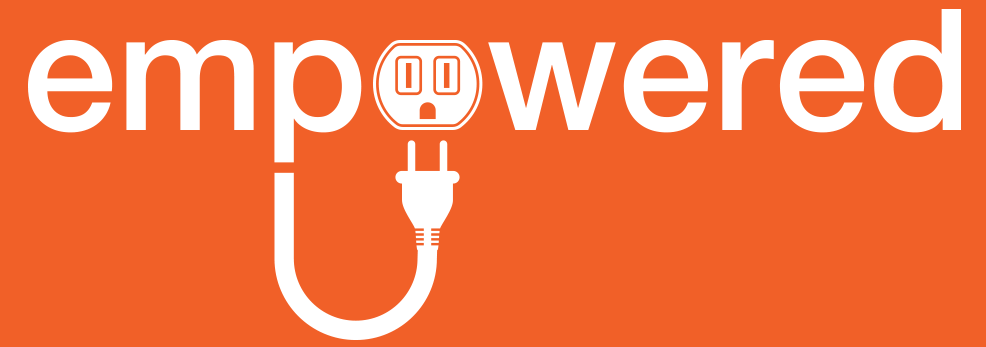




Lifestyle Medicine Toolkit

Sheena Burks, AuD, MBA



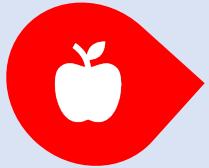
SEPTEMBER 25-28, 2025 • WASHINGTON HILTON HOTEL, WASHINGTON, DC

Bridging Lifestyle Medicine & Hearing Health



Audiologists: Uniquely positioned to integrate hearing health into lifestyle medicine

Audiologists' Role in Lifestyle Medicine



Optimal Nutrition

- Metabolic health impacts hearing
- Diet linked to inner ear function



Stress Management

- Noise & tinnitus elevate stress
- Hearing solutions improve coping



Physical Activity

- Vestibular care prevents falls
- Improves mobility, balance, and safety



Social Connectedness

- Hearing support reduces isolation
- Promotes engagement & healthy relationships



Restorative Sleep

- Untreated hearing loss disrupts sleep
- Tinnitus linked to poor rest



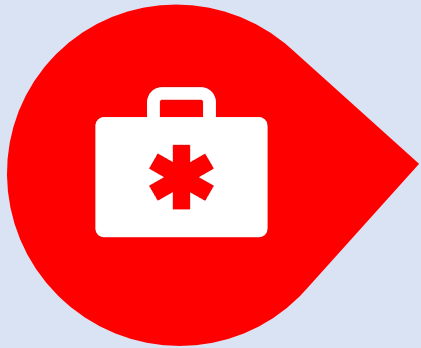
Risky Substance Avoidance

- Link between smoking and hearing loss
- Awareness of ototoxic substances

Hearing health touches every part of wellbeing—audiologists help tie it all together!

Introducing Your Lifestyle Medicine Toolkit

Brought to you by Signia and ADA



A comprehensive resource package designed to help audiologists:

- Position yourself as the go-to **hearing health experts** for lifestyle medicine practices (LMPs)
- Effectively market your **specialized services** to medical professionals
- Educate LMPs on **critical hearing health topics**, including:
 - ✓ Hearing health's role in overall wellness
 - ✓ Comorbidities and interconnected health conditions
 - ✓ Prevention strategies and protocols
 - ✓ Early intervention approaches and benefits

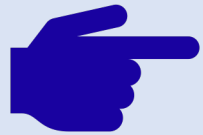
FREE TO ADA Members or Signia Customers!

Your Lifestyle Medicine Toolkit

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What's Included?



- **Program presentation** including a guide and a brochure leave-behind for engaging Lifestyle Medicine Partners (LMP)
- 8 ready-to-use **Hearing Health flyers** for LMPs and their patients
- 1 **Risk Checklist** sheet
- ✓ All toolkit materials are **customizable to include your practice branding**
- ✓ Supports practice outreach and referral conversations
- ✓ Designed to build partnerships with lifestyle medicine professionals and help grow your practice!

What's in your toolkit?



Flyer 1

LIFESTYLE MEDICINE AND AUDIOLOGY | ONE







Optimal Nutrition and Hearing Health

Hearing loss ranks as the third most prevalent disability in the US. Hearing loss significantly impacts individuals and society. The World Health Organization estimates approximately one-third of hearing losses are caused by preventable factors. Diet and nutrition are two such factors that have garnered recent attention.

1

An inflammatory dietary pattern — one high in processed sugars, refined carbohydrates, unhealthy fats, and red and processed meats — significantly increases risk of hearing loss.

A cross-sectional and randomization analysis found that an inflammatory diet significantly increases risk of sensorineural hearing loss. Conversely, a fish-rich, Mediterranean-style diet was protective, potentially acting as an inner gut-ear modulator of inflammation and cochlear blood flow. (Wang et al 2024).

2

Ultra-processed food intake increases the risk of age-related hearing loss.

A U.S. cross-sectional study of 1,075 adults over age 50 showed that those within the highest quartile of ultra-processed food consumption had approximately 2.8 × greater odds of high-frequency hearing loss compared to the lowest quartile, after adjusting for confounders. (Fu et al, 2024).

3

Nutritious foods protect against age-related hearing loss.

A metaanalysis of 33 observational studies revealed inverse associations between intake of certain nutrients — vitamin B, carotene, carotenoids, protein, fiber, fish, and fat — and risk of hearing loss. These nutrients appear to act as a protectant against hearing loss as people age. (Lu et al 2025).

4

Diet quality in adults over the age of 50 is associated with hearing health

Adults over age 50 with higher Mediterranean Diet Scores — indicating greater intake of fruits, vegetables, fish, legumes, etc. — showed significantly lower odds of high-frequency hearing loss. (Huang, et al 2020).

5

Calcium and magnesium dietary supplements are associated with better hearing.

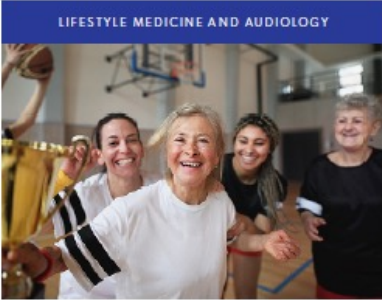
A study of older adults (≥70 years) found that higher dietary intakes of calcium and magnesium, as well as their combined intake, were associated with lower odds of both low-frequency and speech-frequency hearing loss — with ever lower odds at higher intake levels. (Wei, 2023).

KEY POINTS

Diets rich in fish, antioxidants, fiber, lean protein, calcium, and magnesium are consistently associated with reduced risks of age-related or sensorineural hearing loss. Ultra-processed or inflammatory dietary patterns, high in sugars, refined carbs, and added fats, are linked to greater risk.

Flyer 2

LIFESTYLE MEDICINE AND AUDIOLOGY





Physical Activity and Hearing Health

Hearing loss ranks as the third most prevalent disability in the US. Hearing loss significantly impacts individuals and society. The World Health Organization estimates approximately one-third of hearing losses are caused by preventable factors. Recent research indicates that one such factor, physical activity level, is related to hearing loss.

1

Active people tend to have better hearing

A prospective cohort of 27,537 adults (age 20-80) followed over ~6 years found those reporting moderate and high leisure-time activity had lower risk of objectively measured hearing loss vs. inactive individuals. High activity (≥525 MET-min/week) reduced incidence by ~13%. (Kawakami, et al 2022).

2

People in better condition tend to have better hearing

In 21,907 participants, followed over approximately 6 years, those with better muscular and physical performance — especially vertical jump height and single-leg balance — had a lower incidence of hearing loss. Mechanisms may include enhanced vascular, inflammatory, and neural health in the cochlea. Kawakami, Ryoko et al. (2021).

3

Hearing loss in older adults is linked to hearing loss

Using accelerometer data, researchers found that hearing loss in older adults is independently associated with lower levels of moderate-to-vigorous and light physical activity, a more sedentary lifestyle, and more fragmented activity. Mild and moderate hearing loss corresponded to patterns typically seen in individuals 6 and 7 years older, respectively. (Kuo, et al 2021).

4

Hearing loss may be a harbinger of a decline in physical activity

Individuals reporting hearing loss experienced faster declines in physical activity over time, indicating a bidirectional relationship where hearing decline precedes reduced activity. (Goodwin et al 2023).

5

Hearing aids alone may improve communication in everyday listening but they do not automatically increase physical activity in older adults unless paired with additional supportive strategies from an audiologist.

A 3-year randomized trial compared a hearing intervention (e.g., hearing aids/rehab) with general health education. The intervention did not significantly alter rates of moderate-to-vigorous activity, walking, or TV viewing. This suggests that hearing improvement alone may not be enough to change activity levels without additional behavior change strategies. (Martinez-America et al 2025).

5 facts about the relationship between physical activity and hearing health.

1

Active people tend to have better hearing

2

People in better condition tend to have better hearing

3

Hearing loss in older adults is linked to hearing loss

4

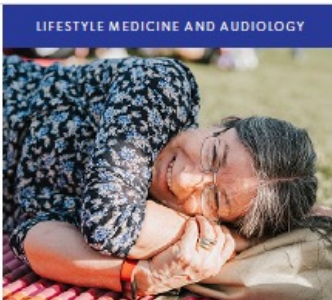
Hearing loss may be a harbinger of a decline in physical activity

5

Hearing aids alone may improve communication in everyday listening but they do not automatically increase physical activity in older adults unless paired with additional supportive strategies from an audiologist.

Flyer 3

LIFESTYLE MEDICINE AND AUDIOLOGY





Restorative Sleep and Hearing Health

Hearing loss ranks as the third most prevalent disability in the US. Hearing loss significantly impacts individuals and society. The World Health Organization estimates approximately one-third of hearing losses are caused by preventable factors. Recent research indicates that one such factor, restorative sleep, is related to hearing loss.

1

Hearing loss is linked to sleep duration

A prospective study of 9,573 adults aged 45+, followed for several years, found that sleeping less than 5 hours per night increased the risk of self-reported hearing loss. Additionally, taking moderate midday naps (5-30 min) was associated with a ~20% lower risk of incident hearing loss. Participants with both short nocturnal sleep and minimal napping had the highest risk of hearing decline. (Cui, et al 2023).

2

There appears to be a relationship between sleep duration and degree of hearing loss

In an analysis of 2,777 adults aged 20-69, self-reported sleep categorization (<7h, 7-9h, >9h) was linked with degree of hearing loss. Short or long sleep durations tended to be associated with small hearing threshold shifts, but findings varied by subgroup. (Long & Tang, 2023).

3

There appears to be a relationship between sleep quality and hearing loss

Over 231,650 participants (age 38-72), followed for a median of 4.2 years, self-reported sleep complaints (e.g., insomnia, snoring, daytime sleepiness), not duration, were associated with incident hearing loss. For each additional sleep complaint (up to 4-5), the adjusted hazard ratio rose from ~1.15 to 1.49, indicating poorer sleep quality predicted higher risk, while sleep duration per se had no significant link. (Yáñez Briones, et al 2023).

4

Sleep patterns are associated with hearing loss

Among ~3,100 U.S. adults aged 40+, sleep duration showed age-dependent associations: at age 70, both short (<7h) and long (>9h) sleepers were linked with worse audiometric hearing (approximately 2.5-2.7 dB worse pure-tone averages). (Jiang et al 2024).

5

Noise-induced hearing loss (NIHL) is linked to poor or quality sleep

In a cohort of ~1,285 workers in noisy environments, occupational NIHL was significantly associated with poor sleep quality. Workers without hearing protection experienced greater sleep disturbance than those using protection, highlighting how hearing impairment in noisy settings worsens restorative sleep. (Jo & Book, 2024).

5 facts about the relationship between restorative and hearing health.

1

Hearing loss is linked to sleep duration

2

There appears to be a relationship between sleep duration and degree of hearing loss

3

There appears to be a relationship between sleep quality and hearing loss

4

Sleep patterns are associated with hearing loss

5

Noise-induced hearing loss (NIHL) is linked to poor or quality sleep

LIFESTYLE MEDICINE AND AUDIOLOGY



Hearing loss ranks as the third most prevalent disability in the US. Hearing loss negatively impacts individuals and society in a number of ways. The World Health Organization estimates approximately one-third of hearing losses are caused by preventable factors. Recent research indicates that one such factor, stress and an inability to manage it effectively, is related to hearing loss.

1 Stress worsens tinnitus (ringing in the ears)

3 Individuals with hearing loss who have strong social support are less stressed

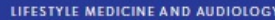
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Persistent hearing loss contributes to emotional and psychological burden (e.g., depressive symptoms), but can be mitigated with hearing aids and aural rehab. (West, 2017).

Social support significantly influence stress responses and may indirectly support hearing health and emotional resilience.

Interventions combining hearing rehabilitation with stress-management strategies or counselling may improve both hearing and emotional outcomes.

LIFESTYLE MEDICINE AND AUDIOLOGY



Hearing loss ranks as the third most prevalent disability in the US. Hearing loss negatively impacts individuals and society in several ways. The World Health Organization estimates approximately one-third of hearing losses are caused by preventable factors. Recent research indicates that one such factor, social connectedness, is related to hearing loss.

7 Older adults with hearing loss tend to have more difficulty maintaining relationships and participating in activities

years who had untreated hearing loss without substantial cognitive impairment) recruited from the *Atherosclerosis Risk in Communities* study and newly recruited. Participants were randomized (1:1) to hearing intervention or health education control and followed up every 6 months. Social isolation and loneliness were measured at baseline and at 6 months and 1, 2, and 3 years postintervention. Results showed that hearing intervention (vs health education control) reduced social network size and reduced loneliness. These findings suggest hearing intervention (hearing aids/rehab) is a low-risk strategy that may help promote social connection among older adults. (Reed et al, 2025).

The self-reported hearing loss and social network size of 5888 adults was analyzed. Findings suggest that older adults with hearing problems may be more at risk for weaker (poorer quality) social networks and depression. (Dobrota et al 2022).

This secondary analysis of a multicenter randomized controlled trial with 3-year follow-up was completed in 2022 and conducted at 4 field sites in the US. Participants included 977 adults (aged 70–84

LIFESTYLE MEDICINE AND AUDIOLOGY



Hearing loss ranks as the third most prevalent disability in the US. Hearing loss significantly impacts individuals and society. The World Health Organization estimates approximately one-third of hearing losses are caused by preventable factors. Recent research has a link between smoking and hearing loss.

1 Smokers are more likely to acquire hearing loss

Current smokers had over 2× the odds of noise-induced hearing loss versus nonsmokers. Former smokers still had modestly elevated odds. A dose-response relationship: risk increased with more packyears, peaking at >5× odds at ~15 packyears, then gradually declining. (Li, et al 2020).

The relationship between smoking, smoking cessation, and risk of self-reported moderate or worse hearing loss among 81,505 women in the Nurses' Health Study II (1991-2013). Current and former smokers were significantly linked to moderate or worse self-reported hearing loss. (Lin, B. et al 2020).

A metaanalysis of 27 observational studies (n = 30,000) focused on smoking and workplace noise exposure and hearing loss.

A pooled analysis of 18 observational studies, including cross-sectional, case-control, and cohort designs, totaling 27,849 participants found that drinkers had a significantly higher risk of hearing loss than nondrinkers, with a pooled Odds Ratio (OR) of 1.22. Overall, alcohol consumption is associated with about a 22% increased odds of hearing impairment versus nondrinking. (Curhan, et al. 2015).

Another study found a dose relationship: risk increased as volume of alcohol intake increased (Lee, et al 2024), while a third study suggests moderate wine in-take might offer a protective effect. (Curhan et al 2015).

LIFESTYLE MEDICINE AND AUDIOLOGY

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The Negative Consequences of Untreated Hearing Loss: It Is Not a Begin Condition

There is an abundance of evidence demonstrating the broad and often underestimated consequences when hearing loss goes untreated.

#1

Communication Disabilities

Primary complaints revolve around difficulty recognizing speech, especially in noisy or challenging listening environments. Conversations in both quiet and noisy conditions are affected. Uncorrected hearing loss also impairs the ability to detect, identify, and localize sounds such as alarms, music, or birdsong—things many people take for granted. This affects both the hearing-impaired person and those around them—for example, family or coworkers—because communication becomes strained.

#2

Quality of Life Impacts (Social and Emotional Consequences)

Individuals with untreated hearing loss frequently experience social isolation, reduced participation in activities, and feelings of exclusion, even loneliness. These psychosocial effects are strongly linked to a higher prevalence of symptoms of depression and generally poorer quality of life.

#3

Cognitive Effects

Research has shown a consistent association between hearing impairment and reduced cognitive function, especially in older adults. Some studies suggest that untreated hearing loss may contribute to cognitive decline, though it's not always clear whether hearing loss causes cognitive loss or both stem from general age-related degeneration.

#4

Early intervention is important

Treatment (hearing aids) appears to reduce emotional and potentially cognitive risks.

ACTIONS

All individuals over the age of 50 should be encouraged to get a baseline hearing test from an audiologist. [The American Academy of Otolaryngology-Head and Neck Surgery \(AAO-HNS\)](#) recommends that [all adults aged 50 and older undergo regular hearing screenings](#). This recommendation is specifically for those who haven't noticed any issues with their hearing and aims to detect age-related hearing loss early.

References:

Adams J. (2003). Negative consequences of uncorrected hearing loss: a review. *International journal of audiology*. 42 Suppl 2, 2017-2020.
Ciol J, S. Adams W, L. Crenshaw E, M. (in F. B. Adkins J. A. (2006). Association between hearing aid use and mortality in adults with hearing loss in the USA: a mortality follow-up study of a cross-sectional cohort. *The Lancet*. Health Longevity. 351, 661-675.

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Fall Risk, Balance and a Healthy Lifestyle

Maintaining a healthy lifestyle through regular, varied physical activity, balanced nutrition, and good sleep is crucial to improving balance and significantly reducing fall risk, especially in older populations. Individuals who have experienced a balance problem should see an audiologist for a comprehensive assessment.

When working with individuals at-risk for falling or with a self-reported balance problem, here are five considerations:

1

Balance and Fall Risk

- Multiple recent studies confirm that impaired balance is a major predictor of fall risk, especially in older adults.
- Poor postural control, decreased proprioception, and slower reflexes increase susceptibility to falls.
- Interventions like balance training (e.g., tai chi, yoga, physical therapy) effectively reduce fall incidence by improving stability.

2

Physical Activity and Healthy Lifestyle

- Regular physical activity, including strength and aerobic exercises, is strongly linked to improved balance and reduced fall risk.
- Studies highlight that not just exercise frequency but also overexertion (strength, flexibility, balance) plays a key role.
- Sedentary lifestyle and physical inactivity correlate with higher fall rates and worse balance measures.

3

Nutrition and Cognitive Health

- Adequate nutrition, including vitamin D and calcium intake, supports musculoskeletal health, contributing to better balance and fall prevention.
- Emerging research suggests a healthy diet combined with cognitive engagement can reduce fall risk by enhancing neuromuscular coordination.

4

Lifestyle Factors

- Smoking, excessive alcohol use, and poor sleep quality are associated with impaired balance and increased falls.
- Conversely, a holistic healthy lifestyle—encompassing diet, physical activity, sleep hygiene, and mental health—is linked to better overall balance and reduced fall risk.

5

Technological and Multidisciplinary Approaches

- Recent trials using wearable sensors to monitor balance and gait have improved personalized fall risk assessments.
- Multidisciplinary, lifestyle interventions combining exercise, nutrition, and education show promising results in fall prevention.

References

Bourgeois, M. K., Nazarey, A., Snel, N., Mowbray, A., O'Meara, C., Giffels, L. E., & Bawa, P. (2023). Mobility screening for fall prevention in the Canadian Longitudinal Study on Aging (CLSA): implications for fall prevention in the community. *Healthcare*, 11(1), 1-10.

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Lawrence, B. D., & Lohr, K. (2017). *Health and Cognitive Problems*. Cambridge University Press, 100, 100-200.

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Healthy Hearing Checklist

If you have one or more of these conditions, a baseline hearing screening is suggested

- ☐ Aged 50 or older
- ☐ History of noise exposure
- ☐ Tinnitus (ear ringing)
- ☐ Balance problems (vertigo, unsteadiness)
- ☐ History of smoking/current smoker
- ☐ History of excessive drinking
- ☐ Forgetfulness or memory loss
- ☐ Diabetes

ACTIONS

The American Academy of Otolaryngology-Head and Neck Surgery (AAO-HNS) recommends that all adults aged 50 and older undergo regular hearing screenings. This recommendation is specifically for those who haven't noticed any issues with their hearing and aims to detect age-related hearing loss early.

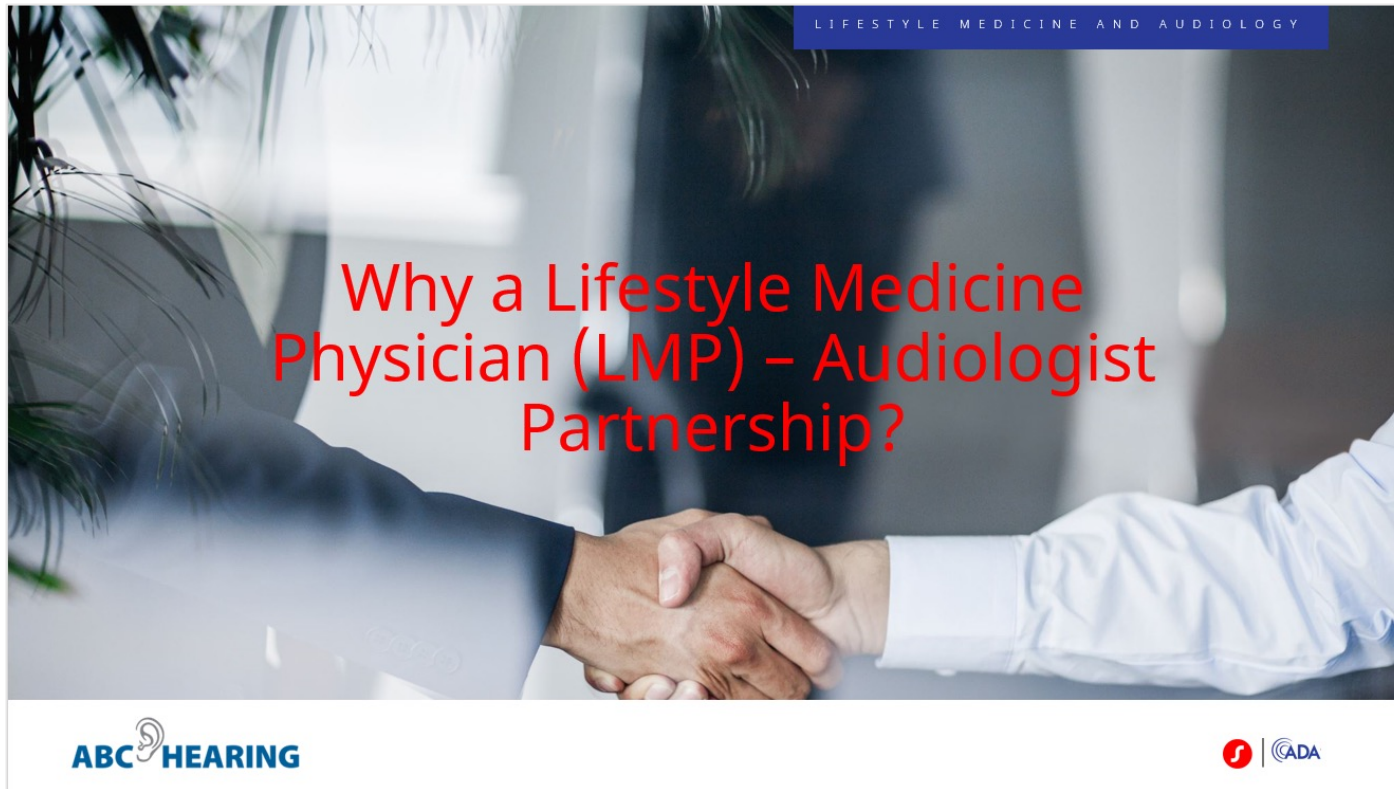
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What's in your toolkit? (continued)



AuD to LMP Presentation



Companion Leave Behind/Brochure

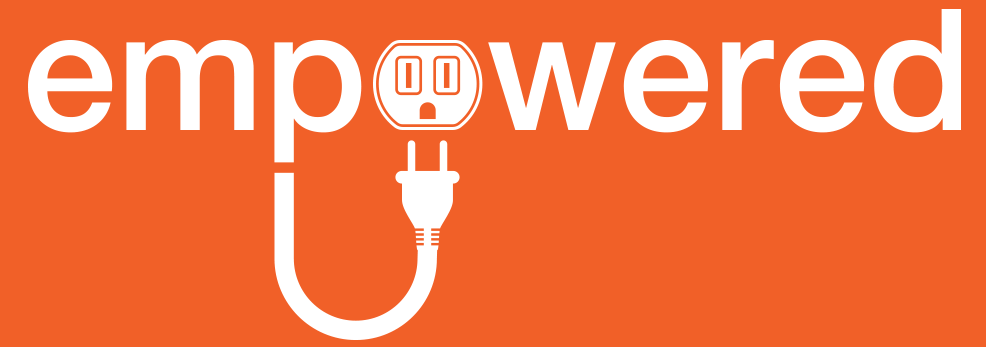
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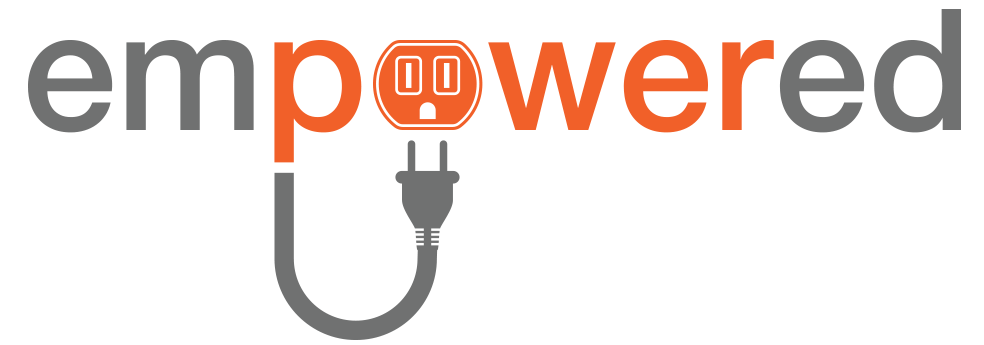
Pillars in Practice: Building Physician Connections That Last



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Mission:

- To integrate routine hearing screening into lifestyle medicine practices and create streamlined referral pathways to local audiologists for early intervention and comprehensive hearing and balance care.
- My role today is to show you practical ways to take these tools and activate them in your community, with your physician partners.



What is ACLM and Who Are the Providers?



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American College of Lifestyle Medicine (ACLM)

What is ACLM?

- National professional society
- Practitioners are trained to integrate evidenced-based lifestyle interventions into clinical practice to prevent, treat, and often reverse chronic disease.
- Focuses on 6 Pillars:
 - Optimal nutrition
 - Physical activity
 - Restorative sleep
 - Stress management
 - Social connectedness
 - Risky substance avoidance



ACLM Providers

Physicians (MD, DO)

- Family medicine, internal medicine, cardiology, endocrinology, pediatrics, geriatrics, psychiatry, and more.

Nurse Practitioners (NPs) & Physician Assistants (PAs)

- Often work in primary care and are well-positioned for lifestyle counseling.

Nurses (RNs)

- Provide patient education, coaching, and chronic disease support.

Dietitians (RDNs)

- Focus on the nutrition pillar and often collaborate across specialties.

Pharmacists (PharmDs)

- Support deprescribing and lifestyle-focused alternatives when appropriate.

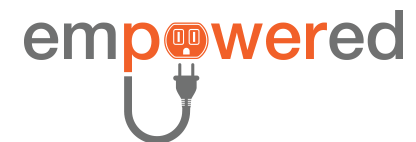
Health Coaches & Psychologists

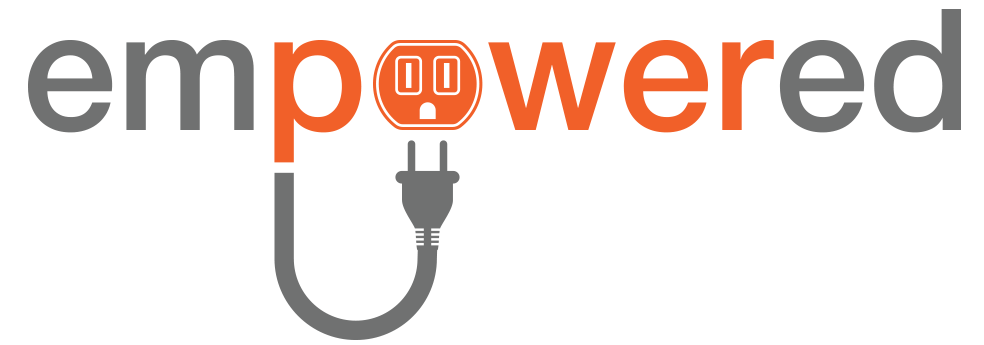
- Specialize in behavior change, stress management, and social connectedness.

Physical Therapists, Occupational Therapists, Exercise Physiologists

- Address the movement and activity pillar.

- **13,500 members in 2024 including 7000+ certified professionals worldwide**





Why Should Audiology Partner with ACLM?



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Shared Mission

Shared Focus on Whole-Person Health

- Whole-person health focus aligns with audiology's role in aging, cognition, and connectedness.
- Hearing health is closely tied to many of these pillars.
 - Stress and poor sleep can worsen tinnitus
 - Physical activity and nutrition improve cardiovascular health, which protects hearing
- ACLM provides an evidence-based, whole-person framework that aligns naturally with audiology's role in healthy aging, cognition, and social engagement.

Benefits of Partnership

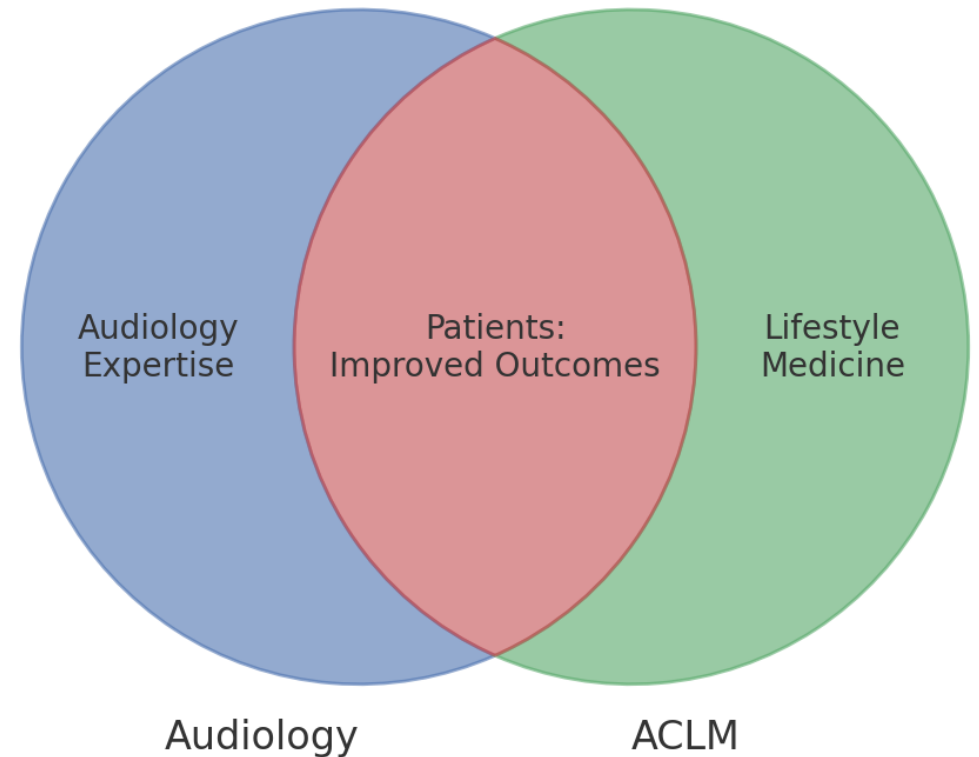
Expanding Physician Collaboration & Referrals

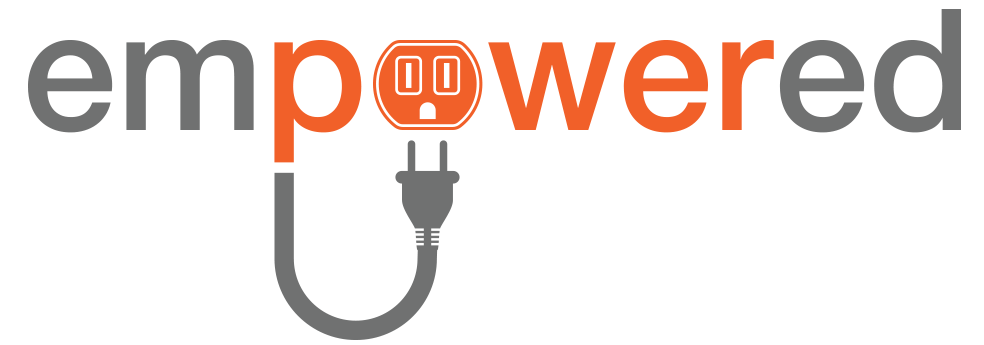
- ACLM has 13,000+ members, primarily physicians and advanced practice providers. By partnering, audiologists gain a direct channel to physicians who are already primed to think preventively and value interdisciplinary teamwork.
- Audiologists can position themselves as specialists who reinforce the pillars (esp. social connection and stress management).
- Increases referral opportunities, especially in primary care, cardiology, neurology, and geriatrics.

Patient Outcomes & Value-Based Care

- Healthcare is moving toward value-based models. Lifestyle Medicine providers care deeply about reducing chronic disease burden.
- Untreated hearing loss is linked to depression, dementia, falls, and social isolation
- Partnering shows audiology's role in lowering healthcare costs and improving quality of life.

Audiology + ACLM → Better Patient Outcomes





Why Focus on Hearing Loss Prevention?



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Hearing Loss Prevention

- Hearing loss is the third most common chronic condition in people over 50 (NIH and CDC)
- Hearing loss is linked to several other harmful conditions (cognitive decline, depression, social isolation)
- Untreated hearing loss costs the US ~133 billion a year
- AAO-HNS recommends all people aged 50 and older receive a hearing screening



THE STATE OF HEALTHCARE

Our current healthcare system is broken.

An estimated 60% of Americans—and far too many children—have at least one chronic disease, reaching an epidemic level. These diseases contribute to the approximately \$4.5 trillion in healthcare costs that American taxpayers cover every year. Yet, the vast majority of chronic conditions are treatable. This chronic disease epidemic is also affecting our medical professionals: 62% of physicians describe feelings of burnout.

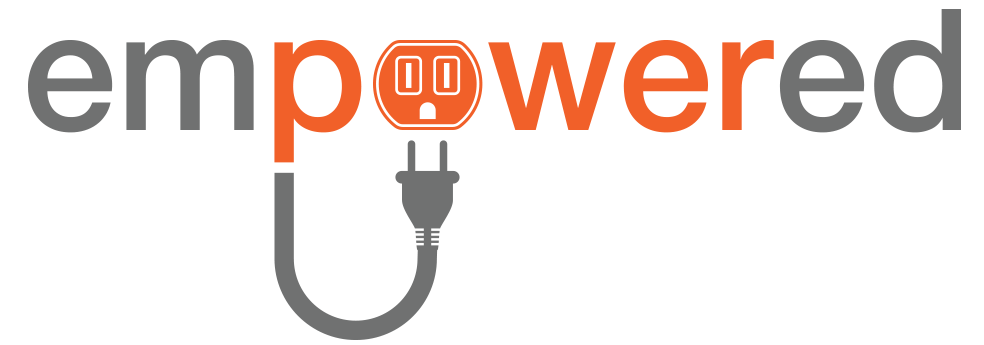
[Chronic Disease Prevalence in the US: Sociodemographic and Geographic Variations by Zip Code Tabulation Area](#)

[Burnout in Healthcare Workers: Prevalence, Impact and Preventative Strategies – PMC](#)

[Medscape Physician Burnout & Depression Report 2024: 'We Have Much Work to Do'](#)

[About Chronic Diseases](#) | [Chronic Disease](#) | [CDC](#)

[Fast Facts: Health and Economic Costs of Chronic Conditions](#) | [Chronic Disease](#) | [CDC](#)



Hearing Screening with ACLM Providers



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Integrated Approach:

- This program leverages automated self-screening and validated self-reports (questionnaires). This ensures the program is not taking valuable “face-time” from patients

SHOEBOX



Hearing Handicap Inventory Screening Questionnaire for Adults

1) Answer No, Sometimes or Yes for each question.
2) Do not skip a question if you avoid a situation because of a hearing problem.
3) If you use a hearing aid, please answer according to the way you hear with the aid.

	No	Sometimes	Yes
1. Does a hearing problem cause you to feel embarrassed when you meet new people?	0	2	4
2. Does a hearing problem cause you to feel frustrated when talking to members of your family?	0	2	4
3. Do you have difficulty hearing / understanding co-workers, clients or customers?	0	2	4
4. Do you feel handicapped by a hearing problem?	0	2	4
5. Does a hearing problem cause you difficulty when visiting friends, relatives or neighbors?	0	2	4
6. Does a hearing problem cause you difficulty in the movies or in the theater?	0	2	4
7. Does a hearing problem cause you to have arguments with family members?	0	2	4
8. Does a hearing problem cause you difficulty when listening to TV or radio?	0	2	4
9. Do you feel that any difficulty with your hearing limits or hampers your personal or social life?	0	2	4
10. Does a hearing problem cause you difficulty when in a restaurant with relatives or friends?	0	2	4
Totals:			

* Adapted from: Ventry, L., Weinstein, B. "Identification of elderly people with hearing problems" American Speech-Language-Hearing Association. 1983, 25, 37-42. *

Interpreting the Raw Score—
0 – 8 = 13% probability of hearing impairment (no handicap)
10 – 24 = 50% probability of hearing impairment (mild-moderate handicap)



Leveraging National Awareness Campaigns

ACLM frequently aligns with national health observances (Nutrition Month, Stress Awareness Month, etc.). Audiologists can plug into these campaigns to:

- Deliver **themed newsletters** to physicians.
- Run **Lunch & Learns** around relevant topics (e.g., “Stress Awareness → Tinnitus & Stress”).
- Share **toolkits** physicians can use with patients.
- Deliver **educational** content to patients.
- Built-in marketing **calendar** and credibility to tie audiology into larger public health efforts.

Marketing Calendar

Month	National Awareness	Primary Pillar	Headline	Outreach Idea
January	New Year Wellness	Physical Activity & Hearing Health	Step Into Better Hearing: The Movement-Hearing Connection	Partner with gyms/PTs for a joint talk on exercise's role in hearing and cognitive health.
February	American Heart Month	Cardiovascular & Hearing Health	Heart Health = Hearing Health: The Cardio-Audiology Link	Co-present with a cardiologist on vascular health and its impact on hearing loss.
March	National Nutrition Month	Nutrition & Hearing Health	Fuel Your Ears: The Sound Science of Nutrition	Bring a registered dietitian to talk about diet and inner ear health.
April	Stress Awareness Month	Stress Management & Hearing Health	Stress Less, Hear More	Introduce relaxation techniques for tinnitus; provide stress-reduction referral pathways.
May	Better Hearing Month	Hearing Awareness & Prevention	Better Hearing, Better Health	Offer baseline screenings at age 50; host a community 'hearing check' event.
June	Better Sleep Month	Restorative Sleep & Hearing Health	Better Sleep, Better Outcomes	Host a 'walk and talk' with physicians; add a sleep hygiene mini-session.
July	Social Wellness Month	Social Connectedness & Hearing Health	Hear More, Connect Deeper	Partner with senior centers or libraries for talks on communication strategies.
August	National Wellness Month	All Six Pillars & Hearing Health	The Whole-Body Approach to Hearing Health	Launch a 'Wellness & Hearing' challenge across social media and clinic waiting rooms.
September	Healthy Aging Month	Fall Risk & Hearing Health	Steady Steps, Strong Hearing	Collaborate with PTs on balance screenings and discuss hearing's role in fall prevention.
October	Substance Abuse Prevention Month	Avoiding Risky Substances	Breaking the Cycle: Hearing Loss and Substance Use	Invite addiction specialists to discuss multidisciplinary approaches.
November	Alzheimer's Awareness Month	Hearing Loss & Cognitive Decline	Stay Sharp, Stay Connected	Co-present with neurologists on hearing health and dementia prevention.
December	Seasonal Stress & Social Connection	Stress & Social Connectedness	Holidays & Hearing: Staying Calm and Connected	Share strategies for managing social fatigue and stress in noisy environments.

Marketing Calendar: Consistency is Key

- For each monthly campaign, provide:
 - **One social post media**
 - **One patient handout**
 - **One community/physician idea**
 - **One quick physician script**

1. Stakeholder Identification

- Find local Lifestyle Medicine Providers (LMPs): Physicians, nurse practitioners, health coaches
 - <https://www.lifestylemedpros.org/home>
- Patients: Adults aged 50+, plus high-risk groups (diabetics, cardiovascular conditions, persons exposed to noise, etc.)



20. Have you experienced episodes of social isolation? (required)
☐ Yes
☐ No
21. Have you been treated for clinically diagnosed depression? Yes = 2 and No = 0 (required)
☐ 2
☐ 0
22. Have you become more unsteady on your feet and fallen in recent years? Yes = 2 and No = 0 (required)
☐ 2
☐ 0
23. Has your short-term memory decreased in recent years? Yes = 2 and No = 0 (required)
☐ 2
☐ 0
24. Have you or a family member been diagnosed with Dementia or Alzheimer's? Yes = 2 and No = 0 (required)
☐ 2
☐ 0
25. Do you have diabetes? Yes = 2 and No = 0 (required)
☐ 2
☐ 0
26. Do you have a family history of diabetes? (required)
☐ Yes
☐ No
27. Do you have any form of heart disease? Yes = 2 and No = 0 (required)
☐ 2
☐ 0
28. Do you have high blood pressure or a family history of heart disease? Yes = 2 and No = 0 (required)
☐ 2
☐ 0
29. Do you have kidney disease? Yes = 2 and No = 0 (required)
☐ 2
☐ 0
30. Is your doctor concerned about your kidney function or do you have anemia? (required)
☐ Yes
☐ No
31. Do you have thyroid disease? Yes = 1 and No = 0 (required)
☐ 1
☐ 0
32. Do you have sleep apnea? Yes = 2 and No = 0 (required)

2. Meeting with Stakeholders (LMs)

- Materials to review (in PPT format)during this meeting.....
 - Create urgency – prevalence and consequence of untreated hearing loss
 - Offer solutions – the value of screening and audiological interventions
 - Educate on discussing hearing loss and screening with patients
 - Share your patient satisfaction and outcomes data.
 - Introduce workflow
 - Provide details on kit and how to use it

3. Program Components

A. In-Clinic Hearing Screenings

- Use validated digital hearing screening tools (e.g. Shoebox) and/or validated questionnaires (R-HHI) during routine wellness visits.
- Screens take <5 minutes and flag patients for referral.

B. EHR Integration

- Add hearing screening as a vital part of annual wellness checkups.
- Embed prompts in the EHR for patients >50, or with risk factors (smoking, noise exposure, etc.).

C. Referral Network

- Build a local lifestyle medicine/primary care directory (within a 15 to 20-mile radius).
- Auto-generate referrals and appointment scheduling links from the screening platform.
- Include tele-audiology options in rural areas.

4. Education and Awareness (kit)

- The most critical program component is education and awareness of lifestyle medicine practitioners
- Provide LMPs with toolkits: “Hear Well and Connect with Others” brochures, risk screening checklists.
- Host quarterly webinars on the links between hearing loss and chronic diseases (e.g., cognitive decline, depression, social isolation).
- Establish a feedback loop: Audiologists send consult reports back to the LMP. EHR reminders for LMPs to follow up on hearing health during next visits.

Implementation Phases

- Phase 1: Pilot in your practice
- The first 100 days
 - Select 2–3 lifestyle clinics.
 - Introduce during meeting the process: screening + referral process.

Implementation Phases

- Phase 2: Expansion
- The next 6 months
- Train more LMPs
- Launch community outreach events (e.g. “Hearing & Health” fairs).
Integrate with Medicare Annual Wellness Visits.

Implementation Process

- Phase 3: Spread the Word in the Community
- Partner with local employers, senior centers, and gyms.
- Collaborate with LMP's on "hearing awareness/healthy lifestyle" events (e.g., health fairs)
- Patient workshops:
 - Cooking classes with local chefs that focus on whole foods
 - Walking clubs that promote social interaction and physical activity

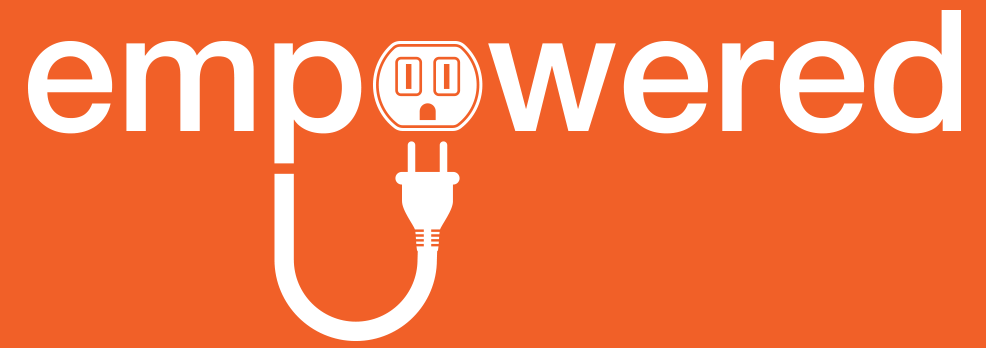


Metrics

- Track:
 - % of patients screened annually
 - % referred who complete audiology consult
 - Time from screening to audiologist visit
 - Patient-reported outcomes (hearing satisfaction, quality of life)
 - % receiving treatment from audiologist
 - Changes in chronic disease outcomes post-intervention

Sample Workflow

1. Patient Visit at Lifestyle Medicine Clinic
2. Digital Hearing Screening/Self-report Administered
3. Screening Results Reviewed by LMP
4. If needed, Referral Sent to Local Audiologist
5. Audiologist Completes Diagnostic Evaluation
6. Care Report Shared with LMP
7. Lifestyle Plan Adjusted (if applicable)



Thank you Signia



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