



3.5 million Australians are hearing impaired or deaf

August 21, 2014 Melbourne Hearing Awareness Week from the 24th August 2014 focuses on the fragility of hearing health and ways to protect it. Melbourne Audiology Centre in Fitzroy aims to improve the overall quality of life for people in the local community who experience hearing difficulties with new and improved technologies.

Hearing Awareness week aims to eliminate the stigma, isolation, lack of work opportunities, and the associated health issues which people face. It is often described as the 'invisible disability'. This is partly because trying hard to hear is tiring, and people can run out of energy for other activities because they are working so hard at trying to hear better.

New technologies from hearing aid manufacturers like Oticon available at Melbourne Audiology Centre aim to address the social implications for people by supplying discreet instruments; literally tiny ones that fit fully within the ear canal, but just as importantly with new technology, which focuses on helping the brain make sense of sound.

New technology advances from Oticon, including BrainHearing™ technology will help reduce mental strain usually required when wearing hearing instruments. This technology aims to support the brain not just the ears and changes the face of hearing technology in Australia.

"Technology is advancing all the time and at Melbourne Audiology Centre we make sure we are at the forefront of instruments so we can address the individual needs of our community. We want people to get their energy for living back. We don't want the lives and relationships of our community members to suffer, so it is important to do something immediately if you see any signs of hearing difficulty" says Kathryn Cainer, Manager and Audiologist at Melbourne Audiology Centre.

People often wait for years before they seek help for their hearing loss. They ignore the signs, which include turning the TV or stereo up so loud that others complain, frequently needing to ask others to repeat themselves and not being able to hear properly on the telephone. Relationships can suffer, feelings of isolation can creep in, and you're exhausted at the end of the day

The number of Australians who are deaf or hearing impaired is increasing because of long-term exposure to excessive noise - often in the workplace – accidents, the environment and the ageing of the population.

Visit www.hearingawarenessweek.org.au and www.melbourneaudiologycentre.com.au and www.oticon.com.au.

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