



Sound NEWS

Volume 16, Issue 2 • Summer 2022

5 Myth-Busting Facts About Hearing

“Are hearing aids cost-prohibitive?” “Do I have to live with profound hearing difficulties?” It can be challenging to sort fact from fiction, so we’re breaking down a few myths about hearing.

Myth: Hearing loss isn’t a major issue.

Fact: With its effect on communication and links to other health issues, hearing loss is definitely a significant concern. It’s a **top chronic health condition in both the U.S. and Canada**, and the World Health Organization estimates it will affect over 700 million people by 2050.

Myth: Hearing aids aren’t affordable.

Fact: On the contrary, solutions such as financing, potential insurance coverage, and diverse budget-friendly technology levels **make today’s sophisticated hearing aids way more accessible than you may think.**

Myth: Everyone will see I’m wearing a hearing aid.

Fact: Spotting a hearing device is tougher than ever. They’re pretty small — some nearly invisible. With styles that fit in the ear canal or snugly behind the ear, plus colors to match individual preferences, **it’s easy to hear confidently and discreetly.**

Myth: That ringing in my ears isn’t really happening — after all, no one else can hear it.

Fact: If you perceive a ringing, clicking, or whistling in your ears, it could be tinnitus. Tinnitus is **often tied to underlying potential medical conditions**, such as hearing loss, but it may be managed with sound or behavioral therapies and hearing devices.

Myth: There’s no help for my serious hearing loss.

Fact: **Most hearing problems can be effectively managed** with hearing aids expertly recommended for the specific level of hearing loss. In other cases, such as a severe to profound hearing loss or single-sided deafness, an implantable device may be a solution.

Have a question about hearing? You can count on our knowledgeable team.

Centers for Disease Control and Prevention. Morbidity and Mortality Weekly Report: Hearing Impairment Among Noise-Exposed Workers — United States, 2003-2012. <https://www.cdc.gov/mmwr/volumes/65/wr/mm6515a2.htm>. Accessed Feb. 11, 2022. **Statistics Canada.** Health Reports: Unperceived Hearing Loss Among Canadians Aged 40 to 79. <https://www150.statcan.gc.ca/n1/pub/82-003-x/2019008/article/00002-eng.htm>. Accessed Feb. 11, 2022. **World Health Organization.** Deafness and Hearing Loss. <https://www.who.int/news-room/fact-sheets/detail/deafness-and-hearing-loss>. Accessed Feb. 11, 2022.

5 Signs of a Hearing-Friendly Restaurant

Sights and sounds are part of the fun when dining out. So we love when restaurants go the extra mile with ways to help you communicate while enjoying good eats:

1. Comfortable seating away from the kitchen & other noisy spots
2. Background music that stays below the 85-decibel danger zone
3. Clear lighting for lipreading & catching facial expressions
4. Cushy carpeting, upholstered seating & other soundproofing furnishings
5. Dine al fresco. Outdoor seating often provides a quieter and more intimate environment for conversation

5 Tips for Communicating With Confidence

1. **COACH LOVED ONES.** Most people without hearing loss never learned how to effectively communicate with someone who has hearing difficulty. They'll appreciate the input.
2. **BE STRATEGIC.** Choose a spot with good light (for lipreading) that's away from any music and isn't surrounded by people.
3. **TURN IT DOWN.** TV, radio, and other sounds can get in the way of the conversation, so be sure to limit background noise.
4. **LOOK AT THE PERSON SPEAKING.** Some of today's tech focuses on sounds in front and filters out noise elsewhere.
5. **ASK FOR REPHRASING.** The most common hearing loss type involves loss of clarity — not volume. If you miss something, ask the speaker to rephrase it.

Breaking Hearing Loss Stigmas

Living with a hearing loss can be difficult. You may have a hard time explaining how and why life changed when you began to lose your hearing, but speaking up is often empowering. **We can help guide you through those conversations.**

Research reveals that concealing hearing loss can cause problems in your social or professional life, while being honest about it gives others a chance to sympathize and accommodate. Plus, communication increases your chances of finding a support network.

To be a successful advocate, openness is essential. Communicate fully and have the confidence to request transparency from others. Good advocates are patient and gracious toward those who help their cause.

And don't forget to remind your physician that hearing screenings are important because they provide a window into your overall health. By bringing this to their attention, who knows who else you'll be helping?



Best Summer Ever!

Soak Up the Sounds of the Season

Summer is all about adventure — whether you're on vacation or in your backyard. So **we're here to help you embrace every moment without missing a beat**, and that includes being able to fully enjoy the sounds you love:

Whether you use traditional or rechargeable hearing devices, staying powered is key. Need more batteries or want a convenient extra charger to take on the road? We can help with that and catch you up on the latest fun accessories to further enhance your technology.

Crack! Snap! Bang! From concerts to fireworks, some of the sounds of summer can reach the danger zone (85 decibels or higher) of harmful noise levels. Whether you need custom hearing protection or just tips on looking out for the whole family's hearing health, you can count on our help.

As temperatures and humidity levels increase, so can perspiration, which could affect your hearing technology. Ask us about dehumidifiers and other tips for keeping moisture away from your devices and their batteries.

Changing wax guards. Keeping hearing aids clean. Pairing your devices with compatible smart-home technology. We enjoy sharing all the empowering DIY tips and tricks that can help you or a loved one hear better wherever you are.

Together, let's make this the best summer ever. Have questions, need help with your hearing technology, or haven't had a hearing checkup in quite a while? Don't wait. Call our knowledgeable professionals today!

Sincerely,

Your caring team at Humboldt Audiology



HumboldtAudiology^{PC}

Hear what you've been missing.


Your Experts in Hearing Care



Trisha Ostermeier, *Au.D.* • Ashley Potter, *Au.D.* • Matthew Stuart, *Audiology Assistant*
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