



THE 9 GUIDING PRINCIPLES of the HEARING LOSS EVOLUTION

1. Our lives define us, not our hearing loss.
2. We're intelligent, engaged, and valued in spite of our hearing loss.
3. We're the heroes of our hearing loss, not its victims.
4. We advise people what we need them to do so we can hear them best.
5. We're honest with ourselves and others; we don't pretend to hear what we don't hear.
6. We use assistive listening technologies proudly, and advocate for installing them in public places.
7. We see the humor when we misunderstand what people say and we are able to laugh at it.
8. We accept with grace the hearing challenges that we cannot change.
9. We are grateful for our courage and strength in living these Principles.