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FOR IMMEDIATE RELEASE

How Summer Festivities Could be Affecting Your Child's Hearing

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Ashley Mayoff was born with hearing loss in both ears and growing up had difficulty socializing. Mayoff now wears Baha hearing aids, surgically implanted devices that transmit sound to the brain. She says that she would be “in a very different place” without them. Even with these helpful devices she still faces challenges. As an animator for Hear Quebec's Noise Induced Hearing Loss (NIHL) program she was able to use her experience to educate children. In her presentations she would explain that while she was born with hearing loss, NIHL is preventable.

The World Health Organization reports that **1.1 billion youth worldwide are at risk of NIHL** with that number expected to increase in the coming years due to unsafe listening habits.

NIHL is a permanent loss of hearing that occurs over time due to unprotected, repeated and prolonged exposure to loud sounds or from sudden exposure to extremely loud noise. In the same report it was revealed that 60% of childhood hearing loss is preventable.

Hear Quebec (formerly known as Communicaid for the Hearing Impaired Persons or CHIP) is the first in Quebec to offer such a program. Since its launch last summer the program has reached over 1600 kids in summer camps and schools across Montreal.

Now more than ever it is important that youth are aware of the serious risks that they may be posing to their hearing. Risks that may only manifest in very permanent ways in their later years.

As a unique feature the program continues to be presented by people with hearing loss. Remarkd by a past program leader: “You see the value in having an animator with hearing loss. It gets kids to ask questions they would never ask otherwise.” For more information head to our website: <https://hearhear.org/portfolio-item/hear-entendre/>

Kind regards,

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