



PRESS RELEASE

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Don't let your hearing put you at risk of dementia

MANY adults don't get their hearing checked in the UK, even when they think there might be something wrong, as they worry about wearing hearing aids or seeming old¹. While this decision can affect their quality of life and lead to social isolation, research shows that the price could actually be far higher and with wider health implication, as hearing loss has been linked to dementia. That is why, this Dementia Action Week (May 20 - 26), Specsavers is raising awareness of the importance of getting your hearing checked.

There is evidence that suggests people with mild hearing loss are twice as likely to develop dementia. If you have a moderate hearing loss it rises to three times as likely and someone with a severe to profound loss is five times more likely².

But while hearing loss can often be a result of age, research shows the increased risk of dementia was not found in those using hearing aids³. That is why it is so important not to suffer in silence and take action if you notice deterioration.

¹ Specsavers Manity research 2018

² <https://www.actiononhearingloss.org.uk/live-well/our-community/our-blog/why-and-how-are-dementia-and-hearing-loss-linked/>

³

https://www.alzheimers.org.uk/news/article/302/study_confirms_the_link_between_hearing_loss_and_dementia_in_older_adults

Gordon Harrison, Specsavers chief audiologist, says: 'It takes on average 10 years for someone to seek help for hearing loss, what many people don't realise is that a hearing test can flag up other health conditions.'

'Having your hearing tested could be a simple step to ensure you are taking care of your ear health, and in turn, could reduce your chance of developing dementia.'

'Sometimes it can be sudden, but more often than not hearing loss happens gradually and you may not notice it at first, therefore it is worth getting your hearing tested every two years once you reach 55 – it may do more for your health than you realise.'

To find out more or to book a test visit www.specsavers.co.uk/hearing

-ENDS-

Issued by Beattie Communications on behalf of Specsavers

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Specsavers notes to editors

- Specsavers is a partnership of almost 2,000 locally-run businesses throughout the world -all committed to delivering high quality, affordable optical and hearing care in the communities they serve.
- Each store is part-owned and managed by its own joint venture partners who are supported by key specialists in support offices
- More than 28 million customers used Specsavers in 2014 and the partnership had a turnover of more than £2bn.
- More than one in three people who wear glasses in the UK buy them from Specsavers.
- Specsavers is a champion of the National Health Service – of its 19.2m customers in the UK, 60% are from the NHS and the company is the largest provider of free NHS digital hearing aids
- Specsavers supports several UK charities and is in partnership with RNIB for a public awareness campaign to transform the nation's eye health.