HEARING LOSS & THE BRAIN

WHAT YOU SHOULD KNOW

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TODAY'S FOCUS

- Hearing Loss
- How it is relates to the brain
- What YOU can do

HEARING IS IMPORTANT

- Social connection with family
- Social connection with friends
- Enjoyment of sounds
  - Music
  - Entertainment

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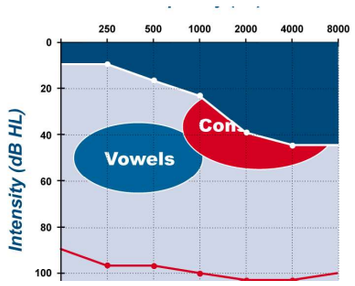
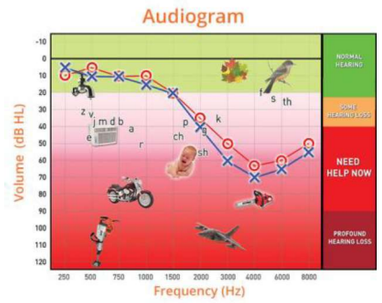
WHAT HAPPENS WITH HEARING LOSS?





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- We know **HALF** of CANADIANS over age 60 have difficulty hearing speech correctly and 65% over age 75
- Usually high frequency loss
- What do people notice and WHY?
  - First signs are that **someone can hear *but not understand***

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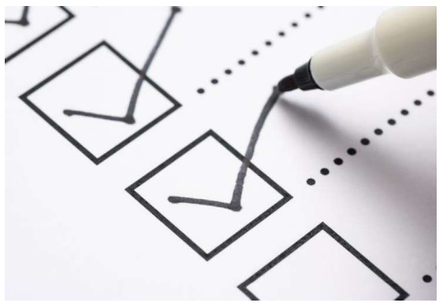

WHY IS IT IMPORTANT TO IDENTIFY HEARING LOSS?

- People are ***UNAWARE*** of their hearing loss-70%
  - People wait 5-7 years before taking action **TOO LONG**
- Hearing loss correlated with
  - Depression
  - DEMENTIA & BRAIN changes!!!

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HEARING LOSS & DEMENTIA RESEARCH

- **HEARING LOSS** is the top ***modifiable*** risk for Dementia in age 50+

- HEARING **AIDS REDUCE cognitive decline by 50% (Lancet Achieve Study high risk group)**

WHY ARE ADULTS WITH HEARING LOSS MORE LIKELY TO DEVELOP DEMENTIA

- **Physical brain changes**
  - Brain cell structures atrophy without stimulation
  - Lack of oxygenated blood flow
- **Social isolation**
  - Miscommunications cause lack of confidence
- **Cognitive Load**
  - Brain energy/Listening EFFORT and strain/less ENERGY for other activities BATTERY analogy

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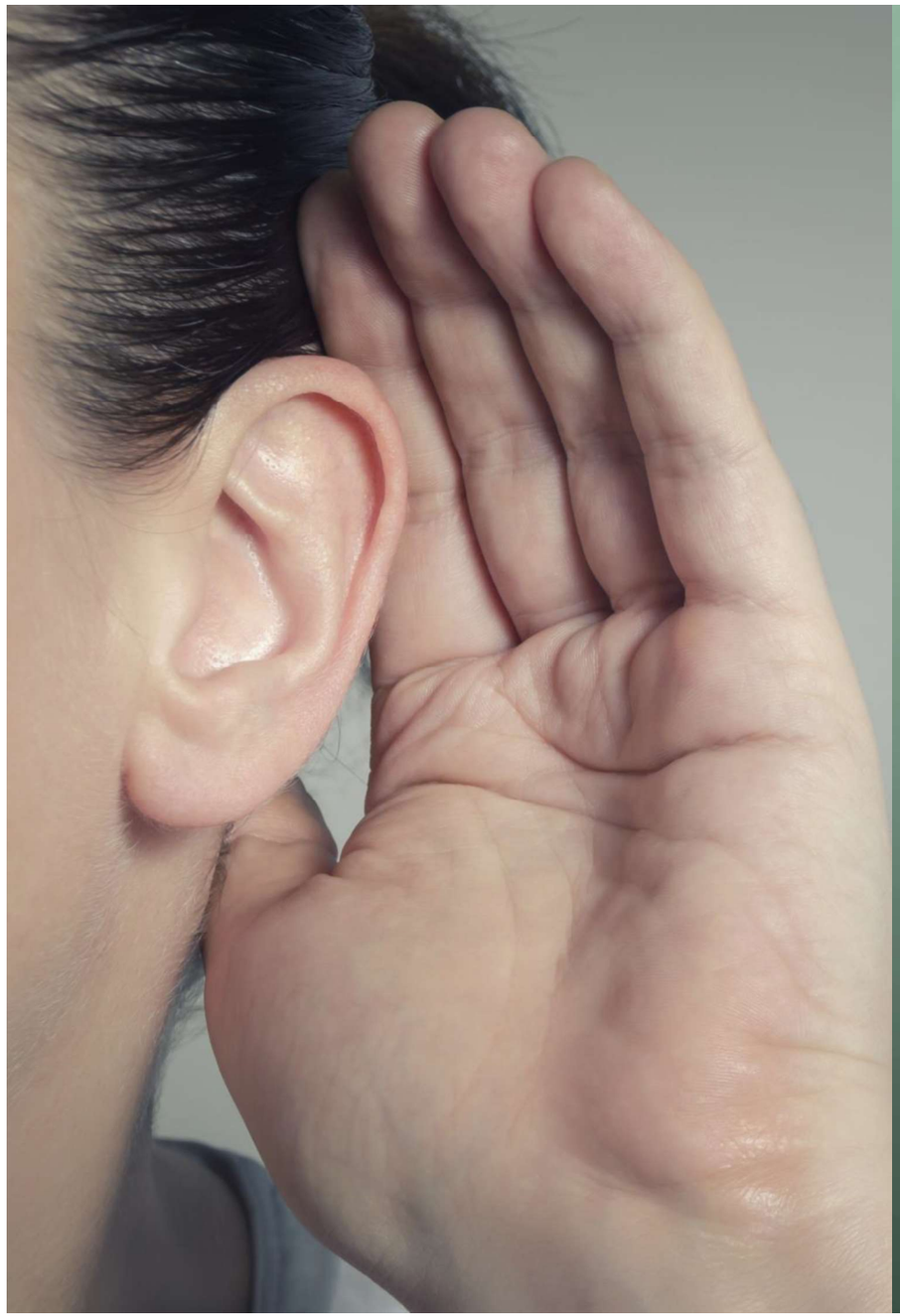


WHEN TO TAKE ACTION ON HEARING LOSS OR CHANGES?

- **As SOON as you notice any signs of hearing loss**
  - **Feeling you *can HEAR BUT NOT UNDERSTAND* because you aren't getting all the sound frequencies or all the parts of words *correctly***
  - ***LOSS of CLARITY***
  - ***Requires extra EFFORT to LISTEN***

WHEN TO GET TESTED OR CHECKED AGAIN: SYMPTOMS OF HEARING LOSS

- Asking people to repeat
- Turning up tv or radio louder than others
- Difficulty hearing if people have their back turned
- Feeling like other people mumble
- Difficulty in background noise
- Tinnitus (ringing in the ears)

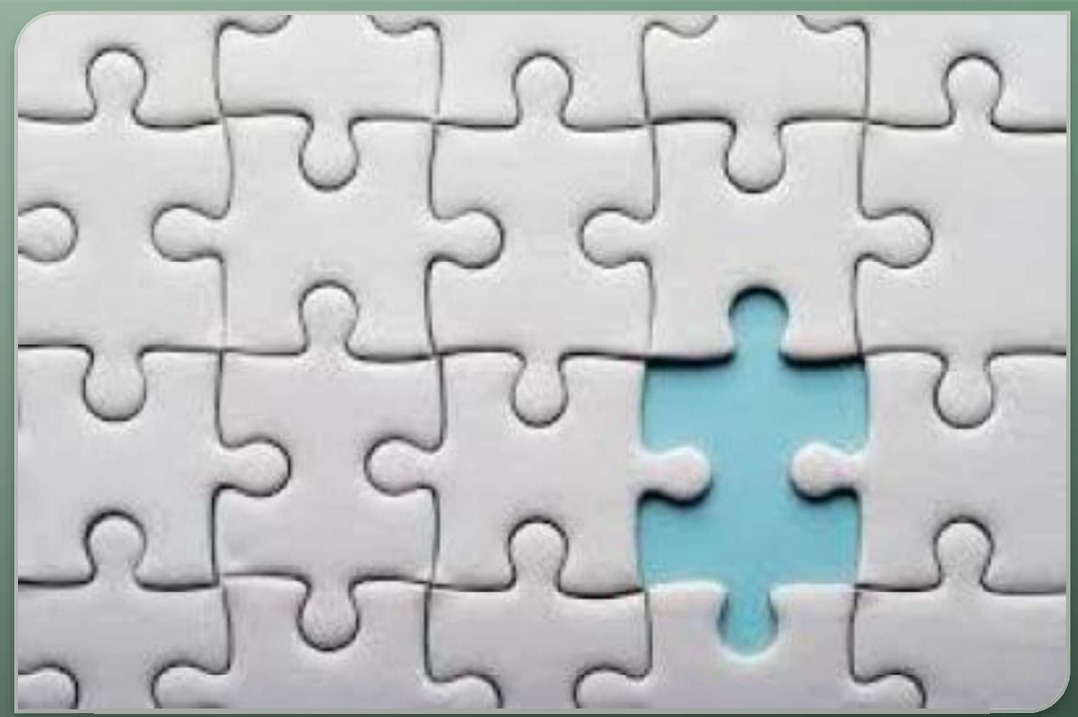
- **AND EVERYONE OVER AGE 65**

*EVEN A SLIGHT LOSS OR CHANGE AFFECTS THE BRAIN

- Importance of **EARLY & CORRECT** treatment
- **BRAIN CHANGES**

  Even MILD Showed reduced ability to *UNDERSTAND* speech

  - SO Up-to-date PRESCRIPTION is important. NOT DONE EVERYWHERE
  - “NORMAL for your age” is NOT NORMAL hearing



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WHAT CAN YOU DO?

- Get tested by a trustworthy Audiology Clinic
- Take your hearing loss SERIOUSLY if identified

-consider TREATMENT

-hearing aids

-auditory training

-stay ACTIVE with your listening

podcasts, presentations, music, movies. LISTEN first

THANK YOU!
ANY QUESTIONS?

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