

Successful Strategies for Promoting EHDI PALS with Healthcare Providers and Parents

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Prior to 2013, the Arizona Office of Newborn Screening used a self-created resource list. The CDC EHDI PALS¹ provided a more comprehensive resource list particularly for border communities. Our goal was to aggressively advertise the EHDI PALS option and its benefits to both families and providers.



A Message from the Office of Newborn Screening



What is EHDIPALS (Early Hearing Detection & Intervention Pediatric Audiology Links to Services)?
 An easy-to-use online directory matching hearing services to children's needs. For hearing tests and other hearing related services, go to: <http://www.ehdipals.org>

What information does EHDIPALS provide?
 This site has information about hearing (audiology) services for children of all ages. The services and staff listed have the right equipment and skills to serve children.

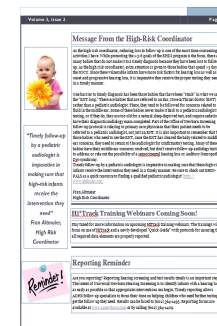
How can I access it?
 EHDIPALS is easy to use. Click "[Find a Facility](#)" to answer a few questions that take you to the services and staff closest to you. |

What are some of the resources the website provides?
 Click on "[Parent Resources](#)" to find questions to ask about your child's appointment. It also tells you about hearing programs in Arizona.

Click on "[Other Helpful Websites](#)" for national and state parent support groups and other resources related to childhood hearing loss and testing.

Each year in the United States, more than 12,000 babies are born deaf or hard of hearing; most have two hearing parents. Hearing loss can affect a child's ability to develop communication, language, and social skills. The earlier children with hearing loss start getting services, the more likely they will reach their full potential*.

*Adapted from the Centers for Disease Control and Prevention website – www.cdc.gov



Initial and Ongoing Efforts:

- Created an informational flyer about EHDIPALS to widely disseminate, the flyer is available in English and Spanish
- Partnered with the Audiology licensing board to identify all licensed audiologists in Arizona to:
 - notify them to sign up by sending an email and a follow up letter with information about EHDIPALS
- State EHDI Coordinator made targeted contact with pediatric audiologists that had not yet registered in EHDIPALS.
- Dedicated the July 2013 edition of the Arizona EHDI Newsletter to EHDIPALS
- Utilized social media to initiate and promote ongoing awareness
- Send a flyer to the pediatrician with every Fax Back Form
- Mail the EHDIPALS flyer with the follow-up letter to every parent indicating next steps needed
- Information on EHDIPALS is available on www.aznewborn.com

Results:

- letters were sent to all 301 Licensed Audiologists in Arizona
- 6 targeted contacts to known pediatric Audiologists who had not yet signed up for EHDIPALS were made by the state EHDI Coordinator
- Of those 6 targeted contacts, all 6 pediatric Audiologists signed up for EHDIPALS
- 31 audiology facilities are currently registered on EHDIPALS in Arizona
- Disseminated EHDIPALS flyer at all conference exhibit tables and outreach efforts starting in July 2013.
- Between 11/1/2012 and 3/10/2014, there have been 3190 unique visitors, resulting in 63011 page views on the EHDIPALS site

www.aznewborn.com