



AEA – EFHOH – EHIMA – Joined press release – 3rd of March 2016 – WORLD HEARING DAY

Teeth checked! Eyes Checked. What about your hearing?

Professional hearing care makes you both healthier and smarter. Maybe it's time to get your hearing checked. Get a free hearing test on March 3.

Teeth checked. Eyes checked.
What about your hearing?



On WHO World Hearing Day, March 3, you can in many European countries get a free hearing test by visiting a hearing care professional. Professional hearing care is important and relevant for all those with a hearing loss, from small children to the elderly.

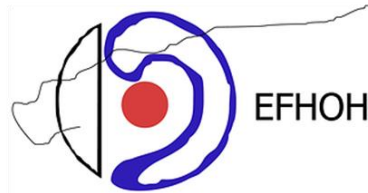
The offer of a free hearing test on WHO World Hearing Day, March 3rd, is provided by AEA, (Association of the European Hearing Aid Professionals).

Around 16-17% of all adults have a hearing loss, when measured with a hearing test. Unfortunately only around one in three (name of inhabitants) treat their hearing loss with professional hearing care. This means that 10% of all (name of inhabitants) do not treat their hearing loss.

Healthier and smarter

Several surveys and scientific studies in recent years have shown that people who treat their hearing loss with professional hearing care can stay or become healthier and smarter than those who do not treat their hearing loss.

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The studies and surveys find that if you do not treat your hearing loss you have an increased risk of cognitive decline and dementia. The studies also document that you have an increased risk of depression and psychosis and even an earlier death if you leave your hearing loss untreated.

On the positive side, the surveys and studies have found that those who use professional hearing care do not experience the same cognitive decline, you live longer and experience an increased quality of life. They are also less depressed, less exhausted and tend to sleep better.

“If you have a hearing loss and want to stay healthy and mentally fit, my best advice is to treat your hearing loss with professional hearing care”, said EFHOH president Marcel Bobeldijk.

Increased quality of life

“Far more people can experience better hearing and at the same time become healthier, smarter and experience an increased quality of life, so if you think you have a hearing loss my best advice is for you to get a free hearing test and your hearing checked by a hearing care professional on WHO World Hearing Day, March 3”, said AEA president Mark Laureyns.

Other studies and surveys in Europe and the US have found that people with hearing loss who are treated through professional hearing care have a higher income and are less likely to be unemployed or opt for early retirement than those who do not treat their hearing loss.

“The financial benefits of using professional hearing care on top of the health benefits, just makes the decision to treat your hearing loss an even more obvious choice”, said EHIMA General Secretary Soeren Hougaard.

The offer of a free hearing test on WHO World Hearing Day is supported by EFHOH (European Federation of the Hard of Hearing), EHIMA (European Hearing Instruments Manufacturers Association) and hear-it AISBL.

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<http://www.aea-audio.org/portal/index.php/world-hearing-day>