***NEWS*  Contact:** Name

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 **The American Academy of Audiology Celebrates**

**March 3, World Hearing Day**

**RESTON, Va., Month Day, 2024—**In 2007, the World Health Organization designated March 3 as [World Hearing Health Day](https://www.who.int/campaigns/world-hearing-day/2024) in order to raise awareness to the growing numbers of those suffering from hearing loss and the importance of hearing health care. The World Health Organization projects that 2.5 billion people will have some degree of hearing loss by 2050 and at least 700 million will require hearing rehabilitation.

The [American Academy of Audiology](http://www.audiology.org) is committed to increasing awareness of the consequences of untreated hearing loss, while educating the public and other healthcare providers regarding the diagnosis, prevention and treatment of hearing loss. “Hearing loss often goes unrecognized in U.S. adults, adolescents, and children. The consequences of untreated hearing loss can lead to a long list of associated challenges, including depression, isolation, academic delays, impaired communication, falls, and cognitive decline,” said Bopanna Ballachanda, Ph.D., president of the American Academy of Audiology. Ballachanda is an adjunct faculty member at San Jose State University.

[According to the National Council on Aging](https://www.ncoa.org/adviser/hearing-aids/hearing-loss-statistics/), hearing loss affects about 60.7 million Americans age 12 and older. Of people age 65 and older, 31.1 percent experience hearing loss, while 40.3 percent of adults age 75 and older experience hearing loss. While age is still the greatest factor in hearing loss, many younger people also experience reduced hearing due to exposure to occupational and recreational noise.

“Audiologists are the experts in hearing health,” explained Ballachanda. “Anyone having difficulty hearing or whose family, friends, or co-workers have told them they suspect they have difficulty hearing should see an audiologist. The audiologist will thoroughly assess the individual's hearing and understanding ability through a series of tests. Based on their test findings and case history, Audiologists will discuss available options to improve hearing loss."

Some signs of hearing loss may include:

* Difficulty hearing other people clearly and misunderstanding what they say, especially in noisy places.
* Asking people to repeat themselves.
* Listening to music or watching TV with the volume higher than other people need.
* Difficulty hearing on the phone.
* Finding it hard to keep up with a conversation.
* Feeling tired or stressed from having to concentrate while listening.

It’s important to know that while common, hearing loss is not typical and is not something that has to be tolerated. Audiologists can improve your hearing and your quality of life.

For more information or to locate an audiologist, click [here](https://www.audiology.org/consumers-and-patients/) or visit [www.audiology.org](http://www.audiology.org).

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The American Academy of Audiology is the world's largest professional organization of, by and for audiologists. Representing the interests of audiologists and future audiologists nationwide, the Academy is dedicated to providing quality hearing care services through professional development, education, research, and increased public awareness of hearing and balance disorders. For more information, visit [www.audiology.org](http://www.audiology.org).