



Organisation/person welcomes Hearing Screening for Life Campaign

Organisation/person attended the launch of the Hearing Screening for Life Campaign in Parliament this week, which is calling for Hearing Screening to be brought in for everybody at the age of 65.

Hearing loss is a major public health issue affecting over 10 million people in the UK – one in six of the population. It impacts on communication, causing difficulties for people interacting with their family and friends, and can lead to social isolation and depression. It reduces the ability to access services including healthcare and can exacerbate or lead to other medical problems. In particular, new evidence suggests that there is a link between hearing loss and dementia.

Despite the difficulties it can cause, there are an estimated four million people in the UK with unaddressed hearing loss. It takes people an average of 10 years to seek help after they start noticing symptoms. By the time many people seek treatment, aged around 75, their ability to adapt and benefit from a hearing aid is greatly reduced. The number of older people in our society is growing, and the issue of unaddressed hearing loss will become increasingly prevalent unless action is taken now.

Possible quotes:

Stephen Lloyd MP said: “Hearing loss is not a glamorous issue, but age-onset hearing loss can be hugely detrimental to older people’s health and quality of life. And staging an intervention at 65 is crucial – when most people seek treatment at 75, 10 years after they first noticed signs, it is too late to develop the techniques so vital to using a hearing aid. Any later than 70 and these strategies can be too hard to develop and the hearing aid remains in the drawer. Hearing loss may not be exciting, but treating it is vital in order for millions of people to lead full and healthy lives.”

Charity(MS) said: “Living with **MS** can be difficult, but when combined with hearing loss the effects can be truly debilitating. Communicating with carers and loved ones becomes even more of a challenge, and many of the symptoms of MS make it harder to adapt later to the strategies needed to cope with hearing loss. I am very happy to support this campaign because at intervention at 65 is critical to ensuring that people with MS are able to live life to the fullest.

Charity (Dementia) said: “The links between age onset hearing loss and dementia are very clear. People with mild hearing loss have nearly twice the chance of going on to develop dementia as do people with normal hearing. The risk increases threefold for those with moderate hearing loss and fivefold for those with severe hearing loss. If age-related hearing loss can be identified early and its effects nullified, thousands of people could avoid dementia in later years.

Charity (re loneliness): One of the most devastating elements of age-onset hearing loss can be the social isolation it brings. Imagine not being able to hear and communicate with your loved ones, or describe how you feel to your doctor or carer. Undiagnosed, it can also be a real drain on your family and friends as well. A simple and cost effective way to cut through this denial and all the other debilitating effects is to have hearing screening at the age of 65.”

MP said: “the numerous other effects of age-onset hearing loss are not well known and are what make hearing loss such a debilitating condition. I was stunned to learn that there are x thousand people in the **local region**. Each one of them has a harder time talking with their family and friends, accessing vital medical care, and many will also suffer from other conditions which even harder to treat when set alongside hearing loss. I am delighted to support the Hearing Screening for Life campaign in the hope that we can help all these people in **Region**, not to mention their long-suffering loved ones.

ENDS

Notes

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Hearing screening for Life is a campaign run by a coalition of charities and campaigning organisations, led by Stephen Lloyd MP, who all recognise that unaddressed age-onset hearing loss is detrimental to the long term health and wellbeing of the people they represent, and hearing screening at 65 is the most effective way of addressing this.

The charities involved are: Age UK, Carers UK, Dementia UK, Independent Age, MS Society, Royal Voluntary Service, Action on Hearing Loss, Hearing Link and UKCoD

The campaign can be followed on Twitter using the hashtag #hearingscreening4life, and on a website to be launched soon. Until the website is up and running, the report is available online at

<https://www.dropbox.com/s/tllhmdelbr6gxn7/Hearing%20Screening%20for%20Life%20report%20FINAL.pdf?m>

For further information on the campaign, please contact Jonathon Ward on 0207 219 4922