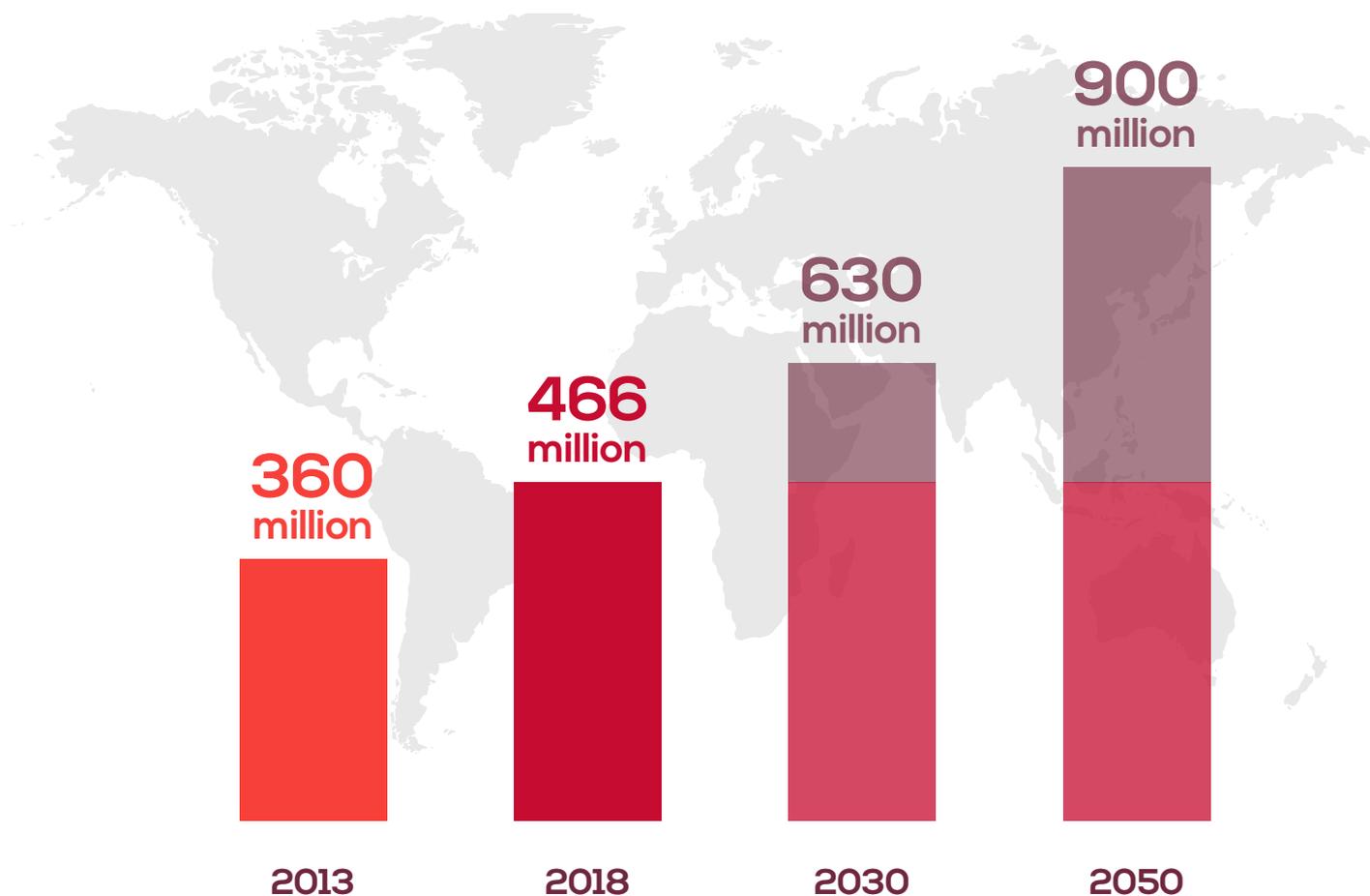




## GENERAL FIGURES

# Hearing loss is on the rise



### References:

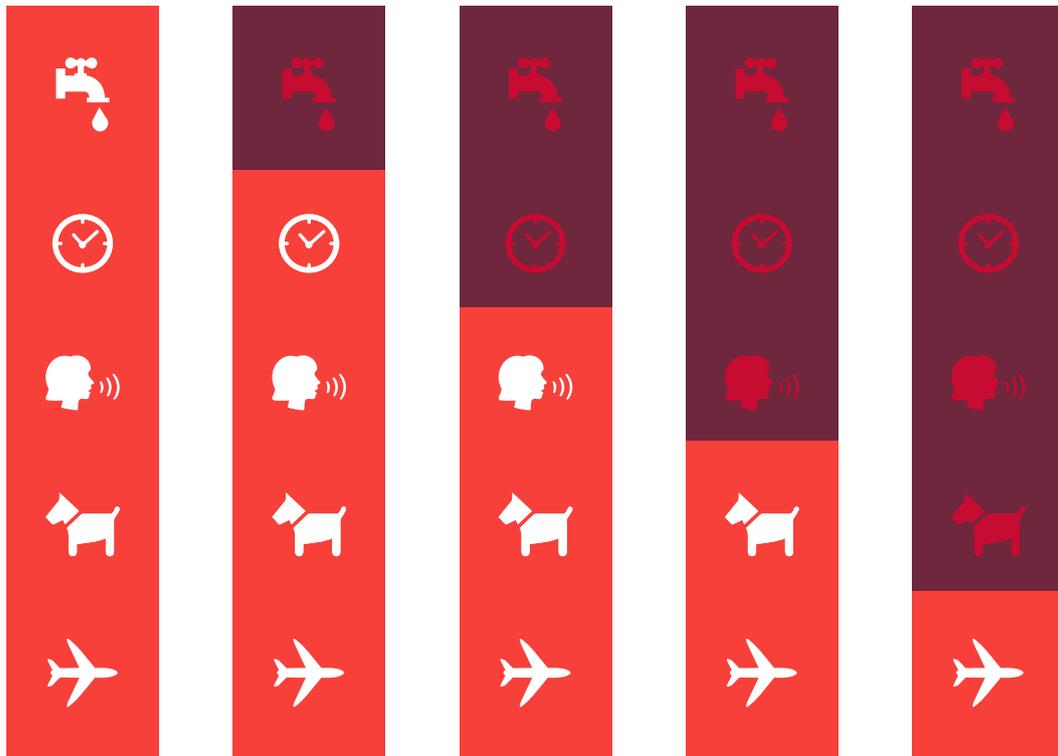
The World Health Organization. Deafness and hearing loss. Available at: <http://www.who.int/en/news-room/fact-sheets/detail/deafness-and-hearing-loss> (October 2018)



## GENERAL FIGURES

# Hearing Range

Check your sound level



**Normal**  
hearing

**Mild**  
hearing  
loss

**Moderate**  
hearing  
loss

**Severe**  
hearing  
loss

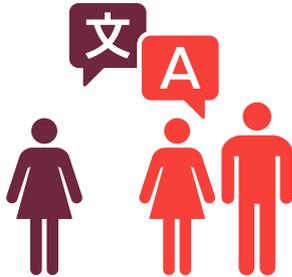
**Profound**  
hearing  
loss



## GENERAL FIGURES

# Life without Hearing Solution

Untreated hearing loss can lead to...



Communication barriers



Loneliness, social isolation  
and **depression**



Increased **risk of unemployment**



Higher risk of **cognitive decline**  
and **dementia**

## References:

The World Health Organization. *Deafness and hearing loss*. Available at: <http://www.who.int/en/news-room/fact-sheets/detail/deafness-and-hearing-loss> (October 2018)

Bidadi, S., Nejadkazem, M. and Naderpour, M. (2008). *The relationship between chronic otitis media-induced hearing loss and the acquisition of social skills*. *Otolaryngology - Head and Neck Surgery*, 139(5), pp.665-670.

Gopinath, B., Hickson, L., Schneider, J., McMahon, C., Burlutsky, G., Leeder, S. and Mitchell, P. (2012). *Hearing-impaired adults are at increased risk of experiencing emotional distress and social engagement restrictions five years later*. *Age and Ageing*, 41(5), pp.618-623.

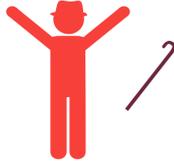
Jopling, K. (2017). *Hearing Loss and older people*. Royal Voluntary Service, p.12. Available at: [https://www.royalvoluntaryservice.org.uk/Uploads/Documents/Reports%20and%20Reviews/hearing\\_loss\\_and\\_older\\_people.pdf](https://www.royalvoluntaryservice.org.uk/Uploads/Documents/Reports%20and%20Reviews/hearing_loss_and_older_people.pdf)(October 2018)

Raine, C., Atkinson, H., Strachan, D. and Martin, J. (2016). *Access to cochlear implants: Time to reflect*. *Cochlear Implants International*, 17(sup1), pp.42-46.



AGE GROUP FIGURES

# Hearing is Timeless



Hearing means **independence**



Hearing is **quality of life**



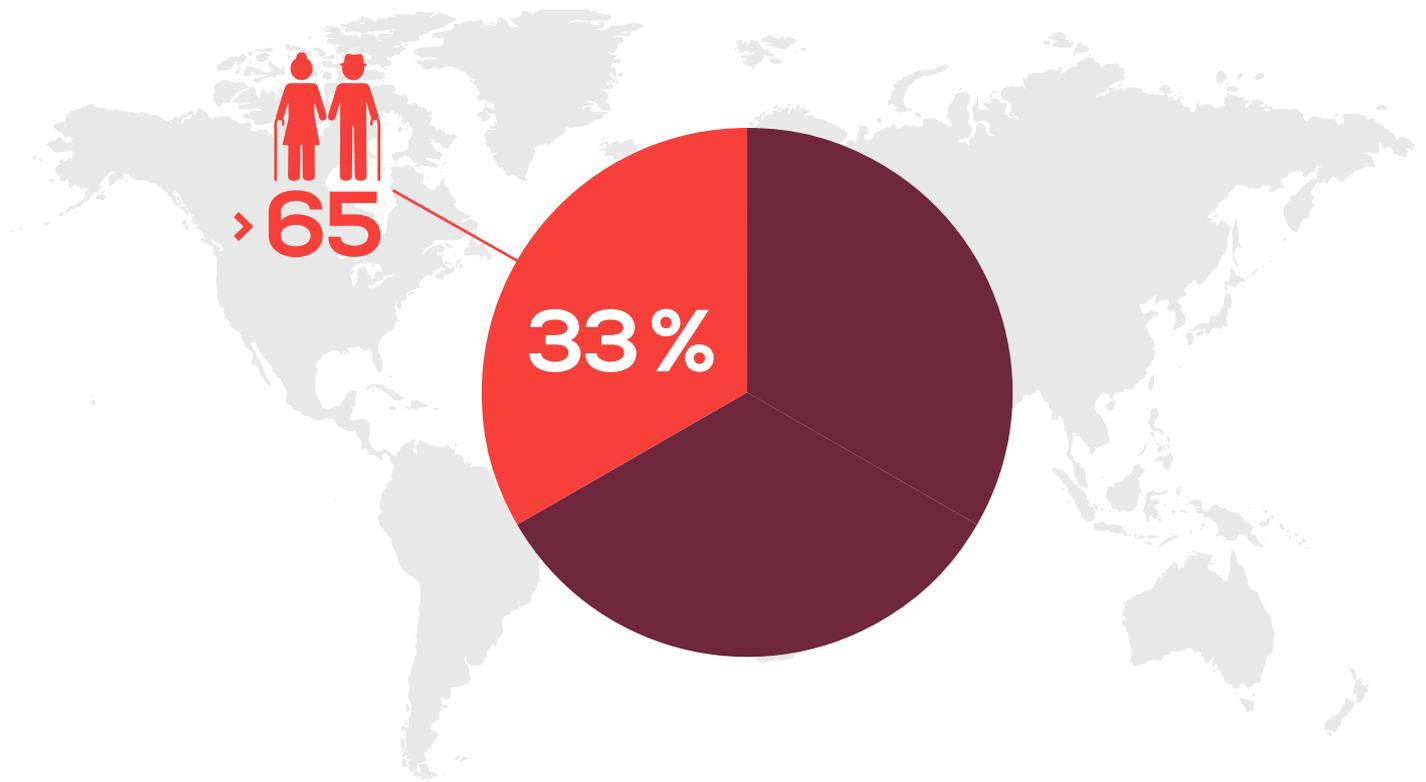
Hearing fosters **social integration**



## AGE GROUP FIGURES

# People over 65 years

affected by disabling hearing loss



Hearing loss is the **third most prevalent chronic health condition** affecting older adults



Hearing loss, particularly in adults, often goes **untreated for years or even decades**



Elderly people benefit from **hearing solutions (e.g. hearing implants)**



Better hearing means **improved social life and more self-sufficiency**

## References:

The World Health Organization. *Deafness and hearing loss*. Available at: <http://www.who.int/en/news-room/fact-sheets/detail/deafness-and-hearing-loss> (October 2018)

Chien W, Lin FR. *Prevalence of hearing aid use among older adults in the United States*. *Arch Intern Med*. 2012;172:292-293

*Special Report on Hearing in Older Adults (2018)*. Available at: [https://www.medel.com/docs/default-source/awareness-and-corporate-communication/special-reports/special-report-2---older-adults/special-report-2-hearing-in-older-adults\\_engl.pdf?sfvrsn=4a36c847\\_14](https://www.medel.com/docs/default-source/awareness-and-corporate-communication/special-reports/special-report-2---older-adults/special-report-2-hearing-in-older-adults_engl.pdf?sfvrsn=4a36c847_14) (October 2018)



## AGE GROUP FIGURES

# How to Recognise the Symptoms

Spot the signs of hearing loss in yourself and your loved ones



Difficulty in understanding if **there is background noise**



Asking people to **repeat themselves**



Feeling tired or stressed from having **to concentrate while listening**



Listening to music or watching TV with **higher volume than other people**



Difficulty hearing **on the phone**



Finding it hard to **keep up with a conversation**



Difficulty understanding when **several people are talking at once**

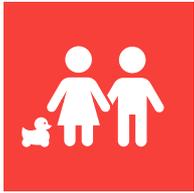


GENERAL FACT

# People with Hearing Loss Benefit from Early Identification



**Frequent hearing checks** can help to enable early detection and treatment



## AGE GROUP FIGURES

# Childhood Hearing Loss

34 million children under 15 years of age worldwide are affected by disabling hearing loss



60% of childhood hearing loss is due to **preventable causes**



Children who cannot hear before they acquire speech **might not learn to speak correctly**

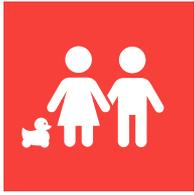


**4–11 out of 10.000 school children** affected by severe hearing loss in early childhood

## References:

The World Health Organization. *Deafness and hearing loss*. Available at: <http://www.who.int/en/news-room/fact-sheets/detail/deafness-and-hearing-loss> (October 2018)

*Hearing Report (2014). Switched on for Life*. Available at: <http://www.medel.at/wp-hearing/wp-content/uploads/2015/01/Hearing-Report-11-14.pdf> (October 2018)



## AGE GROUP FIGURES

# Hearing Impairment Impacts Children's Lives and Society

Affecting speech, language and cognitive skill development



Impacts children's **educational achievement**



Impacts children's **quality of life**



Impacts children's **human rights**



Impacts children's **future career and work-life potential**

## References:

*Hearing Report (2014). Switched on for Life. Available at: <http://www.medel.at/wp-hearing/wp-content/uploads/2015/01/Hearing-Report-11-14.pdf> (October 2018)*



## AGE GROUP FIGURES

# How to Recognise the Symptoms in Children

What are the signs?



Child does **not respond to loud noises**



Child cannot tell where **the noise/voice is coming from**



Child does **not follow instructions** or follows them **incorrectly**



Child's speech does **not develop further than basic noise**



Child does not respond to voices, **even on physical contact**



Child responds in a **frustrated** or **aggressive way**