

KANSAS MASONIC FOUNDATION

Outreach Clinics

HEARING SCREENING ANSWER BOOK



KANSAS MASONIC FOUNDATION
Dedicated to Serving Humanity

ANSWERS TO

*Hearing Screening
Outreach Clinic*
QUESTIONS

Welcome to your Masonic Hearing Screening Answer Book. Now that your lodge has been chosen to host a screening, you probably have some questions. The Kansas Masonic Foundation (KMF) created this booklet to help provide answers. Read on to learn:

- What is expected of our lodge?

Includes evaluation forms

- How do we set-up our screening?

- How do we promote our screening?

- Where can we find additional assistance?

- What happens after our screening?

Plus, note pages where you can jot down information and ideas that you want to remember for your event. We've also created check-off boxes that you can use to keep track of the progress of your preparations.

We encourage you to carefully look through your answer book and keep it handy. Please do not hesitate to contact us if you have any questions this booklet may not have answered.

David W. Hendricks
Director of Development and Programs
Kansas Masonic Foundation
2909 SW Maupin Lane Topeka, KS 66614-5335
Office: 785-357-7646

What is expected of our lodge?

In order to have a successful screening, the host lodge will be expected to complete the following steps. We've included check-off boxes to help keep track of finished tasks:

1. Identify at least 2-3 lodge brothers who will be present the day of the event and actively engaged in promoting the event.
2. Reserve a physical space that will accommodate four screening stations, two interview rooms, and a waiting area (see **Set Up Our Screening** section).
3. Your lodge will be expected to provide the name and phone number of at least one member who knows the details of the event and will be accessible to the FHSU Hearing Screening Team, KMF, media and the general public.
4. Distribute flyers and posters to local businesses, places of worship, senior centers, community centers and medical facilities and to help contact the local media outlets to promote the event. Promotional materials will be created by the KMF will be sent to the lodge (see **Promote Our Screening** section).
5. Schedule 20 to 30 hearing screening candidates (encourage several additional walk-ins)
6. It is okay to partner with other community agencies or organizations but remember that your lodge should maintain 'top billing' so it is clear you are the host of the event.
7. Hang a banner in a busy traffic area near the lodge or screening location several weeks before the screening to promote the event. KMF can supply a banner.
8. Provide refreshments and light snacks during the event as well as an onsite meal for the 5 FHSU team members. This can be as simple as providing sandwich fixings.
9. Provide a registration table at or near the entrance and greet **EVERYONE** who attends. Remember, every man 18 years of age or older is a potential member and everyone you meet knows someone 18 years or older who is a potential member. Work the crowd.
10. Assign a member of the lodge to serve as the photographer and to send pictures of the event to Dave Hendricks at Dave@kansasmasonic.foundation so they can be shared on KMF's social media pages. Photos may also be sent to the FHSU screening team at mjbeougher@fhsu.edu for potential follow-up media coverage.
11. Be prepared for possible scheduling adjustments. Remember that the hearing screening team will drive to your community and weather conditions may hinder travel plans.
12. Be sure to complete and return an assessment report. The forms are enclosed in this booklet.

Please fax or mail to the address listed



Hearing Screening Event Evaluation Form

What was your overall impression of your screening event?

- Exceeded expectations
- Met expectations
- Below expectations
- Other (please explain)

What was the most positive aspect(s) of the screening event?

In what aspect(s) can we make improvements?

Which promotional materials (EX: poster, fliers, social media graphic, public service announcement for radio, press release, banner, etc.) were most helpful when promoting your event?

How can we enhance the support we provide?

Other ideas/suggestions/comments:

Please mail or fax to:

David W. Hendricks
Kansas Masonic Foundation
2909 SW Maupin Lane, Topeka, KS 66614-5335
FAX: 785-357-7406

How do we set up our screening?

In order to have a successful screening, the host lodge will be expected to do the following:

1. When will the event be scheduled?

- The FHSU Hearing Screening Team can provide services on Fridays. Screening dates and communities are selected by the KMF from those provided by the FHSU screening team.
- Dedication and engagement of Lodge Members in recruitment and promotion efforts is paramount in order to draw adequate numbers of people to be screened. This event will be very successful for lodges that "pull-out-all-the-stops" to get the word out and promote, promote, promote.

2. Over what timeframe will the event be held?

- On the selected Friday date from:
 - 9:00 a.m. - 1:00 p.m.
 - The FHSU screening team will arrive 30-45 minutes prior to the beginning of the event and leave by 2:30 p.m. that same day.
- We stop taking registrations 30 minutes prior to the closing time of the event to ensure that anyone registered before the cut-off time is seen by the hearing screening team before 2:00 p.m.

3. How much space do we need?

- The FHSU hearing screening team needs four quiet areas for the hearing screenings, two private rooms for health history and consultation activities. Lodges have used many different types of spaces and sometimes we need to be creative and adapt an area as well as we can.
- Access to restrooms and hand washing areas is also helpful.
- We also need a separate reception area where people can register and fill out paperwork.
- We need to have access to four electrical outlets, one for each hearing screening station. Depending on location of the outlets, we may need an extension cord.

4. Do we need tables and chairs?

- **You will need to have some tables and chairs available.**
 - One for registration.
 - One table and two chairs for each of the four hearing screening stations.
 - It is also helpful to have tables and chairs for people to sit at while filling out paperwork.
 - Again, specific needs are dependent on what location has been chosen for the event.

5. How much equipment and people does the FHSU hearing screening team bring to the event?

- The hearing screening team usually has five people and four backpack sized pieces of equipment as well as a moderate-sized case or two of additional items.
 - In addition to serving the community, these hearing screening events provide valuable training experiences for graduate students from FHSU
 - The students are supervised by and certified and licensed professional supervisor

Other important tips:

- Contact Dave Hendricks, Director of Development and Programs, 785-357-7646, Dave@kansasmasonic.foundation to coordinate the return of the items used to facilitate the event.
- Volunteers for the day of the event are helpful. Volunteers usually help greet participants and assist with registration and traffic flow.

How do we promote our screening?

You and your lodge want a successful, well-attended event. So do we. That's why we've put together this list of tips and reminders with check-off boxes to help your lodge get the word out and draw as many people as possible to your event.

- 1. 2-3 months** prior to your event, be sure to remind lodge members of the upcoming screening and invite their ideas and suggestions for spreading the word to friends, neighbors, churches, affiliated organizations, etc. FHSU will send a PSA (public service announcement) to local media, but this will not occur until approximately 2 weeks prior to the event. Therefore, it is imperative that the lodge work to promote the event well ahead of time. This is a good time to work local connections. You and your fellow lodge members may have and approach print and broadcast media to ask if they can run a free radio PSA and invite them to interview lodge members about the screening for their paper or broadcast station. If any local media contacts agree to do so, please notify the Dave Hendricks as soon as possible so he can help provide the appropriate materials for the media. In addition to providing a needed screening service to western Kansas, be sure to mention here and throughout all promotional activities that these events also provide valuable training experiences for FHSU graduate students.
- 2. 6 weeks** prior to your event, KMF will be in touch with the lodge representatives who submitted an approved screening application to discuss personalizing promotional materials that will include:
 - Posters
 - Flyers
 - Grocery/mail stuffers
 - Social media graphics.
 - Radio PSA Ad sample
 - Fact sheet
 - Banner art

KMF will need final details on the exact location, time, possible community partnerships and any other relevant information about your specific screening. KMF will then draft materials personalized for your event and send copies to the lodge representatives for their review and any needed corrections.

- 3. 4-6 weeks** prior to the screening, KMF will distribute posters, flyers and stuffers. This is a good time to encourage all lodge members to help distribute the materials and talk up the event in the surrounding area.

4. **3-4 weeks** prior to the screening, FHSU will generate a press release, fact sheet and/or radio PSA to local print and broadcast media. KMF will mail the desired amount of flyers and posters to the lodge.
5. **2-3 weeks** prior to your screening, KMF will ship a banner for roadside display in your community.
6. **1-2 weeks** prior to the event, FHSU will send a PSA to the local media. KMF will check in to find out if they can provide any other promotional assistance and to forward a photo release form and encourage each lodge to take photos before during/after the screening that can then be distributed for a post-event news story. A group photo of lodge volunteers is always a good choice, as well as photos of lodge members "in action" as they volunteer, as long as the screening attendees agree to be photographed and sign a form. (HINT: Because of health privacy laws (HIPAA), it usually works well to ask a friend or family member to sign the form and be the "community member" in the photo.)
7. **2-5 days** after the screening, KMF will follow up with lodge representatives to get feedback on the effectiveness of promotional materials, request copies of photos that may have been taken, find out what worked or what didn't and invite lodges to share ideas to help us continue to improve promotion and management of the screenings. The lodge will complete the evaluation form and return it to the KMF.

Where can we find additional assistance?

To assist you with planning for your screening, contact Dave Hendricks if you have any questions about set-up or promotion of your screening event.

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Questions about set-up and hearing screening staff:

Marcy Beougher, M.S. CCC-SLP
Fort Hays State University
Instructor, Department of Communication Sciences and Disorders
mjbeougher@fhsu.edu
785-628-5366
785-425-8076 (cell)

What happens after our screening?

1. **Day of:** Participants receive a copy of their results along with a KMF folder containing helpful information about hearing and hearing loss.
2. **1 week after** - Please forward any photos (with names of those in the photos and signed release forms) to Dave Hendricks, along with any applicable notes or comments about the event that may be helpful for a follow-up press release.
3. **1-2 weeks after** - Send thank you notes to any local organizations, media or volunteers who provided exceptional support. In addition, complete and submit the enclosed evaluation form and the Screening Evaluation form.
4. **Annually** – a summary report in aggregate form will be compiled by the FHSU hearing team and provided to the KMF following the conclusion of the screening cycle for that year (Fall and Spring).
5. **Long-Term** - Information gathered from these screenings will be used by researchers at FHSU to document and enhance understanding of the incidence, prevalence, and severity of hearing loss in Western Kansas. Allowing for possible development of programs to reduce or treat hearing loss in our communities.

