Read about Miley Cyrus and Marlee Matlin, two true hearing aides and their work helping children around the world to hear
You’re hearing lunch with your daughter at her favourite eatery. As usual, it’s crowded and loud. Announcing pop music drones in the background. But, you, the waitress is rattling off the specials or know of someone who is. By then, most people will either realize you’ve been saying, “what” and “pardon me” a lot. Could it be that you’re losing some of your hearing? You are certainly not alone. Statistics Canada projects that by 2026, nearly 1 in 4 Canadians will be seniors. And their credentials have been verified to ensure that health professionals who promote any hearing aid device, ensure the person can learn to cope a lot easier in challenging environments such as restaurants or parties.

Do hearing aids still look like the ones your grandmother used to wear? Not at all. Today’s hearing aids have advanced digital technology. The more advanced the hearing aid, the more effective at controlling background noise. When hearing aids are coupled with good communication strategies, a person can learn to cope a lot easier in challenging environments.

What if I lose my hearing loss untreated? Hearing loss is often described as an invisible handicap in which people delay seeking help. And many people often face social isolation and depression. Isolation and depression can lead to feelings of loneliness, sadness, and depression.

If you suspect you have hearing loss, or know someone who might, obtain a professional proof. It may be recommended. The Registry lists all professionals, such as Baby Oil can be used for infants such as Baby Oil can be used to protect your eardrum from adverse buildup occurs, soften. It may push wax further into the ear canal, are also identified on the Registry. The Advanced Competency Certificates issued by the College of Speech and Hearing Health Professionals of BC for hearing are: Cerumen Management (ear wax removal), Vestibular Assessment (dizziness or loss of balance), and Cochlear Implant Management (for severe to profound hearing loss)

In British Columbia there are approximately 364 Active Hearing Instrument Practitioners, of whom 183 are also Audiologists. Not at all. Today’s hearing aids have advanced digital technology. The more advanced the hearing aid, the more effective at controlling background noise. When hearing aids are coupled with good communication strategies, a person can learn to cope a lot easier in challenging environments such as restaurants or parties.

The patient Journey p. 04

Helping others for the first time with the Starkey Hearing Foundation, I felt so drawn to helping others for the first time with the Starkey Hearing Foundation. I felt so drawn to helping others for the first time with the Starkey Hearing Foundation. I felt so drawn to helping others for the first time with the Starkey Hearing Foundation. I felt so drawn to helping others for the first time with the Starkey Hearing Foundation.

Regulating Healthcare in British Columbia

The Ministry of Health enacted the Health Professions Act of British Columbia (HPA) in 1996. In this subsection, the College of Speech and Hearing Health Professionals of BC sets standards for health professionals who practice in one or more of these professions: Audiology, Speech-Language Pathology and Hearing Instrument Dispensing.

Professional proof

British Columbia is unique in Canada because anyone who wishes to dispense hearing aids must meet certain requirements in order to use the title “Hearing Instrument Practitioner,” also referred to as HIP. In BC, Audiologists must also meet the requirements to be considered a HIP. Therefore, before purchasing any hearing aid device, ensure the person is registered with this college as a “Hearing Instrument Practitioner.” You may do so by asking the person for proof of registration or by using the Registry posted on our website www.chshh.org. The Registry lists all professionals, their title, place of business, and their classification.

Doctor’s orders

The other unique aspect of health regulations in BC is the “restricted activity” model. Restricted activities are deemed by the Ministry of Health to be harmful to people if not performed correctly therefore health professionals must meet additional requirements in order to perform these activities. Each “restricted activity” requires an Advanced Competency Certificate. Professionals who hold an Advanced Competency Certificate, such as Cerumen Management (removal of wax from the ear canal), are also identified on the Registry. The Advanced Competency Certificates issued by the College of Speech and Hearing Health Professionals of BC for hearing are: Cerumen Management (ear wax removal), Vestibular Assessment (dizziness or loss of balance), and Cochlear Implant Management (for severe to profound hearing loss).

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FAQ: 2012

What are the first signs of hearing loss? Unlike prescription eyeglasses, hearing aids are not corrective devices and cannot restore your hearing to 100%. They are really just “aids.” Therefore, with a properly fitted aid, most people will notice an improvement in overall speech understanding in everyday listening environments.

Today’s hearing aids vary from basic to advanced technology. Those using advanced hearing aids, the more effective at controlling background noise. When hearing aids are coupled with good communication strategies, a person can learn to cope a lot easier in challenging environments such as restaurants or parties.

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What is the first sign of hearing loss? You frequently ask people to repeat what you say “pardon me” or “what?” You have difficulty hearing in noisy environments such as restaurants or parties.

You think most people are mumbling.

Pay attention to your hearing health and look to professionals if you have hearing concerns.

Grace Ng, M.S., B.S., RD, DAS, WHP, RP-CHP

You are turning up the volume on the TV, radio or telephone.

What if you suspect you have hearing loss? Have your hearing tested by a hearing professional, such as an Audiologist, who is a university-trained clinician specializing in hearing sciences and hearing loss difficulties. If required, an amplification device such as a hearing aid may be recommended.

How much do hearing aids cost? Hearing aids typically range in cost between $2000 and $4000 per hearing aid, depending on the level of technology and size of the hearing aid. Hearing aids are not covered by the BC Medical Plan. If you are a veteran or have third party medical coverage, you may have access to some funding assistance. Some clinics such as the Western Institute for the Deaf and Hard of Hearing, also offer a low cost, refurbished hearing aid program.

At what age can one learn to cope a lot easier in challenging environments such as restaurants or parties.

You say “pardon me?” or “what?” a lot. You say “pardon me?” or “what?” a lot.

What are the signs of hearing loss? People always talk so fast?” Lately, you can’t hear a word she says.

You say “pardon me?” or “what?” a lot as you can’t hear a word she says.

Annoyed? pop music drones in the background. But, you, the waitress is rattling off the specials or know of someone who is. By then, most people will either realize you’ve been saying, “what” and “pardon me” a lot.

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What if I lose my hearing loss untreated? Hearing loss is often described as an invisible handicap in which people delay seeking help. And many people often face social isolation and depression. Isolation and depression can lead to feelings of loneliness, sadness, and depression.

If you suspect you have hearing loss, or know someone who might, obtain a baseline hearing assessment.

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COSTCO HEARING AID CENTRES OFFER SOUND SERVICES

Most people don’t think about getting their hearing checked every year like they do their blood pressure, vision, or cholesterol. This may be because hearing loss is something that happens gradually over a period of time. An annual hearing exam helps keep track of any hearing loss and its possible progression. This allows your hearing to be aided, if needed — keeping you active and involved with life.

Take time for an annual hearing exam!

The good news is that Costco Hearing Aid Centres offer much more than just hearing aids at exceptional savings. As one of the largest hearing aid retailers in the country (with 33 locations across Canada), the centres offer a comprehensive hearing test included with membership, to determine if someone could be helped by a hearing aid.

This complimentary hearing test takes place in a sound booth, lasts about an hour and is conducted by highly qualified, audiologists or licensed hearing instrument practitioners using the latest in sophisticated audiometric testing equipment.

A variety of tests are conducted including the pure-tone hearing assessment to determine the tones a person hears at selected pitches and loudness. An ear exam using an otoscope connected to a video camera is also used, allowing members to view the inside of their ear canal while it’s examined.

If the tests show hearing in the normal range, Costco keeps the results on file as a base line. If testing reveals hearing loss that could be helped by hearing aids, the clinician will recommend the best solutions for that member, either a Kirkland Signature brand or one of the other state-of-the-art products from major hearing aid manufacturers.

To find a Hearing Aid Centre location near you, visit Costco.ca and click on locations or call 1-800-463-3763.

Kirkland Signature Premium Hearing Aids 4.0 with Remote Control and Accessory Kit


Small Device – Huge Savings

For more information about Kirkland Signature Premium Hearing Aids 4.0, schedule an appointment at your nearest Costco Hearing Aid Centre.

“Optional BLU RIO or Mini BLU RIO required for Bluetooth® connectivity.

The Bluetooth® word mark and logos are owned by the Bluetooth SIG, Inc. and any use of such marks by Costco is under license. Other trademarks and trade names are those of their respective owners.

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Communication is...

Live a Fuller LIFE

1-877-BCASLPA BCASLPA.ca

INTERESTED IN A CAREER AS A HEARING PROFESSIONAL?

Audiologist

Accredited master’s degree in Audiology such as the UBC Masters Degree program www.ubc.ca (Full Time, 8.5 prerequisite).

Other graduation programs are offered by: University of Western Ontario, University of Ottawa, University of Montreal, and Dalhousie University.

Other requirements such as clinical hours, entitlement to work in Canada and the CASLPA exam are outlined in the College of Speech and Hearing Health Professionals of BC Bylaws, section 85, accessible on the college website www.cshhpbc.org

Hearing Instrument Practitioner

Non-Audiologists interested in this career require two years of post-secondary education plus a hearing aid course provided by one of the following:

IHS www.ihsinfo.org

Grant MacEwan University (Alberta) www.macewan.ca/hearingaid;

George Brown College (Ontario) www.georgebrown.ca;

Conestoga College (Ontario) www.conestogac.on.ca;

Rosemont College (Quebec)

A practicum of 840 hours is required under the supervision of an approved Hearing Instrument Practitioner by the College of Speech and Hearing Health Professionals of BC.

If interested, please visit the College website www.cshhpbc.org to review the Guidelines for HIP Students posed under the Publications tab.

Diane O’Connor

Registrar and Executive Director,
College of Speech and Hearing Health Professionals of BC

diane@cshhpbc.org

An audiologist is the primary health care professional who evaluates, treats, and guides you and your family to manage hearing loss and balance disorders.

To find an audiologist: www.canadianaudiology.ca/consumer
Question: Do you keep putting off a visit with your doctor because you’re afraid of what you might find out? 

Answer: Stop worrying! Learn about the journey from the first visit to the fitting of your new hearing aid.

Prevalence of congenital hearing loss

■ Permanent hearing loss is a common congenital disorder affecting 1 in 1,000 newborns.

Importance of newborn hearing screening

■ Early detection and intervention of hearing loss is critical for speech, language, cognitive, and psychosocial development.

■ Delayed diagnosis is typically associated with language and cognitive deficits.

Identifying hearing loss in infants

■ Infants with hearing loss are identified using otoscopic-air-conduction (OAE) and automated auditory brainstem response (AABR).

■ AABR is particularly important for high-risk infants with a family history, or in neonatal intensive care.

PROFILE

Bill Hodgetts

Bill Hodgetts is an Associate Professor in the Department of Speech Pathology and Audiology at the University of Alberta. He holds a joint appointment at the Institute for Reconstructive Sciences in Medicine (IRSM) where he is program director for bone conduction amplification. He obtained his B.A. (Psychology) and M.Sc. (Audiology) from the University of Western Ontario and his Ph.D. (Audiology) from the University of Alberta. Bill is also a director and chair of the scientific advisory committee for the Canadian Academy of Audiology.

The sound choice

In 2007, our lab started a line of research looking into the role associated with hearing device use. In one study, we looked at whether the type of headph

Deconstructive decals

A new study, people using earbuds have a shorter time window to listen to their devices before they run the risk of hearing damage. The reason for this is that hearing risk is a combination of how loud a sound is and the length of time to which you are exposed. For example, in Canada, 47 dB is considered safe (without hearing protection) for 8 hours. However, if the level climbs to 50 dB, it is only safe for 4 hours. If the level climbs to 60 dB, it is only safe for 1 hour.

When the device was at full volume and found that you would only be safe at that level for 5 minutes.

Turn it down

Fortunately, most people don’t choose levels high enough to cause damage (for the amount of time they use the device), even with the earbuds in noisy places.

In our study, we found that the number of people listening at unsafe levels was very high, in a setting of noise-canceling headphones.

Earbuds and headphones, be aware of the environment you are in and how loud it is. If you are in a situation that requires that the noise levels are high, invest in a dec

DOOR TO DOCTOR

From the limb of the sky, to hearing loss and the blues in Chicago, to the tinse of a busy city life can be quite a revelation, but with advances in modern technology and proper ca

The journey begins with a first assessment

Whether or not you think you have a hearing los

Re-learning to hear

As technology evolves, new hearing aid accessories become available, such as devices that connect the hearing aid with mobile phones or televisions. The se advances have made communication much easier, but some say the end of the journey, notes Young. Some things to be aware of in BC are the effects of music and loudness on hearing aid electronics. “Those things can cause a hearing aid to be become incoherent,” says Young, she says manufacturers have picked up on the concerns and developed moisture resistant coatings.

“Most important thing that needs to be vocal about your needs, lifestyle, and what you want in a hearing aid. It’s important to ensure that the hearing aid is ad

Pronounce with caution

If there is a candidate for a hearing aid, communication is key. You should be vocal about your needs, lifestyle, and any financial considerations you have. Additionally, Young says it’s very important to establish a strong and meaningful relationship with the hearing professional throughout the process, given that both communication and the professional can play an equal role in future care.

“Bottom line is that even though technology has advanced so much, there are a wide array of options available to consumers based on their needs,” says Young, “however, the only way to be

take the step

“How are you going to approach the journey?” asks Young, “however, the only way to be informed about this is to take that first step and get your hearing assessed.”

for your dental, consider:

ViVOSonict Inc.
Miley Cyrus delivers the gift of hearing to 400 children and adults who have become or remain hearing impaired since the island’s devastating 2010 earthquake.

"This second mission to Haiti was just as impactful to me as the first one. I grew up around music and couldn’t imagine what it would be like for my siblings and me, if we couldn’t hear the magic of music. It’s had such an influence on my life, that I just want everyone to enjoy sound as it was intended."

Finding a good fit
Marlee Matlin also took a second trip in recent months with the foundation to Bogota, Colombia after last year heading to Africa to fit children with hearing aids and participating in the Celebration of the Arts. The Donald Trump hosted television series in which contestants are given challenges to raise money for their charity of choice while proving their business acumen. Matlin ranked second place for their charity of choice while proving their business acumen. Matlin ranked second place for $408,000 hearing aids in this decade. For more information on the Starkey Hearing Foundation, visit www.starkeyhearingfoundation.org.

"In the end, I couldn’t get over her and all of the children of Colombia’s courage and desire to dream despite the barriers they face. It just reinforced the desire in me to make sure every deaf or hard of hearing child has a chance to realize their full potential."

Dare to dream
"So when I hear of the thousands upon thousands of children who for whatever reason are unable to see a doctor, have their hearing tested or be able to buy a hearing aid, I want to reach out to them and help,” she says. “The Starkey Hearing Foundation provides a barrier-free environment for children and adults in Third World countries and here in the United States to have their hearing tested and to get hearing aids. They are truly hearing angels.”

Moments to charm and amaze audiences around the world
Marlee Matlin was awarded the 2011 Academy Award for best actress – Matlin continued to charm and amaze audiences around the world, who might never see their dreams come true simply because they could not afford a hearing aid, can now realize their full potential.

"In Bogota, Marlee immediately noticed a strong sense of family and that many of the children came alone. “So when I hear of the thousands upon thousands of children who for whatever reason are unable to see a doctor, have their hearing tested or be able to buy a hearing aid, I want to reach out to them and help,” she says. “The Starkey Hearing Foundation provides a barrier-free environment for children and adults in Third World countries and here in the United States to have their hearing tested and to get hearing aids. They are truly hearing angels.”

The Starkey Hearing Foundation is striving to achieve its goal of ensuring that every child who is born deaf can have their hearing tested and to get hearing aids to people in need and is striving to achieve its goal of ensuring that every child who is born deaf can have their hearing tested and to get hearing aids. They are truly hearing angels.”

"In the end, I couldn’t get over her and all of the children of Colombia’s courage and desire to dream despite the barriers they face. It just reinforced the desire in me to make sure every deaf or hard of hearing child has a chance to realize their full potential and live a barrier-free life. Thanks to Starkey, this is possible; children around the world, who might never see their dreams come true simply because they could not afford a hearing aid, can now realize their full potential."

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**Question 1:** What are the best ways to reduce the risks of Noise-Induced Hearing Loss (NIHL)?

Amusement. Consider your “daily noise dose.” To prevent NIHL, level and duration of noise, and the amount of noise from “yes” matters. Be aware of all of the sources of noise you encounter throughout the day. If you have ever encountered a significant amount of noise, give your ears a rest by spending some time in quiet. If you listen to music through headphones, set the volume so you can hear someone speaking to you from 2 feet away. If your favorite song comes on, turn it up a little but don’t forget to turn it back down.

The best way to reduce the threat of noise-induced hearing loss is to employ some simple safety listening practices. Turn down the volume on personal music players, TV and other electronics that can be volume-controlled. Reduce the amount of time exposed to tonic noise. When listening to music, be aware of your immediate surroundings. If there are loud individuals nearby, consider asking them to turn it down. If you listen to music through your headphones, keep the volume down. If you use earbuds, be sure you can still hear what is going on around you. Wearing noise-canceling headphones can help reduce the amount of noise you hear. For example, imagine “Holly” who gets up in the morning and uses her hair dryer, cleans the house wearing an MPO player, and turns up the volume while on the bus. She continues to listen to her MPO player at work for much of the day. She goes to the gym for a Zumba class then goes out clubbing with friends. Holly has definitely exceeded her maximum noise dose and is putting herself at risk for NIHL.

Noise is everywhere and it’s difficult to escape. Industrial noise is a major cause of NIHL, and Canada has many laws in place requiring workplace safety to protect hearing. However, many situations such as leisure environments are not covered by such laws, including movie theaters, retail stores, dance clubs and concerts. One of the main causes of NIHL is listening to music on personal music players at high volumes and for long periods of time. Reducing noise in all areas of our lives is essential to promote healthy living and healthy hearing.

**Question 2:** From your perspective, what are the risks of Noise-Induced Hearing Loss?

The leading causes of NIHL are changing. Today, we are seeing more NIHL due to recreational noise. For example, imagine “Holly” who gets up in the morning and uses her hair dryer, cleans the house wearing an MPO player, and turns up the volume while on the bus. She continues to listen to her MPO player at work for much of the day.

In situations where volume and time cannot be controlled, stand as far back from the source of noise as possible, and give your ears frequent breaks from the onslaught. Finally, whenever possible, wear hearing protection such as earplugs or over-the-ear devices. Be aware of all of the sources of noise you encounter throughout the day. If you have ever encountered a significant amount of noise, give your ears a rest by spending some time in quiet. If you listen to music through headphones, set the volume so you can hear someone speaking to you from 2 feet away. If your favorite song comes on, turn it up a little but don’t forget to turn it back down.

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**Question 3:** What is affected by Noise-Induced Hearing Loss?

Everyone is at risk for NIHL. We live in a noisy world. As you go through your day, there are situations where you have to raise your voice to be heard over the noise! Some examples include: hair dryer, MPO players, cars (especially driving with the windows open,) lawn mowers, weed eaters, motorcycles, fitness equipment that can be volume-controlled. Be aware of all of the sources of noise you encounter throughout the day. If you have ever encountered a significant amount of noise, give your ears a rest by spending some time in quiet. If you listen to music through headphones, set the volume so you can hear someone speaking to you from 2 feet away. If your favorite song comes on, turn it up a little but don’t forget to turn it back down.

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The Golden Ears

Question: Do you now notice communication with your family and friends is becoming more difficult?
Answer: It may be time to book an appointment with an audiologist to get your hearing tested.

Hearing loss causes many physical and psychological effects, especially due to our inherent social nature.

More than 26 percent of all hearing loss can be attributed to aging, according to the Hearing Foundation of Canada.

MD Delson - Connect Hearing’s di-rector of professional practice - says two out of three Canadians over the age of 70 experience acquired hearing loss.

Psychological effects

As hearing loss deepens, this can lead to social isolation and can cause loneliness, anxiety, relationship breakdown, and even depression,” says DeSousa.

Jean Holden, executive director of the Canadian Academy of Audiology, points out that since communication is such an important part of day-to-day life, the psychological effects run deep.

Sometimes an older person who has lost the ability to hear and has not learned other ways to communicate effectively “appears” to be disinterested, disinclined to converse, mentally incompetent,” she says. “It is important to ensure that hearing aids are working and overall hearing healthcare needs (e.g. checking for ear wax) are managed.

Making it a top priority

The good news is, as demographics of Canadian society grow, the technology to retrained hearing concerns.

COMMON SIGNS

There are many subtle and obvious signs that a senior might be experiencing hearing loss. The following is a list of a few common traits:

- A senior may frequently ask for repetition when you speak with them.
- They may have a tendency to avoid noisy rooms, social occasions and family gatherings.
- They may prefer the volume on the radio, TV, or other devices to be louder than others who are watching.
- They might experience difficulty hearing at movies, theatres and places of worship or hearing conversations in small groups.
- They may become impatient, irritable, withdrawn, or frustrated when it comes to communication.
- They may feel like the people around them are muttering.

“Making sure the room is quiet and asking friends and family to talk in front of you can help with communication,” says McKellin. “(It’s about) Being comfortable with yourself and knowing how to communicate with you.”

And even if the effects of aging aren’t affecting your hearing ability, DeSousa recommends you follow up with regular check-ups.

Stay vigilant

“If your hearing is good and you aren’t experiencing any communication difficulties by age 50, I recommend getting your hearing tested every 2 years until the age of 70 when this should increase to a yearly test,” says DeSousa. “If you do have hearing loss, then you should be getting it tested at least once per year or sooner if you feel it has changed or you are experiencing increased communication difficulties.”

Hearing loss not only affects how we communicate with others, but it also affects how we feel about ourselves.

As hearing loss affects one in two people over the age of 50.

MORE THAN 25 PERCENT OF ALL HEARING LOSS CAN BE ATTRIBUTED TO AGING

Maybe it’s time to get your hearing checked...

Hearing loss affects one in two people over the age of 50.

Book a complimentary hearing screening today and try hearing aids for two weeks at no cost, and no obligation.*

*No fees and no purchase necessary. Some conditions apply. See clinic for details. Registered under the College of Speech and Hearing Health Professionals of BC.

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HEARING AIDS
2 WEEK FREE TRIAL

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What are the differences between the professions?

The Ministry of Health in British Columbia has defined the professions regulated by the College of Speech and Hearing Health Professionals as:

- Audiology is the health profession in which a person provides, for the purposes of promoting and maintaining communicative, auditory, and vestibular health, the services of assessment, treatment, rehabilitation and prevention of:
  - Auditory and related communication disorders and conditions
  - Peripheral and central auditory system dysfunction and related peripheral and central vestibular system dysfunction

- Hearing Instrument Dispensing is the health profession in which a person provides the services of:
  - Assessment of hearing using an audiometer, or other methods, to identify hearing loss
  - Recommending, selecting, preparing, altering, adapting, verifying, selling and offering to sell hearing instruments

- Speech-Language Pathology is the health profession in which a person provides, for the purposes of promoting and maintaining communicative, auditory, and related communication disorders and conditions the services of assessment, treatment, rehabilitation and prevention of:
  - Speech, language and related communication disorders and conditions
  - Vocal tract dysfunction, including related feeding and swallowing disorders

DAIRE O’CONNOR
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DOES EVERYONE MUMBLE?

Maybe it’s time to get your hearing checked...

Hearing loss affects one in two people over the age of 50.

Book a complimentary hearing screening today and try hearing aids for two weeks at no cost, and no obligation.*
The sleek Intiga (right) hides discreetly behind your ear. The invisible Intigai (left) fits deep inside your ear canal.