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March 7, 2024 – Local hearing loss advocate Juliëtte Sterkens is featured in a new [TEDxOshkosh](#) video, **“What You Don’t Know About Hearing Aids.”**

Sterkens, who’s also an audiologist, spoke about the benefits of hearing aids—but also their limitations. “Until we lose our hearing, or someone close to us does, we don’t realize that hearing aids don’t restore our hearing to normal,” Sterkens said. “We will still struggle to understand speech in certain contexts.”

In her presentation, Sterkens explains the different types of assistive listening systems—hearing loops in particular—and other technologies and strategies that can help people with hearing aids understand better.

“Hearing aids are great when we’re one-on-one with someone. But in theaters, airports, or houses of worship, we need additional help to hear clearly,” said Sterkens. “Hearing aids amplify all sounds, which includes background noises, other conversations, and so on. Plus, some places just have poor acoustics and high ceilings. So many things interfere with our comprehension, even when we have the very best hearing aids.”

Hearing loops are especially good at isolating the sound we want to hear, like the public announcements at an airport, dialogue at a play, or a pastor’s sermon, Sterkens explained. The results of going beyond your hearing aids and embracing technology like hearing loops and accessories can be life-changing.

“The good news is that modern technology continues to bring us new, sometimes hidden, and often unknown features that can help those with hearing loss overcome more of their hearing challenges,” Sterkens explained.

You can watch Sterkens’ TEDxOshkosh talk, recorded at the Grand Theater in Oshkosh, here: www.youtube.com/watch?v=0vf1q_HgLpw

ABOUT:



Juliëtte Sterkens, AuD, is an audiologist with over forty years of experience in hearing rehabilitation. She’s now a consumer advocate with the Hearing Loss Association of America. She has published many articles and lectured internationally to consumers, audiologists, hearing instrument specialists, and venue operators. Her expertise includes living well with hearing loss, hearing accessibility, and hearing loops. Her work has led to hundreds of hearing loop installations in Wisconsin. She has received numerous awards for her efforts, including the American Academy of Audiology Presidential Award. She serves on the board of HEAR in the Fox Cities, a non-profit that helps pay for hearing aids for children in North-East Wisconsin.