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The Norwegian Hearing Loop Guerilla

2016 was a “looping year” for HLF. Our campaign “The Hearing Loop Guerilla” had voluntaries all over Norway checking public buildings and advocating for hearing loops. The main objective with the project was to improve hearing loop accessibility in public buildings. About 30 of HLFs 170 local chapters participated and a total of 205 public buildings had been checked during the six months the campaign lasted. 40 percent of town hall meeting rooms did not have a functioning loop, which Norwegian law requires. This led to several newspaper articles and some local governments installed loops after the HLF visited.

The participation in the campaign was impressive considering our member base has a high average age and this campaign had an activist nature. The visibility in the media was excellent and we believe this campaign contributed to a wider knowledge of loops and better accessibility in public buildings. We hope other organizations can learn from our experiences