

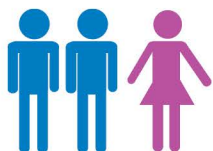
# AGING RISK AWARENESS



# 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?

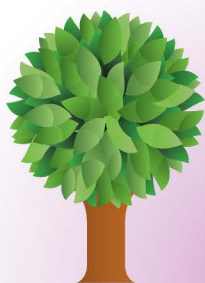


Age-related hearing loss affects more men than women<sup>[2][3]</sup> and is permanent, but treatable with hearing devices.



### RESEARCH INDICATES

Possible causes may include...



Family History



Repeated exposure to loud sounds



Inner ear blood supply changes

...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.

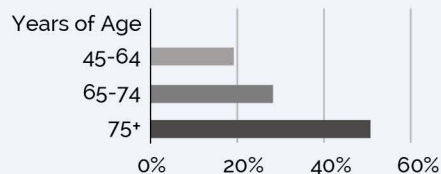
### GET ANNUAL EVALUATIONS TO DISCOVER:

- 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)

PERCENTAGE OF PEOPLE WHO EXPERIENCE SOME HEARING LOSS, BY AGE GROUP <sup>[4]</sup>



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<sup>[1]</sup> <http://www.nidcd.nih.gov/health/statistics/Pages/quick.aspx#5> <sup>[2]</sup> Cruickshanks, *et al*: The Epidemiology of Hearing Loss Study, *American Journal of Epidemiology* 1998 <sup>[3]</sup> 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 <sup>[4]</sup> <http://www.nidcd.nih.gov/health/statistics/Pages/quick.aspx>