

## MAY IS BETTER HEARING AND SPEECH MONTH

May 1 marked the start of Better Hearing and Speech Month, a month dedicated to educating consumers about the need to assure that their hearing is healthy. This year, Acousticon of Flushing is joining with the Better Hearing Institute (BHI) in the Across America Hearing Check Challenge, a nationwide campaign to help millions of Americans reclaim their quality of life by facing up to unaddressed hearing loss. Spouses, Baby Boomers and their aging parents, and all American families and friends in Queens are encouraged to rise to the challenge and get their hearing checked – together. Now, simply by visiting [www.hearingcheck.org](http://www.hearingcheck.org) and walking through a simple, 15-question self-screener in the privacy of one's own home, anyone can easily take the first step in addressing hearing loss.

"We know that unaddressed hearing loss seriously undercuts a person's quality of life and has a tremendous impact on relationships," said Ira Dananberg, a hearing health professional in Flushing. "We see it every day in our practice and hear it from our patients and their concerned family members and friends.

"We also know that too many people wait years, even decades, before getting treatment – either unaware of the extent of their hearing loss or too afraid to confront it – losing out on so much. That's why Acousticon of Flushing is so excited about this new, simple, and interactive screening check that couples, families, and anyone else can use in the comfort and privacy of their own homes. By visiting [www.hearingcheck.org](http://www.hearingcheck.org), membranes, and there are modern-day solutions that can help people hear better. Simply by getting their hearing checked and addressing their hearing loss, so many Americans can reclaim their quality of life. We urge everyone to take that first, most critical step by visiting [www.hearingcheck.org](http://www.hearingcheck.org). Do it together."

Acousticon of Flushing is located at 39-01 Main St., Suite 206 in Flushing, and can be contacted at (718) 445-3333.

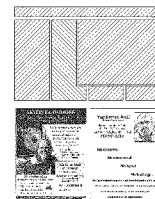
For further information, its Web site is [www.ihearyounow.com](http://www.ihearyounow.com).

bers of our community can take the first, most critical step in reclaiming their hearing – and their quality of life. And when they're ready to take that next step – and get a professional assessment – we're here and ready to help."

Research shows that hearing health affects everything from job performance to family relationships. And when someone experiences unaddressed hearing loss, it silently erodes the sufferer's quality of life – undermining family relationships, interfering with short-term memory, and creeping into virtually every aspect of daily living.

The signs of hearing loss can be subtle and emerge slowly, or they can be significant and come on suddenly. Either way, there are common indications. Symptoms of hearing loss include not being able to hear well in a crowded room or restaurant, having trouble hearing children and women, keeping the television or radio turned up to a high volume, needing to ask friends to repeat what they're saying, or experiencing ringing in the ears.

"Most people don't have to suffer the consequences of unaddressed hearing loss," said Sergei Kochkin, BHI executive director. "Hearing loss can be easily





*Ira Dananberg is dedicated to improving hearing at his Flushing office.*