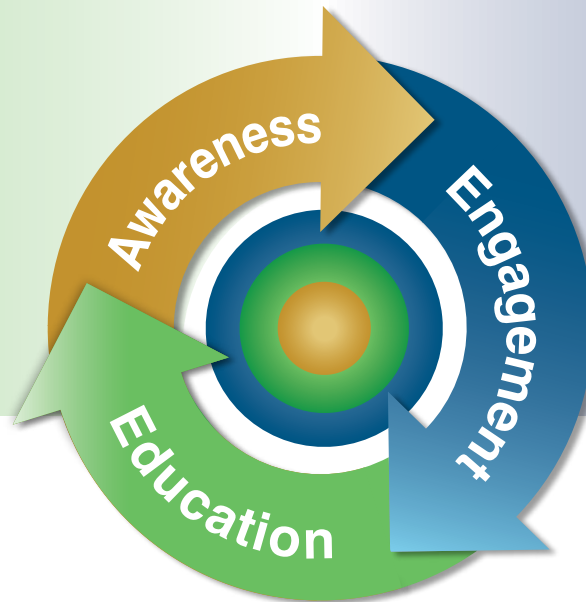


# Amplify Your Influence by design with



# Social Media Matters

Did You Know?



Communicate Well

## Facts

1. Every second there are 20,000 people on Facebook. This means in just 18 minutes there are 11 million users on Facebook. <sup>1</sup>
2. 1.66 billion people on average log onto Facebook daily and are considered Daily Active Users (Facebook DAU) for December 2019. This represents a 9 percent increase year-over-year. <sup>1</sup>
3. 79% of all users are accessing Facebook from their mobile. <sup>2</sup>
4. There are 745 million daily mobile users. <sup>2</sup>
5. People share 1.3 million pieces of content on Facebook every minute of every day. <sup>2</sup>
6. 31% of US senior citizens are on Facebook. <sup>2</sup>
7. Highest traffic occurs mid-week between 1 to 3 pm. <sup>1</sup>
8. There are 100,000 friend requests every 10 minutes. <sup>2</sup>
9. There are 500,000 Facebook “likes” every minute. <sup>2</sup>
10. One in five page views in the United States occurs on Facebook. <sup>1</sup>

<sup>1</sup> <https://zephoria.com/top-15-valuable-facebook-statistics/> 3/6/20

<sup>2</sup> <https://www.jeffbullas.com/21-awesome-facebook-facts-and-statistics-you-need-to-check-out/>

## Targeted advertising

1.6 billion people worldwide are connected to a small business on Facebook.

With different levels of advertising, you can adjust your target audience to be as broad or well-defined as you like, based on the following criteria:

• Location • Demographics • Interests • Behavior • Connections

# Educate Well Monthly

JANUARY						
S	M	T	W	T	F	S
			1	2		
5	6	7	8	9		
12	13	14	15	16		
19	20	21	22	23		
26	27	28	29	30		

VISION LOSS

FEBRUARY						
S	M	T	W	T	F	S
2	3	4	5	6	7	
9	10	11	12	13	14	
16	17	18	19	20	21	
23	24	25	26	27	28	

HEART DISEASE

MARCH						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

KIDNEY DISEASE

APRIL						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

OTOTOXICITY

MAY						
S	M	T	W	T	F	S
4	5	6	7	8	9	
11	12	13	14	15	16	
18	19	20	21	22	23	
25	26	27	28	29	30	

BETTER HEARING & SPEECH

JUNE						
S	M	T	W	T	F	S
2	3	4	5	6		
9	10	11	12	13		
16	17	18	19	20		
23	24	25	26	27		
30						

DEMENTIA



**DID YOU KNOW?**  
**WELLNESS WEDNESDAYS™**

48 Vital Messages



JULY						
S	M	T	W	T	F	S
			1	2		
5	6	7	8	9		
12	13	14	15	16		
19	20	21	22	23	24	25
26	27	28	29	30	31	

NOISE-INDUCED HEARING LOSS

AUGUST					
S	M	T	W	T	F
2	3	4	5	6	7
9	10	11	12	13	14
16	17	18	19	20	21
23	24	25	26	27	28
29	30	31			

COGNITIVE DECLINE

SEPTEMBER						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

RISK OF FALLS

OCTOBER						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

DEPRESSION

NOVEMBER					
M	T	W	T	F	S
2	3	4	5	6	7
9	10	11	12	13	14
16	17	18	19	20	21
22	23	24	25	26	27
29	30				

DIABETES

DECEMBER						
T	W	T	F	S		
1	2	3	4	5		
8	9	10	11	12		
15	16	17	18	19		
20	21	22	23	24	25	26
27	28	29	30	31		

TINNITUS

Raise Awareness Weekly

# DID YOU KNOW? WELLNESS WEDNESDAYS™

## Virtual Introduction

In the spirit of “Better Hearing is Better Healthcare,”  
we’re pleased to introduce...

### “Wellness Wednesdays.”

Please visit weekly to learn more about how hearing relates  
to common medical conditions and share  
educational information with those  
in your circle of life.



**Learn More, Live Better**



# DID YOU KNOW? WELLNESS WEDNESDAYS™

## Q3 Awareness Quartet July | NIHL

**NIHL\***  
RISK  
AWARENESS

**HEARING**  
HEALTH  
DECISIONS

**DID YOU KNOW?**

**Approximately:**

- 26 million Americans have hearing loss that may have been caused by exposure to noise
- 22 million US workers are exposed to potentially dangerous noise levels at work

**\*Noise-Induced Hearing Loss**  
LEARN MORE  
soundadvicewebsite.com

**Sound Advice**  
Hearing Aid Center

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**Week 1:** Medical condition, prevalence and trends

**NIHL\***  
RISK  
AWARENESS

**HEARING**  
HEALTH  
DECISIONS

**DID YOU KNOW?**

dB	Duration*
127	1 second
124	3 seconds
118	14 seconds
115	28 seconds
112	56 seconds
109	~2 min
106	~4 min
103	~7 min
100	15 min
97	30 min
94	1 hr
91	2 hrs
88	4 hrs
85	8 hrs

Noise-induced hearing loss may be caused by:

- How loud the noise is (dB)
- How long you hear the noise (duration)

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**Week 2:** Comorbidity relationship with hearing loss

**NIHL\***  
RISK  
AWARENESS

**HEARING**  
HEALTH  
DECISIONS

**\*Noise-Induced Hearing Loss**

**What is a decibel?**

A decibel (dB) is a unit of sound measurement. The scale goes from the faintest sound a human ear can detect (0 dB) to the noise at a rocket pad during launch (over 180 dB).

**Normal Conversation**  
60 dB

**Power Lawn Mower**  
90 dB

**How can noise damage my ears?**

**110 dB** Regular exposure longer than 1 minute risks permanent hearing loss.

**85 dB** Prolonged exposure to any noise at or above can cause gradual hearing loss.

**Chainsaw**  
110 dB

**Jet Engine**  
140 dB

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**Week 3:** Research Indicates...

**NIHL\***  
RISK  
AWARENESS

**HEARING**  
HEALTH  
DECISIONS

Know which noises can cause damage (those at or above 85 dB).

- Protect the ears of children too young to protect their own.
- Wear earplugs or other protective devices.
- Have your hearing screened if you think you might have hearing loss.
- Have an expert hearing screening on a consistent or as-needed basis.

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**Week 4:** How we help

# DID YOU KNOW? WELLNESS WEDNESDAYS™

## Q3 Awareness Quartet August | Cognitive Decline

**COGNITIVE  
DECLINE RISK  
AWARENESS**



**HEARING  
HEALTH  
DECISIONS**



A 25-year study shows **hearing aid use** may reduce progression of cognitive decline in older adults.

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Hearing Aid Center

**Week 1:** Medical condition, prevalence and trends

**COGNITIVE  
DECLINE RISK  
AWARENESS**



**HEARING  
HEALTH  
DECISIONS**

### DID YOU KNOW?

The brain's **auditory cortex** performs vital hearing functions. Using your hearing, just like exercising a muscle, makes it stronger and more effective.



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**Week 2:** Comorbidity relationship with hearing loss

**COGNITIVE  
DECLINE RISK  
AWARENESS**

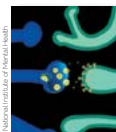


**HEARING  
HEALTH  
DECISIONS**

### RESEARCH INDICATES

Reduced hearing stimulation, particularly high frequency, is associated with changed brain structure and reduced gray matter (brain) volumes in key sensory areas such as the auditory cortex.

How individual differences in sensory ability influence brain resource allocation between hearing and vision-related tasks.



Atrophy of functional brain pathways can negatively impact hearing ability and speech comprehension.

Those with hearing loss have accelerated rates of cognitive decline and increased risks of dementia as compared to individuals with normal hearing.

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**Week 3:** Research Indicates...

**COGNITIVE  
DECLINE RISK  
AWARENESS**



**HEARING  
HEALTH  
DECISIONS**

### THE SOONER, THE BETTER!

As hearing loss can be gradual, many delay necessary testing. Timely evaluation keeps you or your loved ones informed about auditory issues, such as high frequency loss, which can increase cognitive decline's risk and rate.



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**Week 4:** How we help



# DID YOU KNOW? WELLNESS WEDNESDAYS™

## Q3 Awareness Quartet September | Risk of Falls

**RISK OF FALLS**  
AWARENESS



**HEARING**  
HEALTH  
DECISIONS



**67% of Emergency Room visits** by adults age 65+ are for falls, which are the leading cause of **injury-related deaths** for this age group.

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**Week 1:** Medical condition, prevalence and trends

**RISK OF FALLS**  
AWARENESS



**HEARING**  
HEALTH  
DECISIONS

**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.




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**Week 2:** Comorbidity relationship with hearing loss

**RISK OF FALLS**  
AWARENESS




**HEARING**  
HEALTH  
DECISIONS

**RESEARCH INDICATES** reasons why hearing loss can increase the risk of falls. Those with hearing challenges may have:



Poorer balance and less stability



Reduced spatial orientation due to fewer sensory cues.


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**Week 3:** Research Indicates...

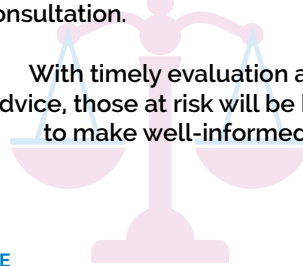
**RISK OF FALLS**  
AWARENESS



**HEARING**  
HEALTH  
DECISIONS

**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.

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**Week 4:** How we help

# Raise Awareness In Practice

## BETTER HEARING, BETTER COMMUNITY



### SHARING IS CARING

1. Go to Facebook.com and search for Sound Advice Hearing Aid Center *or*
2. Go to our website and click on 
3. Post your comments



*By posting kind words on our page,  
you will help others to  
better experience the  
joy of hearing.*

*We appreciate you!*



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click  on our website.



Follow us to learn more and  
join our online family!

8.5" x 11" slip sheet display with card holder

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## BETTER HEARING, BETTER COMMUNITY

Please share on our Facebook page how  
we have improved your  
quality of life!

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Front & back of 3.5" x 2" cards

