

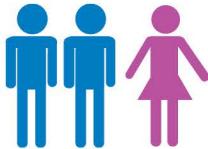
# AGING RISK AWARENESS



# HEARING HEALTH DECISIONS

IT IS ESTIMATED THAT NEARLY 25% OF THOSE AGED 65-74 AND 50% OF THOSE 75 & OLDER HAVE **DISABLING HEARING LOSS**.<sup>[1]</sup>

## DID YOU KNOW?

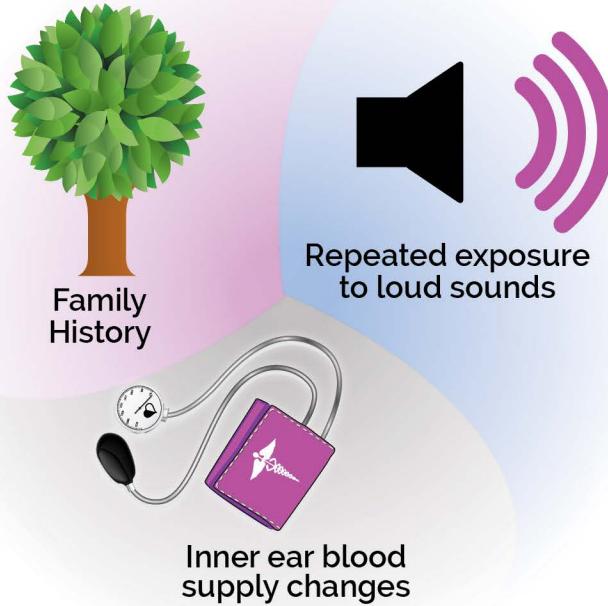


Age-related hearing loss affects more men than women<sup>[2][3]</sup> and is permanent, but treatable with hearing devices.



## RESEARCH INDICATES

Possible causes may include...



...damage to your ear's tiny hair cells that help you hear may lead them to die.

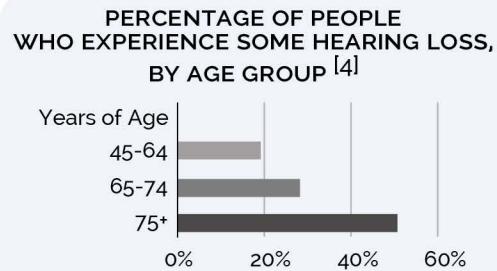
**TALK TO YOUR CARING DOCTORS:** Share honest feedback with your health care professionals about daily hearing problems as well as family and medical history.

## GET ANNUAL EVALUATIONS TO DISCOVER:

- If you have hearing loss or are at risk.
- The type of hearing loss you may have.
- How your hearing health and quality of life can be improved.

## OUR EXPERT ADVICE CAN HELP!

To learn more, please visit: [www.ncoa.org](http://www.ncoa.org)



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[1] <http://www.nidcd.nih.gov/health/statistics/Pages/quick.aspx #5> [2] Cruickshanks, *et al.*: The Epidemiology of Hearing Loss Study, *American Journal of Epidemiology* 1998 [3] Helzner, *et al.*: Race and sex differences in age-related hearing loss: the Health, Aging and Body Composition Study, *Journal of the American Geriatrics Society* 2005 [4] <http://www.nidcd.nih.gov/health/statistics/Pages/quick.aspx>