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**The American Academy of Audiology Celebrates**

**March 3, World Hearing Day**

Hearing loss in the U.S. has reached record numbers

**RESTON, Va., March 1, 2023—**In 2007, the World Health Organization designated March 3 as [World Hearing Health Day](https://www.who.int/news-room/fact-sheets/detail/deafness-and-hearing-loss) in order to raise awareness to the growing numbers of those suffering from hearing loss and the importance of hearing health care. The World Health Organization projects that 2.5 billion people will have some degree of hearing loss by 2050 and at least 700 million will require hearing rehabilitation.

The [American Academy of Audiology](http://www.audiology.org) is committed to increasing awareness of the consequences of untreated hearing loss, while educating the public and other healthcare providers regarding the diagnosis, prevention and treatment of hearing loss. “The health problem of hearing loss is often unrecognized in U.S. adults, adolescents and children and it can lead to a long list of associated challenges including depression, isolation, academic delays, impaired communication, falls and cognitive decline. We are grateful that this awareness day was created to shine a light on the significance of hearing as part of our overall health and the importance of optimizing it for a lifetime,” said Virginia Ramachandran, Au.D., Ph.D., president of the American Academy of Audiology. Ramachandran is also head of audiology at Oticon, Inc.

As the baby boomer population ages, more Americans are facing hearing health challenges. [According to the NIH NIDCD](https://www.nidcd.nih.gov/health/statistics/quick-statistics-hearing), approximately 15 percent of American adults aged 18 and older (37.5 million) report some trouble with hearing. While age is still the greatest factor in hearing loss, many younger people also experience reduced hearing due to exposure to occupational and recreational noise.

“Audiologists are the experts in hearing health,” explained Ramachandran. “Anyone having difficulty hearing, or whose family, friends or co-workers have told them they suspect they have difficulty hearing, should see an audiologist. The audiologist will thoroughly assess the individual’s hearing and understanding ability through a series of tests and if there is the opportunity to improve hearing ability, will then discuss available options.”

Some signs of hearing loss may include:

* Needing to turn up the volume of the television, radio, or stereo and having other family members complain that the volume is too loud.
* Difficulty understanding people speaking to you and asking people to repeat themselves.
* Difficulty with phone conversations and understanding the other person.
* Feeling like people are mumbling or not speaking clearly.
* Sudden inability to hear the doorbell, the dog barking, and other household sounds.
* People telling you that you speak too loudly.
* Ringing in the ears.

School-aged children with hearing loss will sometimes exhibit poor school performance because they can’t understand the teacher assignments or classroom interactions. If hearing loss has been present from a young age, they often don’t recognize the loss and can’t identify the problem.

It’s important to know that while common, hearing loss is not typical and is not something that has to be tolerated. Audiologists can improve your hearing and your quality of life and sooner intervention is better than later.

For more information or to locate an audiologist, click [here](https://www.audiology.org/consumers-and-patients/) or visit [www.audiology.org](http://www.audiology.org).

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The American Academy of Audiology is the world's largest professional organization of, by and for audiologists. Representing the interests of audiologists and future audiologists nationwide, the Academy is dedicated to providing quality hearing care services through professional development, education, research, and increased public awareness of hearing and balance disorders. For more information, visit [www.audiology.org](http://www.audiology.org).