

STARTS HEAR AWARENESS CAMPAIGN

Whatever adventures are in store for these precious little ones, it all starts here. And yet many new parents aren't even aware their baby's hearing will be screened at birth, let alone what to do if they fail. In fact, a significant number of babies who fail the newborn hearing screening are not getting proper follow-up. And that's serious because it means they could be missing out on the important early stages of brain growth. What would it take to reverse this alarming trend? Well, it started with a nonprofit that knows how to listen and an idea that spoke to new moms. Since 2015, Hearing First has been a leader in empowering families of children who are born deaf or hard-of-hearing. To help babies get the hearing help they need, we had to meet families where they are.

So we went to where they live, conducting in-home interviews and surveys across the country. This research uncovered a key insight. When moms understand how important hearing is for babies' brain development, they become highly motivated to take the necessary steps to help their babies have a brighter future. And, from that, an empowering new way to talk about babies' hearing was born. The Future Starts Hear.

This theme tapped directly into new parents' hopes and dreams for their little ones, breaking through to busy, stressed-out moms, getting them to lean in, listen, and connect their baby's future to brain development and hearing. To visualize these amazing futures, the campaign showed, yes, lots of babies, astronaut babies, firefighter babies, ballerina babies, explorer babies, even punk rock babies. And we reached expecting parents in all kinds of unexpected ways, rolling out our message everywhere from Baby Center and What to Expect to YouTube and across social media.

To further expand the reach of this important message, we partnered with other trusted organizations and experts in early learning, all driving them to startshear.org, an award-winning website with a simple, actionable message: know your baby's hearing test result and what to do if they fail. The results? Well, let's just say they speak for themselves, loud and clear. In the first year alone, the campaign earned over 24 million video views, 227 million ad views, over one million emails sent. And, most important, expectant moms' awareness of the urgency of newborn hearing increased 25%. And the Starts Hear campaign is just getting started. So, parents, keep dreaming of all the wonderful things your kids can grow up to be. At Hearing First, we'll support you every step of the way to help them blast off to their full potential.