

UNMC, College of Public Health
Applied Practice Experience (APEX) Opportunities

Partner organization name: Nebraska Hearing Aid Banks

Partner organization website: <https://cehs.unl.edu/secd/nebraska-hearing-aid-banks/>

Partner organization brief description: The World Health Organization reports that 466 million people live with a disabling hearing loss. The Nebraska Hearing Aid Banks mission is to lessen the burden of hearing loss on individuals and families within Nebraska. Nebraska Hearing Aid Banks, consists of three entities HearU, Lions Club, and Sertoma. HearU provides new hearing aids to children from birth to age 18. Lions Hearing Aid Bank provides refurbished hearing aids to individuals from 19-64 years of age. Sertoma Hearing Aid Bank provides refurbished hearing aids to individuals older than 65 years of age. To date, collectively these three entities have provided over 10,000 hearing aids to underinsured/uninsured and to those who meet financial eligibility requirements.

Partner organization's point of contact name and email:

Emily Wakefield emily.wakefield@unl.edu and Stacie Ray stacie.ray@unl.edu

Description of partner organization's priority opportunities (APEX activities):

- **Social Media Planning and Promotion:** We are working to grow Nebraska Hearing Aid Banks presence on social media for information dissemination and fundraising purposes. The APEX intern will play a crucial role in assisting this program by crafting social media content and messaging tailored to our target audience. Additionally, the intern will demonstrate proficiency in communicating public health content effectively ensuring that it resonates with our audience.
- **Planning a giving campaign:** The APEX intern will collaborate with HearU Nebraska to review the current comprehensive giving campaign plan to provide guidance and recommendations. This includes envisioning the campaign's goals, fostering collaboration among stakeholders, and guiding decision-making processes to ensure the campaign's success.
- **Sustainability planning:** The APEX intern will collaborate with Nebraska Hearing Aid Banks to develop a comprehensive long-term sustainability plan that includes a budget and recommendation for allocation of resources. This plan will use quantitative data and review current strategies to make recommendations to improve methods for securing hearing aid donations, private donations, and grant funding. Additionally, the intern will assess population needs, resources, and capacities that influence community health, ensuring that the sustainability plan addresses the diverse needs of the population served by the Nebraska Hearing Aid Banks.

Timeframe of proposed activities: May 13, 2024 – July 26, 2024

Benefit of proposed activities to partner organization: The Nebraska Hearing Aid Banks are working toward sustainability with funding and staffing. We would like to grow our social media outreach and presence to disseminate information about our organization and to attract more donors so we can continue doing the important work of providing hearing aids for individuals across the lifespan throughout Nebraska.

*Note—An affiliation agreement will be required prior to student engagement

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Benefit of proposed activities to the student: The APEX intern will gain experience in a dual-discipline environment of both public health and audiology; will expand on transferrable skills such as social media promotions, fundraising, planning, and coordination; and better understand the benefits of programs that promote public health and well-being for children and adults who are deaf or hard of hearing. The APEX intern will have opportunities to develop electronic promotional material including new marketing material for patients or donors, analyze databases to help develop a sustainability plan, or review current budgets to optimize current giving campaign plans and efficiency of resource management.

Skill sets of students requested: The ideal candidate will have exceptional organizational and communication skills, be able to work cooperatively with other students, be a motivated self-starter with an aptitude for problem-solving, and be creative with social media promotion and fundraising skills. Proficiency with Canva and the Meta Business Suite for social media as well as the ability to analyze data and derive actionable insights is a plus.

Additional Information (format of preferred engagement-virtual, hybrid, in-person; partner organization's location):

The Nebraska Hearing Aid Bank is located on the East Campus at the University of Nebraska, Lincoln. All the work can be done remotely, in-person, or hybrid depending on the student's location and preference. If remote or hybrid, the student must have a laptop to work from.