Dangerous Decibels.”

“Many people rely on the information on the Internet. You have tremendous information on your Web site. We have a lot of information on our Web site. There should be a formal way of linking all the information. Frankly, it is an inexpensive way to post the information and is less expensive than mailings. If there were a day to raise awareness, we could plaster the information everywhere.”

“There already is an audience for this information. Partner with hospitals and pediatricians—link to their Web sites. The Academy of Pediatrics has a lot of information on its site about iPods; same with the Academy of Audiology. We have the greatest potential to reach the most people by linking all of the information with potential to reach the most people.”

“Pull together researchers and teachers whose specialty is in noise exposure. Have a group of advisors to promote the messages. Since their focus is noise, their involvement adds credibility and reaches another set of people.”

“Increased awareness coupled with increased access to appropriate protective measures. If we are going to raise awareness about how hazardous noise affects hearing, then WISE EARS! should have a mechanism in place to show them where to find it and how to use it.”

Coalition members said that their organization can help promote the message in different ways. Promoting the WISE EARS! campaign through their Web site was mentioned most often. Other suggested activities include serving as a communication channel, partnering with the U.S. Department of Labor Occupational Safety and Health Administration, sharing information through their constituent newsletter, assisting in the development of materials, through classroom teaching, and conducting in-service trainings on behalf of WISE EARS!

A few examples of proposed activities follow.

“We have the largest music school in the U.S. with more than 32,000 students. We could promote hearing loss to just those individuals and screen them and have a large impact. We have the Science and Mathematics Scholar Program for ninth through 12th graders who can take college courses to earn degrees quicker. We also could promote through that group. Our School of Education does promotion through local schools and can aid in their effort by doing hearing screenings.”

“We can help by distributing literature to our outreach groups. We regularly send newsletters to audiologists about hearing loss. If there was more information, then we could serve as a communication channel. Since we work with OSHA, we possibly could pass on the information to employers and employees.”

“We are very interested in featuring WISE EARS! materials on our Web site. We are sampling a selection of the materials.”

APPENDIX A. COALITION PARTNER DISCUSSION GUIDE

INFORMAL DISCUSSION WITH WISE EARS! COALITION MEMBERS

Hello, may I speak with (name from list)? IF PERSON IS AVAILABLE, CONTINUE WITH:] My name is _____. I am a representative of the National Institute on Deafness and Other Communication Disorders. WISE EARS! is conducting an informal discussion with each member of the WISE EARS! coalition. I believe you received an e-mail that WISE EARS! would be calling your organization to discuss the WISE EARS! campaign and its effectiveness.

[If the organization has NOT received an e-mail, continue with] Why don't I send you the e-mail and call you in a few days? This will give you time to look at your records and talk with your colleagues about the WISE EARS! campaign. May I have your e-mail address?

[If the organization HAS received an e-mail, continue with] Your responses to our questions would be extremely helpful. Our conversation should take about 15 minutes and all results will be reported anonymously. May I proceed?

[If the person is not available, try to determine a good time to call again.] If this is not a good time, can WISE EARS! schedule another time to talk within the week?

Section 1: Organization Information

(Interviewer: Note organization name and title of the respondent from the list of coalition members provided and proceed with question 4. If this person has been replaced as the coalition representative, begin with question 3.)

1. Organization name: _____ (entered from coalition members list)
2. Title of respondent: _____ (entered from coalition members list)

(Go to Question 4)

3. What is your position in the organization?
4. Who is your organization's primary audience?
5. Do you have a secondary audience? Who?

Section 2. WISE EARS! Involvement

WISE EARS! was officially kicked off on July 4, 1999.

6. How would you describe your organization's involvement in the coalition since you joined? (Prompt: actively engaged with NIDCD and the WISE EARS! campaign, or use other channels to promote the message that noise-induced hearing loss is preventable.)
7. Has your organization used WISE EARS! materials to promote the campaign's goals and objectives to increase awareness about noise-induced hearing loss? If so, how? If not, why not? (*Interviewer: If respondent is not familiar with the goals, please read from Attachment A.*)
8. Do you have any measures of how successful your efforts have been in raising awareness or changing behavior through the use of WISE EARS! materials? (Prompt: Examples can be numerical, such as number of publications distributed or number of health fairs at which materials were distributed, or anecdotal, such as personal stories from individuals who were motivated to buy hearing protection.)

(*Note: If the organization has printed measures of effort available, such as an annual report of related activities, ask the person if he/she would mail a copy to the NIDCD information clearinghouse.*)
9. Does your organization have any future plans for being involved in or promoting the WISE EARS! campaign? If your organization is not involved in WISE EARS!, are you involved in promoting another noise-induced hearing loss campaign? If so, which campaign(s) are you involved with and why?

Section 3. WISE EARS! Materials Assessment

10. Which WISE EARS! materials do you use most? Why?
11. What feedback have you received from your primary audience members about these materials? We're particularly interested in their opinion about:
 - A. WISE EARS! as a campaign theme
 - B. Visual appeal (e.g., owl logo)
 - C. Readability and usefulness of content.
 - D. Format of materials (e.g., CD-ROM vs. bookmark vs. fliers, etc.)
12. When is the last time you or someone in your organization visited the WISE EARS! Web site to see what new materials were available?
13. What additions or changes would you recommend for the WISE EARS! materials in order for them to be more useful to your organization?

Section 4. Future Direction

14. What do you see as the most critical emerging issue in the prevention of noise-induced hearing loss?

15. Which group or groups of individuals should be targeted for information on preventing noise-induced hearing loss?
16. How do you think the WISE EARS! campaign could promote its message more effectively (i.e., noise-induced hearing loss is preventable)?
17. How do you think your organization could help reach the new target audience or promote the new message you've suggested?
18. NIDCD would like to investigate new ways to partner with coalition members to better enable us to publicize WISE EARS! and its very important health message. In what ways might your organization be interested in partnering with NIDCD in this effort?

Closing

Thank you for taking the time to answer our questions. Your responses will be very helpful to our efforts to develop an effective national campaign for preventing noise-induced hearing loss. If you have any other information to add, please contact the NIDCD information clearinghouse. Our toll-free number is (800) 241-1044, or you can e-mail us at nidcdinfo@nidcd.nih.com.

Attachment A

The objectives of the WISE EARS! campaign are to:

- Increase awareness about noise-induced hearing loss among all audiences (e.g., workers, employees, health professionals, teachers, parents, children, entertainment industry, unions, industry, state and local government workers, and the general public).
- Motivate all audiences to take action against noise-induced hearing loss by understanding the problem and its solutions (e.g., understanding that everyone is at risk, expanding the availability of hearing protection devices, advocating for changes in the workplace, and developing hearing loss prevention programs).

APPENDIX B. CALL SUMMARY AND CURRENT STATUS OF COALITION MEMBERS

	Coalition Member Organization	Call Attempts	Status	Future Plans
1	Andrews Air Force Base		No contact information available	
2	3M Occupational Health and Environmental Safety Division	Completed		Will continue to share materials
3	4-H Youth Development	6		
4	AARP (American Association of Retired Persons)	6		
5	Academy of Dispensing Audiologists	4		
6	Acoustical Society of America	6		
7	AIHA Noise Committee	5		
8	Air Force Audiology Association	Completed		Would like to be involved
9	Alexander Graham Bell Association for the Deaf (AG Bell)	6		
10	American Academy of Audiology	5		
11	American Academy of Otolaryngology-Head and Neck Surgery	4		
12	American Association of Occupational Health Nurses, Inc.	4		
13	American Speech-Language-Hearing Association	5		

	Coalition Member Organization	Call Attempts	Status	Future Plans
14	American Tinnitus Association	4		
15	Associates in Acoustics, Inc.	4		
16	Association of Late-Deafened Adults (ALDA) Inc.	4		
17	Better Hearing Institute	4		
18	Call for Action	4		
19	CDC/National Center for Environmental Health	4		
20	Center for Hearing and Speech	Completed		Will stay involved if the organization has adequate funding
21	Center for Hearing Health	5		
22	Dangerous Decibels™	Completed		Would like to be involved
23	Deafness Research Foundation/National Campaign for Hearing Health	6	Same contact person as Hearing Health Magazine	
24	EA, Acoustical Engineering Inc. & The Classroom Acoustics Special Interest Group, Inc	2	Could not complete due to illness of spokesperson	Requested removal
25	E-A-R	Completed		Plan to stay in touch
26	EAR Foundation	8		
27	Educational Audiology Association	Completed		Would like to be involved
28	Farm Safety 4 Just Kids	Completed		No future plans for involvement
29	Florida Atlantic University	Completed		Would like to be involved
30	Florida Telecommunications Relay, Inc.	4	E-mailed survey/no response	
31	Ford Motor Company	6	E-mailed survey/no response	Requested removal

	Coalition Member Organization	Call Attempts	Status	Future Plans
32	Health Education Program/Indian Health Service/DHHS	Completed		No future plans for involvement
33	Hearing Aid Music Foundation		Could not complete/no longer in business	Remove from list
34	Hearing Education Awareness for Rockers (H.E.A.R.)	Completed		Would need additional funding in order to help promote another campaign along with H.E.A.R.
35	<i>Hearing Health Magazine</i>		Same contact as Deafness Research Foundation	
36	Hearing Loss Association of America (formerly SHHH)	Completed		Would like to be involved
37	Hearing Protection	4		
38	HIP Magazine, Inc.	1	Could not complete/no longer in business	Remove from list
39	Holley Ear Institute	5	E-mailed survey/no response	
40	NIOSH	Completed		Would like to partner with NIDCD to continue and expand WISE EARS!
41	Howard Leight Industries	Completed		Would like more information on ways organizations can be involved
42	Hyperacuis Network	2	E-mailed survey/no response	

	Coalition Member Organization	Call Attempts	Status	Future Plans
43	Iowa Department of Public Health	Completed		Hope to be involved, would like to remain on the coalition list
44	James, Anderson & Associates, Inc.		Could not complete/no longer in business (Note: same contact person as Safe@Work and Sonomax Great Lakes	Remove from list
45	John Hopkins Medical Center	Completed		No future plans for involvement
46	KIDSNET	1	Could not complete	Requested removal
47	Laborers' Health and Safety Fund of North America	Completed		No future plans for involvement
48	League for the Hard of Hearing	Completed		Will continue to refer people to WISE EARS! site
49	Madigan Army Medical Center	4		
50	Massachusetts Eye and Ear Infirmary	Completed		No future plans for involvement
51	Michigan State University	Completed		Will distribute materials if they are workplace-related
52	Military Audiology Association	3	Nonworking phone number	
53	Musicians' Clinics of Canada	3		
54	NASA John H. Glenn Research Center at Lewis Field	Completed		No future plans for involvement other than as a partner to NIOSH
55	NASA Johnson Space Center	1	No contact information available	

	Coalition Member Organization	Call Attempts	Status	Future Plans
56	National Hearing Conservation Association	Completed		Future involvement depends on activities—currently partnering with Dangerous Decibels
57	National Organization for Hearing Research	Completed		Will continue to include information in mailings
58	National Public Health Information Coalition	3	Contact person unavailable	
59	Neatnoise Hearing Conservation Services	3	Contact person unavailable	
60	NIEHS (National Institute of Environmental Health Sciences)	4		
61	Office of Research Services, OD, NIH	Completed		Unclear about how to be involved
62	Oregon Health Licensing Agency	Completed		Would like to be involved
63	Oregon Hearing Research Center	2	Not available for interview appointment	
64	Safe Hearing America	1	Nonworking phone number/no listing on Internet	Remove from list
65	Safe@Work	1	Could not complete/no longer in business (Note: same contact person as Safe@Work and Sonomax Great Lakes)	Remove from list
66	Sertoma International Headquarters	2	Nonworking phone number	
67	Sight & Hearing Association	Completed		Would like to be involved

	Coalition Member Organization	Call Attempts	Status	Future Plans
56	National Hearing Conservation Association	Completed		Future involvement depends on activities—currently partnering with Dangerous Decibels
68	Society of Otorhinolaryngology and Head-Neck Nurses	6		
69	Solutia, Inc.	4		
70	Sonomax Great Lakes	Completed		Would like to be involved
71	Starkey Hearing Foundation	Completed		Will continue to share materials
72	University of Iowa Health Care	Completed		Would like to remain on coalition list
73	University of Kansas Intercampus Program in Communicative Disorders	6		
74	University of Michigan	2		
75	University of North Texas	Completed		New person in position—unclear of future involvement opportunities
76	U.S. Army Center for Health Promotion and Preventive Medicine	Completed		Organization has own campaign
77	U.S. Department of Veteran Affairs	2	E-mailed survey/no response	
78	Virginia Andrews, MSC Aud (individual involved with workers' compensation)	1	Could not complete/phone number associated with military base in Canada	
79	Virginia Merrill Bloedel Hearing Research Center	5		
80	Washington Audiology Services, Inc.	3	E-mailed survey/no response	