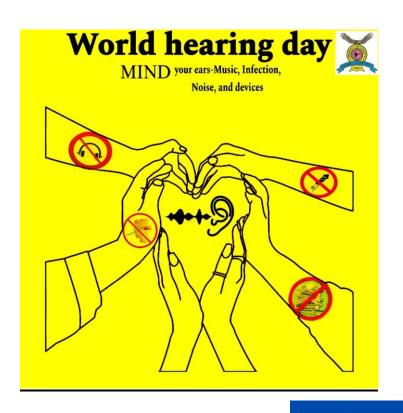
World Hearing Day to raise awareness of hearing care

3rd March, World Hearing Day (WHD) is a global initiative that raises awareness about hearing loss and promotes ear and hearing care across the world. Bharati Vidyapeeth (DU) School of Audiology & Speech Language Pathology in Katraj, Pune, and Maharashtra actively participated in WHD 2024 by organizing a series of events aimed at spreading awareness about hearing health and the importance of early detection and intervention. By leveraging both online and traditional communication channels, the institution effectively disseminated valuable information and encouraged proactive measures for the prevention and management of hearing loss

Poster Making and Video Making Competition:

Following posters were prepare and circulated on different social media platform to create awareness about the care of ears





Newspaper Article in renowned newspapers of the state.

Article was published in Pune Mirror on 12th March 2024.

Hearing health in focus: Understanding causes and treatment

ASK THE EXPERT AUDIOLOGIST



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March 3 is observed as World Hearing Day, as declared by the World Health Organization (WHO), Hearing, one of the vital senses for human beings, marks the initial step toward verbal communication, encompassing the use of different languages.

Hearing loss is characterised by a reduction in hearing sensitivity compared to normal levels.

have thresholds ranging from 0 dB to 15 decibels from 250 Hz to 8000 Hz. Hearing loss is identified when thresholds exceed these levels, categorized from mild to profound.

Those with mild to moderate hearing loss may not be acutely aware of their condition, experiencing challenges primarily in adverse listening conditions. On the contrary, individuals with severe to profound hearing loss struggle to comprehend most conversational and environmental signals, except for very loud sounds.

Understanding hearing loss

Hearing loss can stem from issues in the external ear (pinna and ear canal), middle ear, or inner ear. Problems in the outer and middle ear, such as ear drainage or membrane rupture, can often be treated with medication or surgery by an ENT surgeon. However, inner ear or auditory nerve issues result in sensorineural hearing loss, necessitating solutions like hearing aids

or cochlear implants.

Causes of hearing loss Hearing loss can be either congenital or acquired. Congenital cases occur since birth or soon after and may result from factors like TORCH infections during pregnancy, genetic factors, or birth complications. Acquired hearing loss after 2 years of birth can be due to genetic factors, infections, or illnesses during childhood.

In middle age and old age, causes include infections, ototoxicity, noise-induced, and age-related



hearing loss.

Treatment and prevention

Early detection of hearing loss. ideally by 3-6 months of a child's age, is crucial for optimal treatment outcomes. Fitting children with congenital hearing loss with appropriate aids or cochlear implants

before one year of age significantly enhances their ability to speak and lead normal lives.

Neonatal hearing screening, particularly through OAE tests, is recommended for early identification. Bharati Hospital and Research Center, in collaboration with BV(DU) School of Audiology & Speech Language Pathology, implements an ADIP scheme providing free cochlear implants and post-surgery therapy to beneficiaries.

Preventing hearing loss in adults due to excessive noise exposure involves the use of earplugs or earmuffs. The government has recognized the impact of loud noises on health, imposing sound level limits during festivals. Hearing loss in adults not only affects listening abilities but also contributes to social isolation, depression, cognitive decline, and personality changes.

Audiologists and ENT doctors stress the importance of protecting hearing to prevent related side effects and encourage overall well-being.

The views/suggestions/opinions/data in the article are the sole responsibility of the expert/organisation. For queries, please write to asktheexpert@punemirror.com

Recorded talk on:

Link: https://www.instagram.com/reel/C4CRBozt2t6/?iqsh=c3ImbDYxd2YzZ28w