(INSERT YOUR PRACTICE LOGO)

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FOR IMMEDIATE RELEASE Contact: (NAME AND CONTACT EMAIL)

Protect Your Hearing with PITCH-Perfect Hearing Health Habits

YOUR CITY, STATE -- Hearing loss affects more than 48 million Americans of all ages, including some 15% of school-aged children who have some degree of hearing loss.

Protect Your Hearing Month and Audiology Awareness Month, celebrated throughout October of each year, offer an important opportunity to encourage self-protective behaviors and early intervention to prevent and treat hearing loss.

The enclosed hearing health brief, “[Protecting Your Hearing with PITCH-Perfect Hearing Health Habits](https://www.audiologist.org/_resources/documents/publications/issue-briefs/Issue-Brief-PITCH-Perfect-Hearing-Habits.pdf)” released by the Academy of Doctors of Audiology (ADA), outlines PITCH-perfect hearing health habits to help people optimize their hearing over a lifetime. PITCH incorporates four simple principles: **P**rotect, **I**nvestigate, **T**reat and **Ch**eck.

“As it turns out, one of the greatest threats to hearing can be sound itself,” explains (INSERT FIRST NAME, LAST NAME, DEGREE, e.g., Joe Smith, Au.D.), who operates an audiology clinic in (insert your practice location, e.g., Portage, Michigan). “Therefore, the first and most important healthy hearing habit is to protect your hearing from exposure to loud noise.”

When it comes to hearing loss, an ounce of prevention is definitely worth a pound of cure. According to the Centers for Disease Control (CDC), approximately 5.2 million children/adolescents aged 6-19 years have noise-induced hearing loss and as many as 40 million adults aged 20-69 have suffered permanent damage to their hearing from noise exposure.

“The good news is that noise-induced hearing loss is 100 percent preventable,” said Dr. (LAST NAME). “Hearing conservation is inexpensive, and anyone, even a small child can readily learn to protect themselves from a noise overdose.”

In addition to taking action to prevent hearing loss, the ADA also stresses the importance of investigating hearing problems right away, especially if you experience any of the following conditions: pain or discomfort in the ear; visible deformity of the ear; acute or chronic dizziness; suspected foreign body or object in the ear; drainage from the ear; sudden or rapidly progressive hearing loss; and unilateral (one-sided) hearing loss.

Dr. (LAST NAME) agrees. “When it comes to hearing loss, it is never a good idea to take a wait-and-see approach. Call your audiologist and get in for an assessment as soon as possible.”

Treating hearing problems promptly is fundamental for health and quality of life. Despite common misperceptions, hearing loss treatment does not always involve hearing aids, nor is treatment necessarily expensive. Audiologists provide a wide-range of rehabilitative solutions and counseling options that will optimize your hearing, and meet your lifestyle and budgetary needs.

“Untreated hearing loss poses serious secondary health risks, including an increased risk of falls, depression, social isolation, and cognitive decline,” said Dr. ( LAST NAME). “Your brain actually has to work harder to compensate for hearing loss, which can lead to fatigue, confusion, and irritability. A prolonged hearing deficit can affect your brain’s ability to decode sounds so that they can be comprehended, making successful aural rehabilitation much more difficult.”

Regular audiologic check-ups are the best way to keep your hearing healthy over your lifetime. The American Academy of Pediatrics recommends a hearing screening at birth; at ages 4, 5 and 6, years; an assessment using audiometry between 11 and 14 years; between 15 and 17 years; and between 18 and 21 years. ADA recommends that adults receive a baseline audiologic evaluation, and hearing loss prevention counseling at least every five years, beginning at 20 years of age, and annually beginning at 50 years of age. Those involved in professional or recreational pursuits that involve noisy environments (e.g. aviation, construction, entertainment and sporting venues, manufacturing, mining, military operations, and farming) are at highest risk for noise exposure, and should be tested annually, or at intervals determined by an audiologist, or required by law.

Use the PITCH principles to protect hearing, investigate and treat problems, and to get regular audiologic exams, to maintain healthy hearing throughout your life.

About (PRACTICE NAME)

Insert a paragraph about your practice

**About the Academy of Doctors of Audiology**

The Academy of Doctors of Audiology is dedicated to best clinical and business practices in the provision of audiologic care. For more information, visit [www.audiologist.org](http://www.audiologist.org).

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