

Hearing Loss Association of America – Wake Chapter
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Stigma and hearing loss – What can we do about it?

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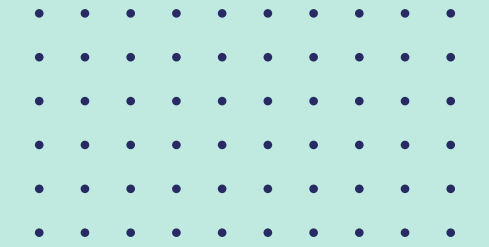
Head and Neck Surgery & Communication Sciences

Aging Center

Population Research Institute



My background



**Massachusetts Eye & Ear
Harvard Medical School**
Research Fellow



Duke University
PhD
Sociology



Duke School of Med
Medical Instructor

University of Michigan
BA
Sociology / Anthropology

Columbia University
MPH
Sociomedical Sciences

Duke Aging Center
Postdoctoral Fellow

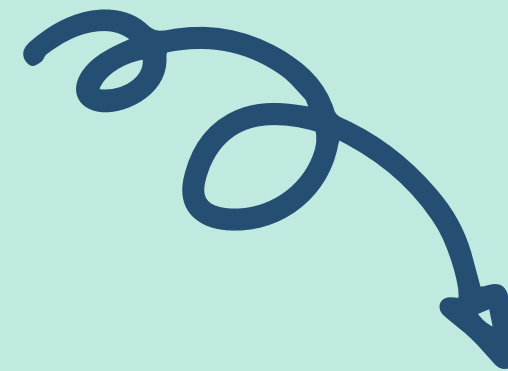




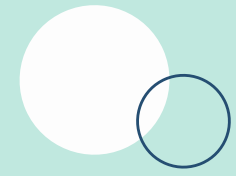
The Lancet Commission on Hearing Loss

Prevention • Technology • Policy • Protection

Stigma is a significant barrier to living well with hearing loss. How do we address it?

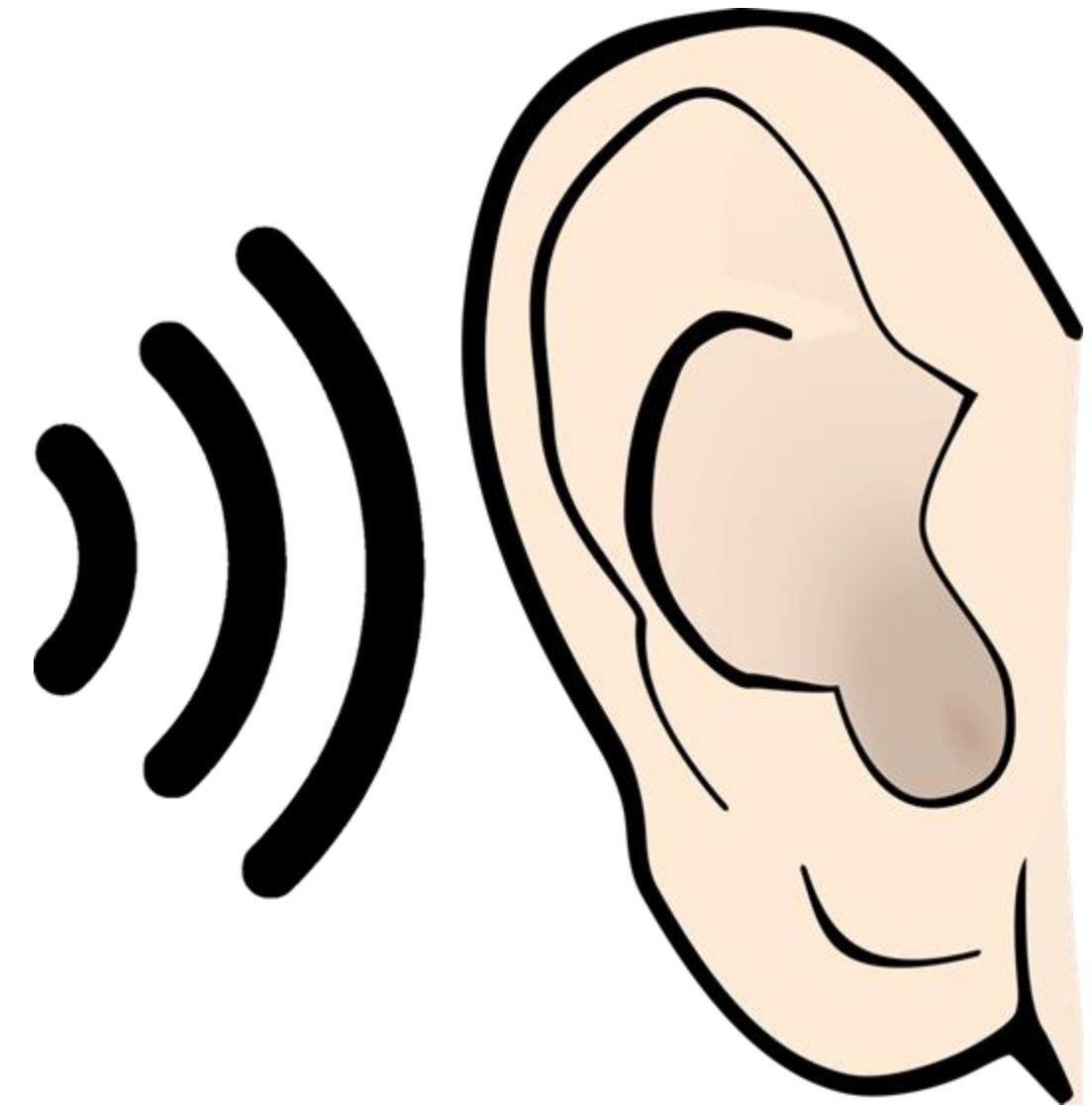


Measures, Models, and Reduction of Stigma Subgroup



Hearing loss stigma

the negative or unfair beliefs about hearing loss (or hearing devices) that make people view it as abnormal and undesirable.



What does the literature say?



A word cloud centered on the word "stigma" in large, bold, black font. The word "stigma" is the largest and most prominent. Surrounding it are various other words in different colors (blue, teal, light blue) and sizes, including: "outdated", "unfriendly", "inept", "unintelligent", "old", "helpless", "burden", "dependent", "insecure", "disabled", "unattractive", "weak", "rude", and "awkward".

How do we
measure this?





Types of stigma

Anticipated

Future-oriented expectations.

Internalized

Self-directed stigma.

Perceived

Present awareness in everyday situations.

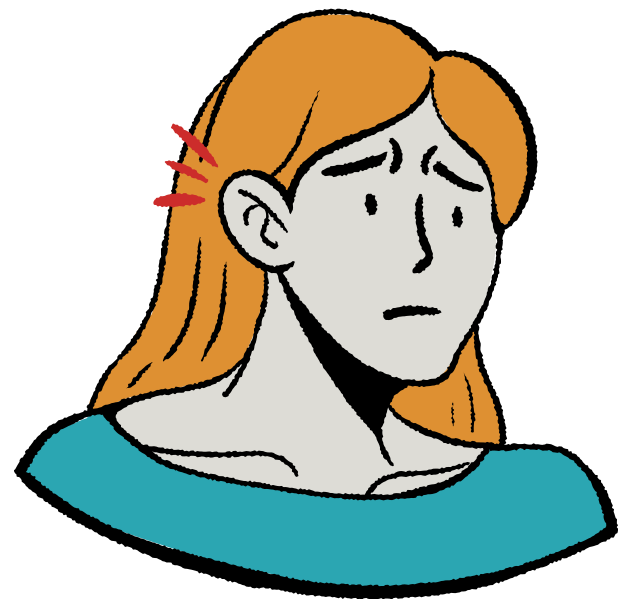
Experienced

Real-life events of stigmatizing behavior.

Types of Stigma

Anticipated

Expectation or fear of being judged, discriminated against, or treated differently in the future.

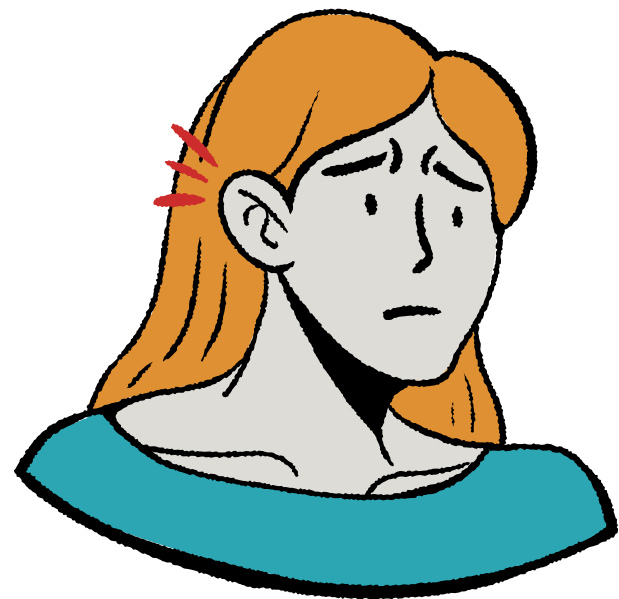


I worry people will think I am less intelligent because I use a hearing device.

Types of Stigma

Perceived

Your belief or awareness that others hold negative attitudes or stereotypes toward people with hearing loss, regardless of whether you have experienced discrimination.

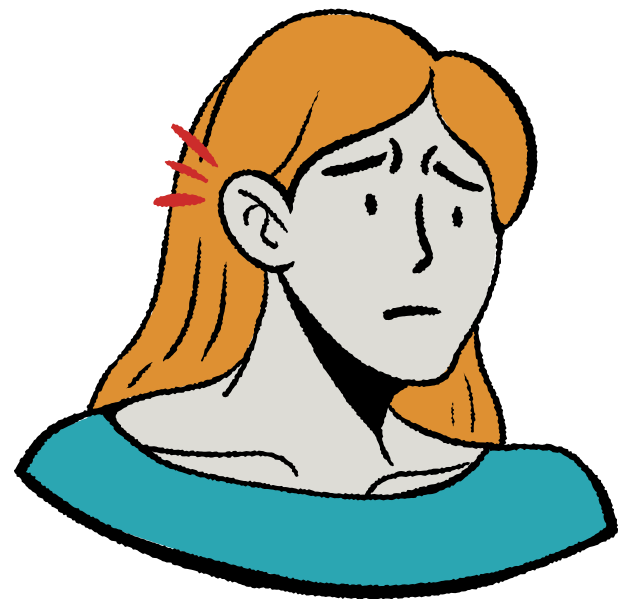


People think people with hearing loss are unfriendly or rude.

Types of Stigma

Internalized

When a person with hearing loss adopts society's negative beliefs, stereotypes, or attitudes about hearing loss and applies them to themselves.

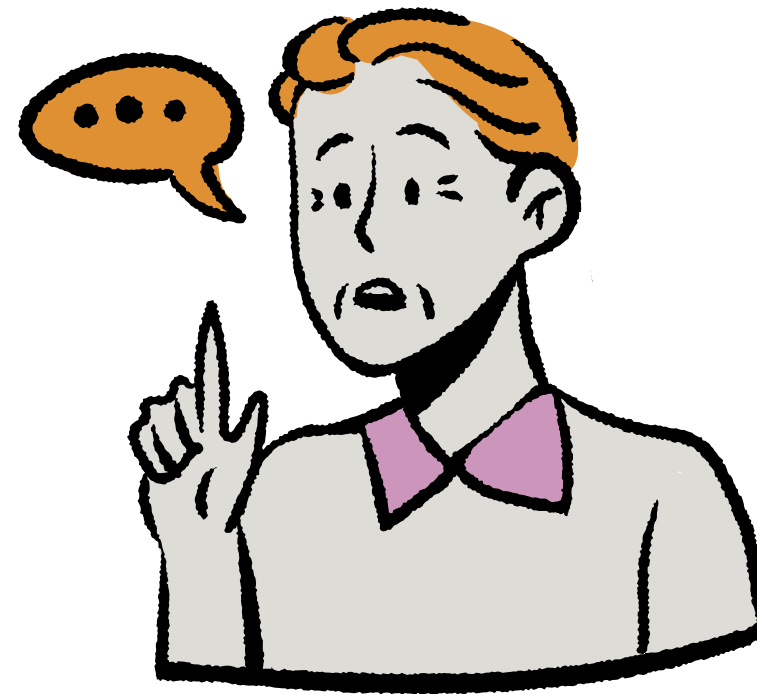
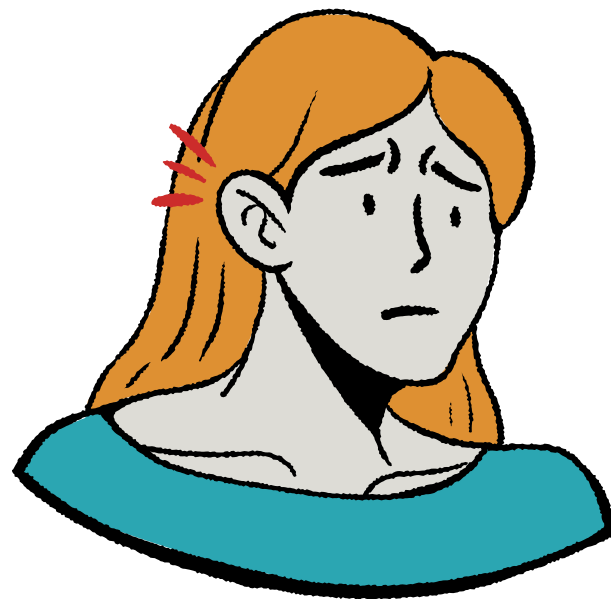


I feel embarrassed or ashamed because of my hearing loss.

Types of Stigma

Experienced

Actual instances of discrimination, exclusion, or negative treatment from others due to hearing loss.



Did you hear me that time?

So what?

Anticipated

Future-oriented expectations.

Perceived

Present awareness in everyday situations.

Internalized

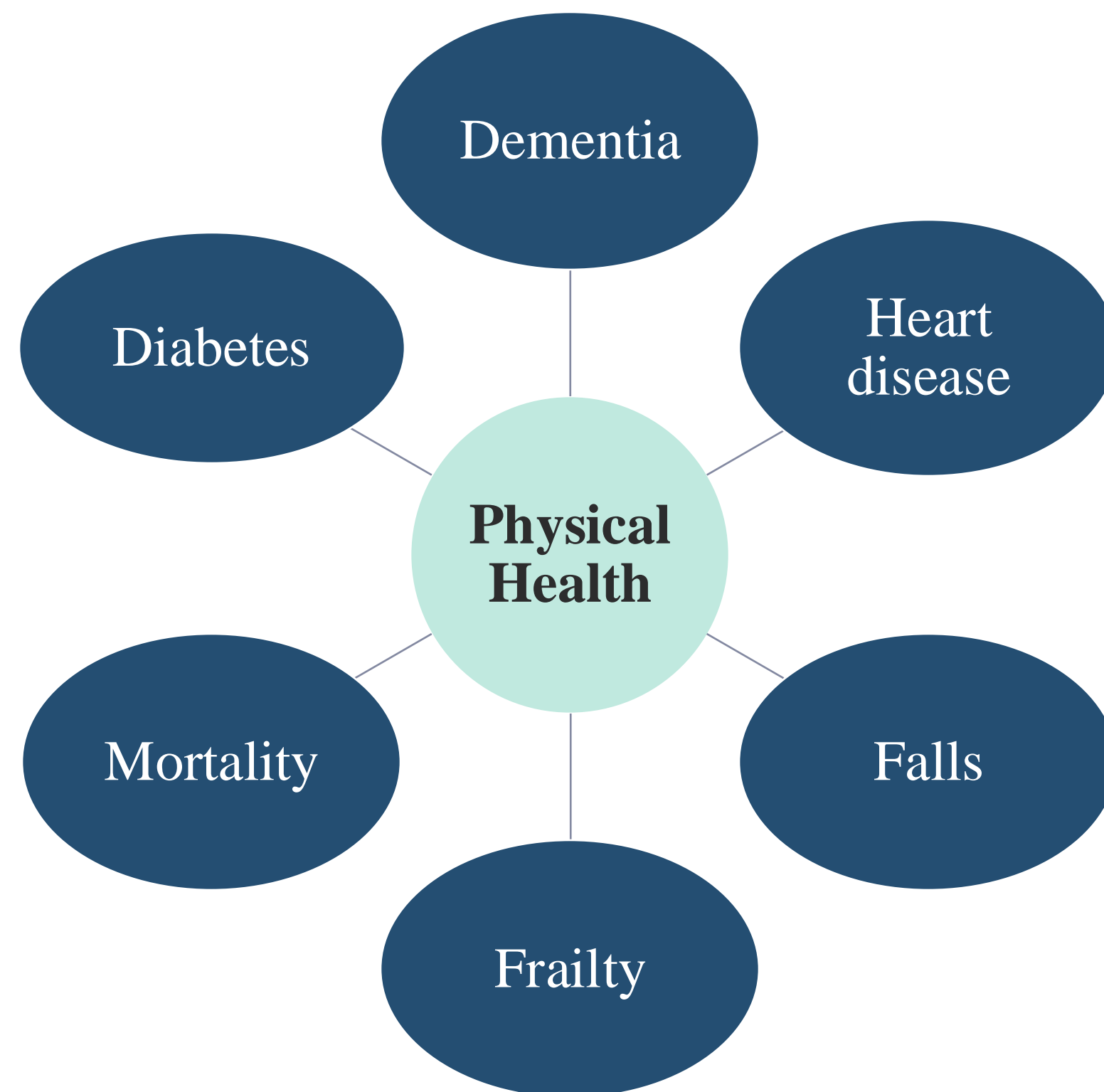
Self-directed stigma.

Experienced

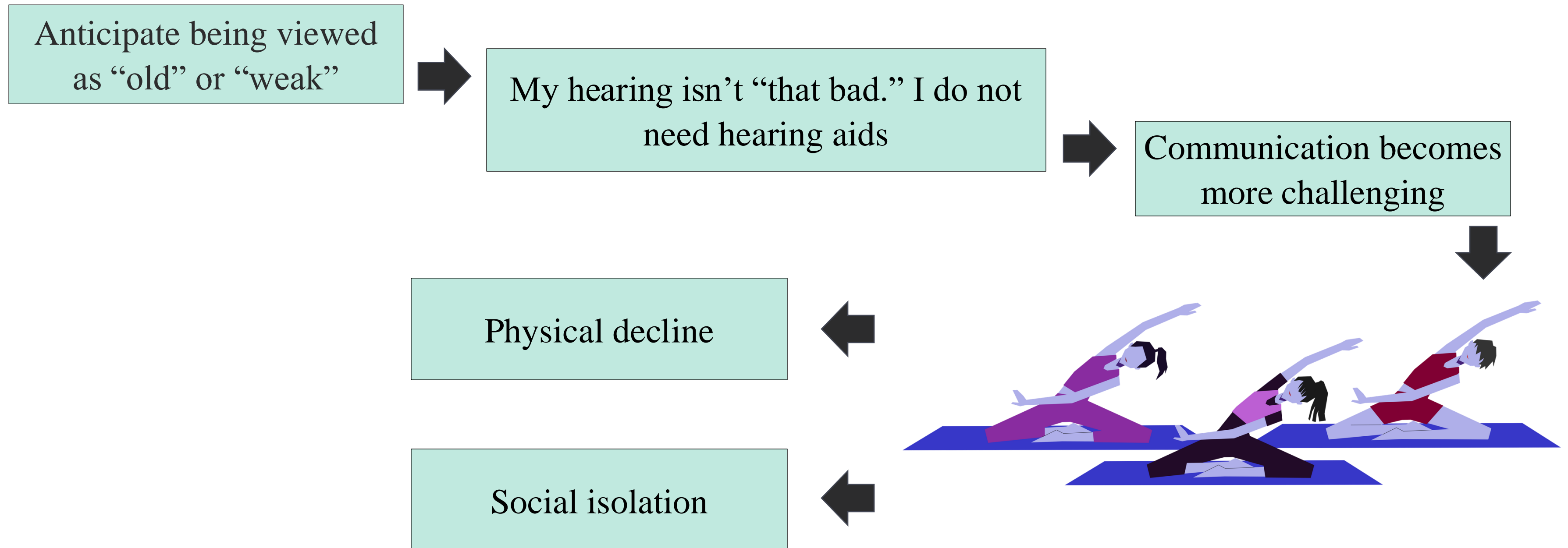
Real-life events of stigmatizing behavior.

Negative outcomes

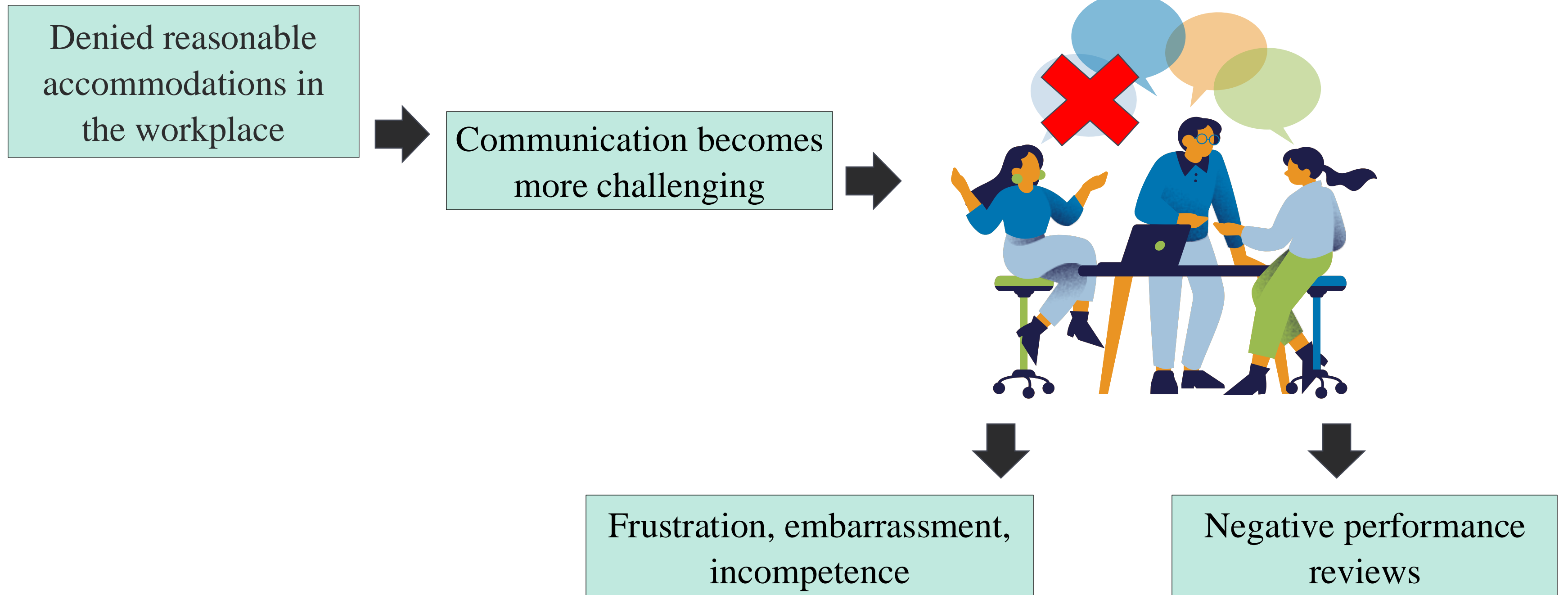
Outcomes



Anticipated stigma pathway



Experienced stigma pathway



Surveys

Anticipated

Future-oriented expectations.

Perceived

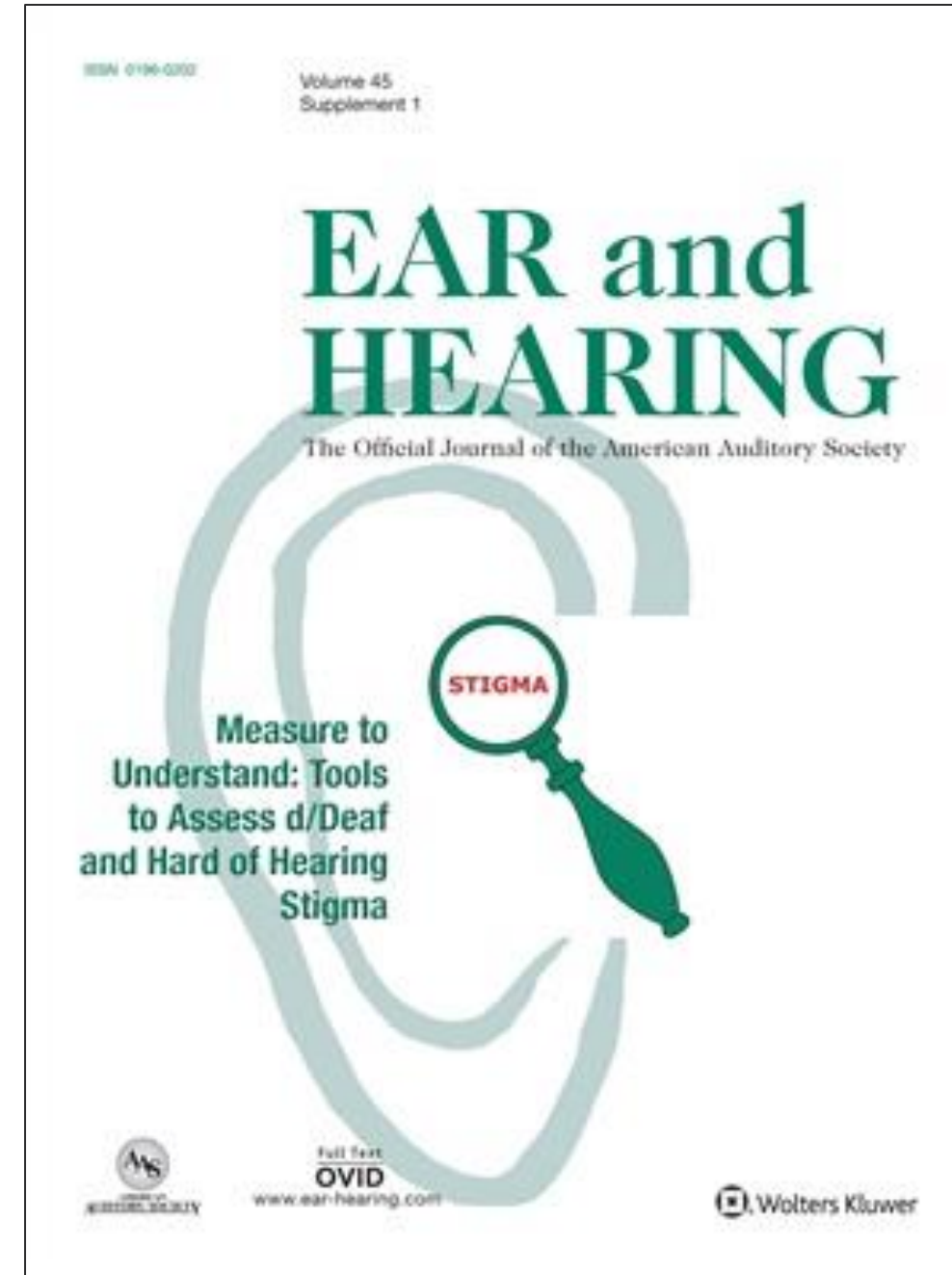
Present awareness in everyday situations.

Internalized

Self-directed stigma.

Experienced

Real-life events of stigmatizing behavior.



Next Steps?

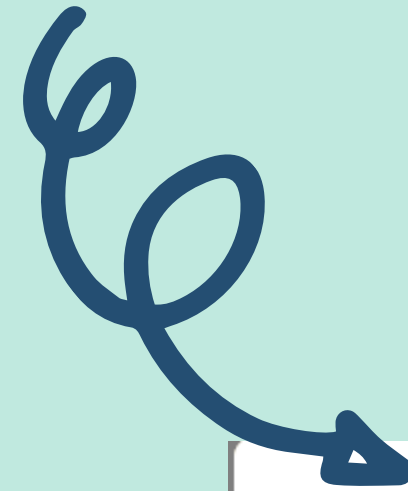
Grant submission



- Participants
- Community advisory team



I'm finally going
this year!

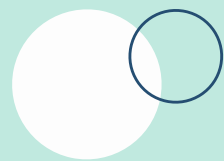


Research Symposium-Stigma: Making the Invisible Actionable

June 13, 2025 9:00 AM-11:00 AM ET

Educational Wor...

White River E-F | Research Symposium



THANK YOU



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www.jessicaswest.com