

MED^{EL}



LIFE ON MUTE

**LIFE ON MUTE:
A nationwide campaign for the general public**

LIFE ON MUTE CAMPAIGN:

Project wrap-up report

LIFE ON MUTE

Date: Monday 12 - Friday 16 September 2016

Location: Nationwide campaign across the United Kingdom with roadshow events in Glasgow, Southampton and London

CONTEXT AND RATIONALE

In March 2015, the UK's National Health Service (NHS) launched its report, 'Action Plan on Hearing Loss', to encourage action and promote change across all levels of public service to meet the needs of children and adults living with hearing loss. One of the objectives of the report was to call for a strategy encouraging early awareness, diagnosis and management of hearing loss as a means of tackling the predicted increased burden as a result of an ageing population.

As part of their overall communications objectives, MED-EL UK were keen, as a member of industry, to support the NHS in increasing the number of people with hearing loss to receive appropriate treatment.

For the roadshow, supporting NHS Ayrshire & Arran, University of Southampton Auditory Implant Service, and University College London Hospitals NHS Foundation Trust, to deliver their own awareness objectives was also a key focus. Of the NHS regions approached, all three NHS Trust Comms Departments supported and worked with MED-EL in advance, enabling a successful campaign - including giving permission to use the NHS logo on Life on Mute branding, as well as provide spokesperson for use in media materials.

CAMPAIGN OVERVIEW

To address these objectives, *Life on Mute* was created as a consumer-facing campaign designed to raise awareness of hearing loss and the impact it can have on the lives of people living with the condition. It aimed to encourage the general public who think they, a family member, or friend may have a hearing problem to speak to their GP or visit the *Life on Mute* roadshows for an initial hearing test and meet local audiology professionals.

A key element of the campaign was to link people's emotional connections to life with hearing loss to demonstrate the importance of hearing health in everyday life. As such, the campaign was structured in three distinct phases:

- A survey of the general public to link important moments and experiences in life with hearing loss
- A media campaign to drive awareness of the survey results and provide a call to action for people to recognise the symptoms of hearing loss and have their hearing tested
- Live one-day roadshows in three UK locations to enable people to act on recognised hearing loss symptoms and undergo an initial screening with an NHS audiologist



EXECUTION

Survey of the public

Conducted by an external market research agency, the survey asked 1,070 people in London, Southampton and Scotland what moments in life would not be the same if they could not hear (e.g. saying one's wedding vows, hearing your child's first words...etc.), as well as what music and sounds they would miss.

The results were analysed with the most compelling findings highlighted. Nationally, the survey showed:

- More than one in five people claimed hearing 'I love you' from a partner or family member would be the sound they missed the most if they were to lose their hearing
- Additionally, 21% ranked hearing their child's first words as the sound they would miss the most in life if they could not hear, followed by 15% stating hearing the sounds of the sea on a summer holiday
- The nation was also asked what music they would miss the most, with Queen's *Bohemian Rhapsody* ranked number one. This was closely followed by Louis Armstrong classic *What a Wonderful World* by 7.7% of people, and John Lennon's *Imagine* by 7.4%

Media campaign

A media campaign was undertaken to amplify the results of the survey and raise awareness of hearing loss, as well as promote attendance at the one-day roadshow events. This was conducted by an external communications agency, Porter Novelli, and included activity across print, online and broadcast.

To increase the media appeal of the survey results, MED-EL enlisted the support of the resident General Practitioner (GP) of a prime-time national television show – Dr Sarah Jarvis from *The One Show*. With the endorsement of a nationally recognised healthcare professional as well as the survey results, a radio day was organised whereby interviews were set up in succession with several regional and national radio stations across the UK.

Live roadshows

The final part of the campaign was designed to interact directly with the public and provide them with an immediate opportunity to undergo an initial hearing screening if they thought they had symptoms. If the screening indicated a hearing loss, they were given an information sheet as well as a letter including their screening results to hand to their local GP. If visitors were not able to be screened immediately, they were offered to either wait or be given a postcard for the MED-EL online hearing test.



A booth was constructed to enable a suitable testing area and three areas of high public footfall were identified as locations.

RESULTS

Success in this campaign was to be defined in the following areas:

- The primary objective was to ensure as many people as possible were tested across the three roadshow days, with those identified as appropriate being referred to their GP
- In addition to this, it was important that media coverage was gained to raise awareness of hearing loss symptoms for those who were not able to attend the roadshows

Screening results

With an average screening taking between 8 to 10 minutes, more than **80 people** were screened representing an average test rate of **more than four patients per hour**.

Location	Male	Female	TOTAL
Glasgow	20	13	33
Southampton	12	11	23
London	15	11	26
			82

Of those screened, just under one third (**26**) were given a referral to their local GP. Of these, 14 were male and 12 female. Additionally, it was encouraging to see a range of ages present for testing ranging from young adults to the elderly. In London there was additionally a representative mix of ethnicities who requested screening.

Media results

In total the campaign has generated over **20 pieces of individual coverage** to date across national, regional and online outlets. Most coverage has been driven by the broadcast radio activity, with the following stations featuring the *Life on Mute* survey research:

	Station	Date	Region	Duration	Weekly reach	AVE*
	BBC Radio 4	08/11/16	Nationwide	00:04:42	11,507,000	£39,200
	BFBS 2	08/11/16	Nationwide	00:06:18	100,000	£1,620
	BFBS Radio UK	08/11/16	Nationwide	00:06:18	500,000	£1,620
	BBC Radio Norfolk	08/11/16	East Anglia	00:05:39	202,000	£3,105
	BBC World Service	08/11/16	Global	00:04:42	1,454,000	£2,520
	BBC Radio Tees	11/11/16	North East	00:10:24	143,000	£8,000
	Radio Exe	09/09/16	South West	00:02:47	129,000	£154
	Radio Plymouth	09/09/16	South West	00:02:47	136,000	£154
	The Breeze - South Devon	09/09/16	South West	00:02:47	140,000	£165
	BBC Radio Berkshire	08/11/16	South East	00:04:42	122,000	£2,232
	BBC Radio Devon	08/11/16	South West	00:05:01	194,000	£2,590
	Fire Radio	09/11/16	South East	00:02:47	55,000	£434
	Manx Radio	09/11/16	14:00	00:07:47	55,000	£588

*AVE = Advertising Equivalent Value or the amount an advert of equal duration would cost on the station

Print and online coverage was also successfully placed, however this has been slower to appear and so not all pieces secured have been published:



**pieces awaiting publication at time of report*

Outlet	Media type	Circulation (daily)
Daily Echo	Print / Online	17,521
The National	Print / Online	15,029
Veritas Hearing	Online	8,400
Glasgow Town Talk	Online	6,250
London Town Talk	Online	6,250
		53,450

CONCLUSIONS AND NEXT STEPS

Overall, the campaign was successful in achieving its primary aim of encouraging the general public to consider the impact of hearing loss on their lives, with 82 people volunteering to be tested. Of these, 26 were identified as being at risk of a hearing loss and given information and a referral letter by a qualified healthcare professional, thereby taking the first step to a potential diagnosis.

Beyond the immediate testing, the volume of media coverage secured ensured that key messages around the importance of hearing health as well as the common symptoms of hearing loss reached a potential audience in excess of 2.1 million. Although not tangibly measureable, it is likely that this has encouraged further people to seek help if they recognised symptoms in themselves, family or friends.

