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# Script

Project Name: CROSSED  
Producer: Adam McNamara  
Client: Nottingham Hearing Biomedical Research Unit  
Client Lead Contact: -----

## Notes:

**Target audience:** Adult (>18yr olds) members of the public with SSD, Audiologists, ENT doctors, Funders, relevant charities workers e.g. [BANA](#), [Meniere's Society](#), [AOHL](#), Researchers around the world who work in the field of SSD

**Target Channels:** **Primarily Twitter**, + NIHR YouTube channel, CROSSED website, NIHR Hearing Theme website, CROSSED related conference presentations, during presentations to clinical audiology / ENT teams to help promote the study and enhance recruitment

**Sponsors:** -----

**Primary Aim:** Drive Recruitment for the CROSSED study

## Key pieces of information to be delivered:

Developing a set of outcomes (The 'WHAT') we should be measuring when deciding if a hearing aid or an auditory implant is effective for someone with SSD e.g. ability to localise sounds, ability to hear in noisy places like a restaurant, impact on Quality of Life e.g. ability to function better during work meetings etc.

## Ideas useful information:

# Script

Single-Sided Deafness (or SSD) means being severely deaf in one ear only.

[ADD TITLE Core Rehabilitation Outcome Set for Single Sided Deafness (CROSSED) Study: An international consensus.]

There are treatments that can help overcome the difficulties imposed.

[show BAHA or cochlear implant. Show busy coffee-shop; or indicate telling where sounds are coming from.]

Research into treatments for SSD has increased a lot over the recent years; which is good news! However, research studies looking into treatments often measure diverse outcomes.

[indicate national research]

For example when testing a hearing device, one researcher may decide to measure hearing in

background noise, one outcome; whereas another researcher may decide to measure direction of sound, a different outcome.

[indicate two types of skill being tested]

The problem with this is that the results collected cannot be easily compared or combined to see which treatment works best. It is like comparing apples and oranges.

[mix orange and apple]

Our aim is to design the key to this problem by developing a common set of outcomes to help us decide if a treatment works or not.

[Bring in a key, perhaps made of words/outcomes]

If all future studies measure the same outcomes, we could move research forward faster.

[Show rapid progression in future]

You can help if you have had SSD for more than 12 months, or if you are a professional who has experience in SSD treatments.

[(Perhaps have picture of BAHA / CI?). List types of people who can participate]

We want to know what outcomes YOU think are important in a two-round online survey. The surveys will be sent to you to complete one after the other over a period of 4 months.

[Graphic, add calendar,]

After both surveys are completed you will also have the opportunity to attend a group meeting to discuss the results. You may or may not want to attend this meeting, it is entirely optional.

[indicate process of defining outcomes, with meeting at end]

Please help shape and improve the future of research into SSD treatments by having your say!

[show community involvement – NB people with SSD often avoid social events be careful not to put off]

For more information visit our website or contact us to register your interest.

**The script above is final.**

Please print name of person signing on behalf of CLIENT below:

\_\_\_\_\_

CLIENT \_\_\_\_\_ (signature) on \_\_\_ / \_\_\_ / \_\_\_ (dd/mm/yy)