What are the lived experiences of those with hearing

loss, and does this contribute to its management?

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- Those stigmatised own a characteristic that causes them to be 'othered' (public stigma'). Health conditions with low disease prestige, are given relatively low support.
- Hearing loss (HL) has factors associated with both, and can cause individuals to feel shame (i.e. self-stigma).
- ckgr • Patient capacity (PC) to manage health conditions can be impacted by social support and coping strategies. Low PC may cause low adherence to management (i.e. treatment burden).
 - A minimally disruptive healthcare addresses PC. However, audiologists do not always consider the psychosocial context.
 - Exploring experiences may demonstrate how social impacts affect treatment burden for those with HL.

Aim: Explore the social impacts faced by individuals with HL **Objectives:**

 Qualitative approach using Interpretative Phenomenological Analysis and thematic

Five Participants Pseudonym and age bracket:

June

70-79

Bill

76-90

Clive

40-59

Sally

60-75

Heather

40-59

analysis. 1.Explore experiences of social impacts due to HL and/or management e.g., hearing aids (HA). 2. Describe experiences of help-seeking. 3. Analyse how audiology services could be minimally disruptive. "It's my problem, as they're concerned, not theirs" "If I can Individuals and organisations do remember how not acknowledge their role in you take your helping those with HL, as it is not coffee, you their problem. This includes those can remember that are supposed to be that I'm deaf" advocators Sally *"I'm never usually"* put in an

 Recruitment via convenience sampling from a Bath lip-reading class for one-to-one interviews. • Semi-structured interviews, open-ended questions. Themes reveal stigma is an ongoing process "In your own different ways, Age you're all in the same boat" Overall, ageing was a positive influence Being among others with HL/having supportive allies mitigated self-stigma, as coping strategies on public and self-stigma. For example, June became more resistant to

internalising public stigma -

"Now I I just feel like laughing... back in my 40s I would have been mortified"

were gained. When audiologists were described as unknowing/ unsupportive, it was attributed to the lack of shared experiences

"Makes it less" personal in most situations... you don't feel like the victim" Clive

"I get onto the manufacturers, and they say talk to the audiologist. But the audiologist isn't familiar" Bill

Healthcare, "You shouldn't including have any chairs audiology, with the backs to have poor HL the person awareness speaking" Sally

Anticipating public stigma led to shame for some participants, e.g., concealment of

HL

"Leave... rather than trying to pursue a question or something" Heather

embarrassing position... people realise when they look at me that I'm not a teenager" Bill

Clive, however disassociates himself with ageassociated stigma

"Not just a normal HA, it's something beyond normal deafness... It's not something your father [has]".

"Most of the audiologists I I think are quite young... obviously not wearing HA" Bill

Lip-reading classes were supportive. Signposting by audiologists to other services, may help individuals "deal" with their HL.

"I would have appreciated any information... about how to deal with it" Sally

• Participants had high PC despite negative social impacts -> functional hearing ability prioritised over cost of help-seeking and management, participants may have had a relatively high socioeconomic status.

• Audiologists should improve HL awareness and signpost to services that may help to mitigate self-stigma.

- S: • Rather than blatant stigmatisation, stigma was described as an indirect 'othering' from individuals and organisations.
 - Despite acquiring coping strategies -> constantly 'othered' in society -> stigma is ongoing.
- SC • Ageing seen as a positive contradicts some previous literature -> may be due to differing characteristics/contextual factors for these participants e.g., earlier onset of HL.
 - 8,9 • Individuals from different sociocultural backgrounds may have different levels of PC/use different coping strategies/help-seeking behaviour. Future research should use homogenous purposive sampling to explore the effect of negative social impacts for these individuals.
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