

HEARING LOSS: "A CALL TO ACTION"

INFORMATION &
FREQUENTLY ASKED
QUESTIONS ABOUT
HEARING LOSS



People do many things to compensate for hearing loss without even knowing it, but the fact of the matter is hearing loss is a growing medical condition that needs your attention. Consider the following:

IS HEARING LOSS COMMON? YES

34 million Americans, 11% of the population, experience some form of hearing loss.¹ Additionally, 78 million *rockin' and rollin'* Baby Boomers are approaching what used to be called “senior adulthood” and could suffer from greater incidences of hearing loss.

IS HEARING LOSS SERIOUS? YES

Any time a bodily function is not working properly, we should consider it serious, but it is treatable. Clinical studies² show that hearing loss can be effectively treated with hearing aids. As always, however, you should check with your family physician regarding any medical condition you may have, including hearing loss.

SHOULD I IGNORE IT? NO

Though hearing loss is not life threatening, clinical studies show that untreated hearing loss can negatively impact your job performance, your social life, your relationships with friends and family, and ultimately your physical well-being.³ So no, don't ignore it!

WHAT SHOULD I DO?

Ask your family physician. If you think that you or a family member has a hearing loss, tell your physician, who will refer you to a hearing care professional for evaluation and treatment, “because there is strong evidence that the treatment of hearing loss improves quality of life.”⁴

WILL I NEED A HEARING AID?

It all depends on your hearing loss. Every case is different, a qualified hearing care professional can talk to you about your options. If a hearing aid is recommended, there are many types, and today's technology is very sophisticated and beneficial.



SELF-HEARING TEST

Prior to speaking with your physician about hearing loss, take this brief Self-Hearing Test.⁵ Of course, this is a very unscientific hearing test, but if you answer yes to 3 or more of the questions, you should have your hearing tested by a qualified hearing professional. Be honest with yourself, this is your hearing...



TEN WAYS TO RECOGNIZE HEARING LOSS

1. Do you have a problem hearing over the telephone?
2. Do you have trouble following the conversation when two or more people are talking at the same time?
3. Do people complain that you turn the TV volume up too high?
4. Do you have to strain to understand conversation?
5. Do you have trouble hearing in a noisy background?
6. Do you find yourself asking people to repeat themselves?
7. Do many people you talk to seem to mumble (or not speak clearly)?
8. Do you misunderstand what others are saying and respond appropriately?
9. Do you have trouble understanding the speech of women and children?
10. Do people get annoyed because you misunderstand what they say?

In addition, you can take the BHI's confidential online hearing test at www.hearingcheck.org to determine how your hearing compares to a large population of people with hearing loss.

To learn more about hearing loss and the benefits of hearing aids, we invite you to visit the Better Hearing Institute's website at **www.betterhearing.org** or you can call for more information at **800/327-9355**.

1. Better Hearing Institute (BHI), 2009 National Household Survey (MarkeTrak VIII).
 2. National Institute on Deafness and Other Communications Disorders/Veterans Administration Clinical Study, 2000.
 3. National Council on the Aging Clinical Study, 1999; Impact of Untreated Hearing Loss on Household Income at www.betterhearing.org.
 4. The Journal of the American Medical Association, April, 2003.
 5. National Institute on Deafness and Other Communications Disorders Website.
- *National Institute on Deafness and Communication Disorders.



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