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Campaign for Better Hearing  
info@CampaignForBetterHearing.us

THE NATIONAL CAMPAIGN FOR



**BETTER  
HEARING**

# National Hearing Health Campaign Unifies Hundreds of Hearing Health Centers

*Hundreds of Hearing Health Centers Will Be Driving Free Hearing Assessments in 2019*

**SOMERSET, N.J.** – **Feb. 20, 2019** – Hundreds of hearing health organizations have unified in support of a common cause, launching The Campaign for Better Hearing in the United States.

Hearing health centers are embarking on a global campaign to raise awareness about the consequences of hearing loss and encouraging people to put hearing care on their healthcare agenda.

## **Untreated hearing loss can have serious consequences:**

- **One in three people between the ages of 65 and 74 has hearing loss, and nearly half of those older than 75 have difficulty hearing, according to the National Institute on Deafness and Other Communication Disorders.<sup>1</sup>**
- Recent studies have demonstrated links between hearing loss and numerous psychological and cognitive disorders, including **depression<sup>2</sup>, anxiety<sup>3</sup>, isolation, fatigue, cognitive decline<sup>4</sup> and dementia<sup>5</sup>**—with risk factors increasing substantially as the level of hearing loss increases.
- Unfortunately, people wait an average of seven to 10 years before seeking help, according to the Hearing Loss Association of America.

## **FREE hearing assessments in 2019:**

- These hearing health centers are offering FREE hearing assessments to make it easy for people to proactively identify and treat hearing loss sooner, potentially reducing its impact on their lives. The campaign encourages people, especially age 60 and older, to get their hearing checked and begin monitoring their hearing health, annually.

**Leslie P. Soiles, Au.D.**, who serves as chief audiologist for The Campaign for Better Hearing in the United States, said, “Hearing loss can negatively impact you socially, physically and financially—but that’s not the only possible outcome.” Dr. Soiles, who lives with hearing loss and wears hearing aids, advises, “More than 90 percent of Americans with hearing loss can be treated with hearing aids. But first, they must have their hearing assessed before they can take back their lives.”

Bananas are rich in potassium, supporting the fluid in the inner ear, which preserves and promotes hearing. Therefore, the Campaign for Better Hearing’s awareness campaign is themed “**Go Bananas**” and will be attending events around the country, from festivals to fairs to educational forums, all intended to promote hearing health.

## Take the next step now – Test your ears at 60 years

A complimentary hearing assessment should take about 30-45 minutes and can provide valuable information about your hearing. Schedule your **FREE** hearing assessment now.

Call **866-837-8286 (866-TEST-AT-60)** or visit us at [CampaignForBetterHearing.us](http://CampaignForBetterHearing.us).

### About The Campaign for Better Hearing (U.S.)

Supported by hearing healthcare providers across the country, The Campaign for Better Hearing is a hearing healthcare initiative intended to educate and put hearing health on people’s annual healthcare agenda. The program encourages Americans age 60 and older to contact the Campaign and schedule a FREE hearing assessment to support its Give Back program. For more information on the program, or to invite the campaign to an event near you, please contact us at [info@CampaignForBetterHearing.us](mailto:info@CampaignForBetterHearing.us).

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<sup>1</sup>National Institute on Deafness and Other Communication Disorders, 2010, <https://www.nidcd.nih.gov/health/age-related-hearing-loss>

<sup>2</sup>National Institute on Deafness and Other Communication Disorders, 2014, <https://www.nidcd.nih.gov/news/2014/nidcd-researchers-find-strong-link-between-hearing-loss-and-depression-adults>

<sup>3</sup>Journal of Aging and Health, 2016, <https://journals.sagepub.com/doi/abs/10.1177/0898264316634571>

<sup>4</sup>Trinity College Dublin, 2017, [https://www.tcd.ie/news\\_events/articles/new-research-shows-link-between-hearing-loss-and-dementia/](https://www.tcd.ie/news_events/articles/new-research-shows-link-between-hearing-loss-and-dementia/)

<sup>5</sup>Otology & Neurotology, Relationship of hearing loss and dementia: a prospective, population-based study, 2015, <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4024067/>

<sup>6</sup>Health Technology Assessment, 2007, [https://www.researchgate.net/profile/Melanie\\_Ferguson/publication/5917126\\_Acceptability\\_benefit\\_and\\_costs\\_of\\_early\\_screening\\_for\\_hearing\\_disability\\_A\\_study\\_of\\_potential\\_screening\\_tests\\_and\\_models/links/0c96053a41eae20864000000/Acceptability-benefit-and-costs-of-early-screening-for-hearing-disability-A-study-of-potential-screening-tests-and-models.pdf](https://www.researchgate.net/profile/Melanie_Ferguson/publication/5917126_Acceptability_benefit_and_costs_of_early_screening_for_hearing_disability_A_study_of_potential_screening_tests_and_models/links/0c96053a41eae20864000000/Acceptability-benefit-and-costs-of-early-screening-for-hearing-disability-A-study-of-potential-screening-tests-and-models.pdf)

