



To play it safe, get life back in balance.

RISK OF FALLS AWARENESS



HEARING HEALTH DECISIONS

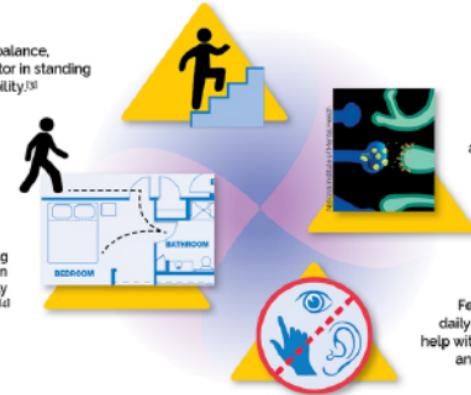
67% OF EMERGENCY ROOM VISITS BY ADULTS AGES 65-85* ARE FOR FALLS.^[1]
FALLS ARE THE LEADING CAUSE OF **INJURY-RELATED DEATHS** FOR ADULTS AGES 65+.^[2]

DID YOU KNOW?

Poor hearing may increase the risk of falls and injuries which can reduce mobility, ability to perform daily activities and life expectancy.

Research indicates reasons why hearing loss can increase the risk of falls. Those with hearing challenges may have:

Poorer postural balance, an important factor in standing and walking stability.^[3]



Shared pathways between hearing and balance-related brain structures.

Fewer sensory cues in daily surroundings which help with spatial orientation and hazard avoidance.

An ounce of prevention is worth a pound of cure...

As hearing loss may increase the risk of falls, with negative impact on quality of life and longevity, it is vital to get an expert consultation. With timely evaluation and trusted advice, those at risk will be better able to make well-informed decisions.

[1] CDC/NCHS, National Hospital Ambulatory Medical Care Survey, 2009-2010 [2] http://www.msc.org/Injury_Facts_2010 [3] Kaneocho, R., et al. The contribution of hearing to normal balance. *The Journal of Laryngology and Otology* 2012;126(1):16-19. Anne, et al. Hearing as a Predictor of Falls and Postural Balance in Older Female Twins. *www.ncbi.nlm.nih.gov*

