



Press Release, February 28, 2018

Hearing care and hearing aids keep you independent!

Good news on World Hearing Day: If you have a hearing loss and use hearing aids, you have a much higher chance of keeping your independence.

March 3rd is World Hearing Day and together with the World Health Organization (WHO) the undersigned organisations make the European public aware of why hearing loss should be treated early and adequately.

Today, 52 million persons in Europe live with a hearing loss. This number will increase, mainly because we are living longer than previous generations. Untreated hearing loss has a negative effect on your personal life, for example reduced social activity and the risk of becoming more dependent on others.

Professor H el ene Amieva, a neuropsychologist and epidemiologist working at Inserm in Bordeaux (FR), has recently published a study in the Journals of Gerontology, Medical Science. This study is based on data from 3,777 persons aged 65 and older who had been followed over a 25 year period.

The study shows that persons with untreated hearing loss are at a higher risk of becoming dependent on others in their daily life. According to the study, persons with hearing loss who use hearing aids have the same chance of staying independent as persons with normal hearing.

“Our members typically have taken the step to see a hearing care professional and they use amplification, hearing aids or cochlear Implants. They all value their independence and certainly want to stay dynamic, social and smart. We encourage all who experience hearing problems, to consult a professional and to take action, so they can lead a fuller, richer and much more enjoyable life”, says Marcel Bobeldijk, President of the European Federation of Hard of Hearing People (EFHOH).

“As Europe’s population ages, the burden of untreated hearing loss is expected to increase. We must act to protect older person’s rights and promote their participation in society! Therefore, we support the World Hearing Day, and warmly welcome the initiative of the World Health Organization” says Anne-Sophie Parent, Secretary General of AGE Platform Europe.

“When listening to the specific needs of our clients, improving quality of life, is very high on the agenda. We nearly always hear that if they had known that using hearing aids would change their life in such a positive way, they would have taken this step much sooner. The theme of the World Hearing Day 2018, “Hear The Future... and prepare for it”, will hopefully help raise awareness among those who experience hearing problems that something can be done and the sooner the better for them, says Mark Laureyns, President the European Association of Hearing Aid Professionals (AEA).

“World Hearing Day is a unique occasion to highlight the importance of good hearing for everyone regardless of age. If you think that you might have a hearing problem, get your hearing checked by a certified hearing care professional. If you have a hearing loss that must be addressed, the use of modern hearing aids can and will make a big difference to your life”, says Stefan Zimmer, Secretary General of the European Hearing Instrument Manufacturers Association (EHIMA).



You can find the full article here: <https://academic.oup.com/biomedgerontology/advance-article-abstract/doi/10.1093/gerona/glx250/4783130?redirectedFrom=fulltext>

The European Federation of Hard of Hearing People (EFHOH) is a non-profit European non-governmental organisation consisting of and for the hard of hearing, late deafened persons, those living with tinnitus, hyperacusis, Ménière's disease and cochlear implants, as well as parent organisations and professional organisations. EFHOH's aim is a Europe where the hard of hearing can live without barriers and have the opportunity to participate at all levels in society. EFHOH membership currently represents 21 different countries and over 52 million hard of hearing people across the EU. www.efhoh.org

AGE Platform Europe is a European network of non-profit organisations of and for persons aged 50+, which aims to voice and promote the interests of the 190 million citizens aged 50+ in the European Union and to raise awareness of the issues that concern them most. Its work focuses on a wide range of policy areas that impact older and retired persons. These include issues of anti-discrimination, employment of older workers and active ageing, social protection, pension reforms, social inclusion, health, elder abuse, intergenerational solidarity, research, accessibility of public transport and their environment as well as new technologies (ICT). www.age-platform.eu

The European Association of Hearing Aid Professionals (AEA) was founded in 1970 as the European umbrella organisation for "Hearing Aid Professionals". It is an association of national professional organisations representing a total of 22,000 hearing care professionals in 14 countries: Austria, Belgium, France, Germany, Greece, Italy, the Netherlands, Malta, Romania, Poland, Portugal, Spain, Switzerland and the UK. AEA strives to improve the quality of hearing care services, ensure a transparent, fair and competitive market and safeguard freedom of choice in the interest of the end-user. www.aea-audio.org

The European Hearing Instrument Manufacturers Association (EHIMA) represents the six major European hearing instrument manufacturers, producing up to 90% of the hearing aids manufactured in Europe. EHIMA was founded in 1985 and its members are among the world's largest and most advanced hearing aid manufacturers. Members of EHIMA develop, manufacture and market hearing instruments on a large scale in one or more countries in Europe as well as exporting their products worldwide. www.ehima.com