



Media Release

17 August 2010

Hearing Awareness Week: 22 - 28 August

Make a hearing screening part of your regular health check

As part of Hearing Awareness Week, Australian Hearing has partnered with Terry White Chemists to raise community awareness of hearing loss and the importance of hearing protection.

According to Dr John D'Arcy, Australian Hearing's ambassador, hearing loss affects 60 per cent of Australians aged over 60¹.

"At present, one in five Australians are affected by hearing loss and this rises to three in every four people aged over 70 years," he said. "Recent studies have also shown that hearing aid use is associated with improvement in general health, enhanced interpersonal relationships and participation in social activities."

Managing a hearing loss enables people to enjoy a healthier and happier life and Australian Hearing is encouraging people to make a hearing screening part of their regular health check.

"We encourage anyone aged over 65 to get their hearing checked every two years. The benefits of using a hearing aid are significant and the range of devices is sophisticated and discreet," Dr D'Arcy said.

Commencing on 29 August 2010 for a limited time, Australian Hearing will offer free hearing screenings through all Terry White Chemists' stores nationally. Terry White, founder and chairman of Terry White Chemists, said early stage hearing loss was easily overlooked.

"When your hearing starts to go, it's one of those niggling things you either ignore or dismiss as temporary – thinking it will pass," Mr White said. "But it can gradually worsen and increasingly impact your life in a way you may not even realise."

"Having your hearing checked isn't always on the top of the list of things to do. But certainly as you get older, it should be, because in many cases it is something which can quite easily be treated," he added. "I myself have a hearing aid and I wouldn't be without it. It's so small and has made a significant difference to my quality of life."

¹ Wilson D, Walsh PG, Sanchez L and Read P: Hearing Impairment in an Australian population, Centre for Population Studies in Epidemiology, South Australian Department of Human Services, 1998.

To help protect your hearing, try adopting some of the following behaviours:

- Listen to your MP3 player at a volume where you can hear someone who is at arm's length without him or her having to shout.
- Limit the amount of time you are exposed to very loud noise. Take time out periodically from noisy concerts or clubs.
- Wear ear plugs or muffs if you are exposed to loud machinery or industrial noise (such as mowing the lawn).
- Learn to fit ear plugs properly.

If you would like to find out more, contact your local Terry White Chemist or phone Australian Hearing on 131 797.

Ends

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