



Media Release

5 May 2009

Dr John asks mothers to hear him out

Mothers Day: 10 May 2009

With Mother's Day approaching, Australian Hearing is shining the spotlight on the hidden disability affecting more than half of women aged over 60: hearing loss.

According to Australian Hearing ambassador Dr John D'Arcy, 60 per cent of Australians over the age of 60 have a hearing impairment which is often overlooked.

"Many women could benefit from having their hearing tested and treated with hearing aids that are both efficient and discrete" said Dr. John.

"They are surprisingly small and sleek - to the point where many of them look like pieces of jewelry."

Hearing devices have evolved in a similar manner to mobile phones, with the technology improving every six months.

Despite the advantages of hearing devices, many Australians are reluctant to wear them. A survey conducted by Australian Hearing last year found that only 57 per cent of people were willing to wear a hearing aid if their hearing deteriorated.

Aged pensioners are entitled to free hearing services under the Australian Government Hearing Services Program. This provides access to a range of free hearing devices or devices with additional features and benefits, which can be purchased with a co-payment to the subsidised program.

So, why not take yourself – or your mother - in for a hearing check and become reconnected to your loved ones this Mother's Day.

Call 131 797 to make an appointment for a free hearing screening at your local Australian Hearing centre. Alternatively, you can also check your hearing over the telephone using Australian Hearing's toll-free service called Telscreen on 1800 826 500.

Ends

Visit www.hearing.com.au for details on eligibility criteria.

**Media Contact: Kate Dorrell, Manager, Corporate Communications
02 9412 6968 or 0404 691 838**