



## Hearing Awareness Week

1 – 7 March, 2022

**\*The below copy can be utilised across website, social media, newsletter/EDM and more.**

### Newsletter/social copy

#### Longer copy:

"It's about connecting with everyone that you see every day. For me when I got my cochlear implant, I finally realised what I had been missing out on," said Roisin, who was first fitted with hearing aids at four years old, and recently got a cochlear implant on her left side.

Hearing difficulties are a reality for 3.6 million Australians impacted by hearing loss<sup>1</sup> – which is set to double by 2060. There is also over 300 babies who are born with hearing loss each year<sup>2</sup>.

"When you stop and think about how many times a day you interact with sounds, it pretty much encompasses your entire life. Whether it be a simple conversation, watching TV or taking a phone call, it's such a huge part of our day-to-day," Roisin said.

If a loved one has any of the signs of hearing loss, give them a little nudge to get their hearing tested this Hearing Awareness Week (1 – 7 March). You can book your hearing test at [hearandsay.com.au](https://hearandsay.com.au) or phone 07 3850 2111.

#### Shorter copy:

"What I've found, people notice when you can't hear more than they notice you wearing hearing aids," said Roisin, who was first fitted with hearing aids at four years old, and recently got a cochlear implant on her left side.

If a loved one has any of the signs of hearing loss, give them a little nudge to get their hearing tested this Hearing Awareness Week (1 – 7 March). More information: [hearandsay.com.au](https://hearandsay.com.au) #HearingAwarenessWeek

### References

1 The Social and Economic Cost of Hearing Loss in Australia. (2017). Retrieved from HCIA website: [https://www.hcia.com.au/hcia-wp/wp-content/uploads/2015/05/Social-and-Economic-Cost-of-Hearing-Health-in-Australia\\_June-2017.pdf](https://www.hcia.com.au/hcia-wp/wp-content/uploads/2015/05/Social-and-Economic-Cost-of-Hearing-Health-in-Australia_June-2017.pdf)

2 Queensland Health. (2020). Screening Protocols and Guidelines 2016 V2. <https://www.childrens.health.qld.gov.au/wp-content/uploads/PDF/healthy-hearing/2017-newborn-prot-guide.pdf>