

# WHAT

is the **campaign** about?

The Campaign for Better Hearing is a nationwide initiative to inform and educate all Americans about the importance of hearing health.

As we strive to **help more people hear better**, we provide free hearing assessments and encourage everyone to **test their ears every year**, especially those over **the age of 60**.



**48 million** people  
in the U.S. have  
hearing loss<sup>1</sup>



**JOIN THE MOVEMENT**

Join the **millions** of Americans with  
**hearing loss** by supporting the

## CAMPAIGN FOR BETTER HEARING



**CALL** to make an appointment  
with one of our offices



**ENCOURAGE** your friends and  
family to get their hearing tested



**COME IN** for your  
free hearing assessment

Call today to schedule your  
**FREE hearing assessment\***

**866-TEST-AT-60**  
(866-837-8286)

Visit our website  
[campaignforbetterhearing.us](http://campaignforbetterhearing.us)  
for more information.

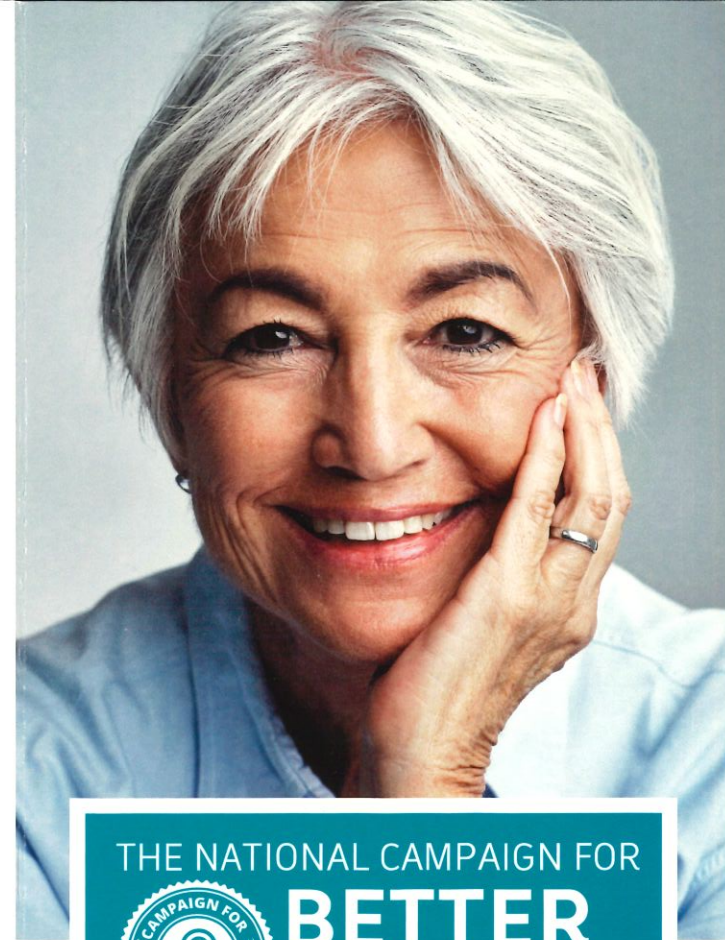
Supported by



<sup>1</sup>Lin FR, Niparko JK, Ferrucci L. Hearing loss prevalence in the United States. Arch Intern Med. 2011;171(20):1851-3

<sup>2</sup>[www.asha.org/Articles/Untreated-Hearing-Loss-in-Adults/](http://www.asha.org/Articles/Untreated-Hearing-Loss-in-Adults/)

<sup>3</sup>Deal JA, Betz J, Yaffe K, et al., for the Health ABC Study Group. Hearing impairment and incident dementia and cognitive decline in older adults: the Health ABC Study J Gerontol A Biol Sci Med Sci 2016; published online April 12. DOI:10.1093/gerona/glw069. 66



THE NATIONAL CAMPAIGN FOR



**BETTER  
HEARING**

**JOIN THE  
MOVEMENT  
TODAY!**

Helping more people  
hear better... nationwide.

# GIVE BACK

Helping people throughout the country to hear better includes helping those in our communities that cannot afford hearing aids. Through our **Give Back Program**, we provide **free, brand-new hearing aids** to those in need.

**Help us to give back.** For every free hearing assessment completed through the Campaign for Better Hearing, **we donate \$5.00 to the Give Back Program.** You benefit from having a hearing test, while also helping someone else to benefit as well.

**Encourage your friends and family** to have their hearing tested too. There is nothing quite like the joy when someone realizes they can finally hear well.



## TEST YOUR EARS AT 60 YEARS

### Hearing loss can happen gradually.

Hearing loss is not always obvious. Often, other people may notice it before you do. Our hearing health is closely connected to our brain's health and our overall well-being. Since hearing loss becomes more prevalent as we age, we want you to be aware that untreated hearing loss can lead to health issues, such as depression, increased risk for dementia and falling and more. Take the steps needed to help protect your overall well-being by addressing hearing loss when it's detected.

Too many people wait **7 to 10 YEARS** before treating hearing loss<sup>2</sup>



### When was your last HEARING TEST?

For many people, their last hearing test was a long time ago. It's free. Schedule your test today.

### How is my hearing assessed?

Your FREE hearing assessment\* will be easy, quick and painless.

1

#### OTOSCOPY

An inspection of your ear canal will show if wax buildup is causing trouble.

2

#### BASELINE HEARING TEST

Find out which pitches and tones you hear and which you don't.

3

#### SPEECH UNDERSTANDING ASSESSMENT

Discover how well you hear and understand conversations.

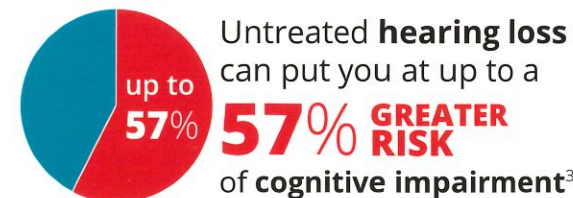
4

#### FAMILIAR VOICE TEST

Bring a friend or loved one to your appointment so we can check your understanding of the voices most important to you.

**Nearly 700** HearingLife offices across the United States are supporting the cause.

**We hope you'll join too!**



\*See office for hearing assessment details.