

## **World Hearing Day to raise awareness of hearing care**

3<sup>rd</sup> 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 prepared and circulated on different social media platforms to create awareness about the care of ears



**TO MAKE LISTENING SAFE**

- KEEP THE VOLUME DOWN
- USE EARPLUGS IN NOISY SURROUNDINGS
- LIMIT TIME SPENT ENGAGED IN NOISY ACTIVITIES
- USE SMARTPHONE APPS TO MONITOR SOUND LEVELS
- GET REGULAR HEARING CHECK-UPS

"HEARING THE WORLD BEGINS WITH HEARING EACH OTHER"

An infographic with a light blue background. At the top left is an ear icon with sound waves. At the top right is a person's head with sound waves. Below the title is a list of five tips in purple and blue text. At the bottom is a quote in pink and purple text, with an illustration of a person wearing large blue headphones and a group of hands reaching up.

## WORLD HEARING DAY

3rd March 2024

which one to choose?

"The art of communication, lies in listening."

**When can a Audiologist Help ?**

- Diagnosing Hearing loss in adults, children and newborns.
- Prescribing various range of Hearing devices.
- Managing ringing/buzzing of ears.
- Helping in Vertigo related problems.
- Experiencing intolerance to sounds.
- When having sudden hearing reduction.

HEAR YOUR PROBLEM, DON'T HIDE IT.

Akshada-UG semr 6


A blue infographic for World Hearing Day. At the top, it says "WORLD HEARING DAY" in white, followed by "3rd March 2024" in white. To the right is a logo of a bird with wings spread. Below the title is a megaphone icon and the text "which one to choose?". There are two images: one showing various hearing devices (earbuds, earplugs, hearing aids) around an ear, and another showing a person in a red shirt holding a mobile phone to their ear. Below these is a quote in white text: "The art of communication, lies in listening." Underneath is a section titled "When can a Audiologist Help ?" in red, followed by a list of six services in white text. At the bottom is a pair of pink headphones and the text "HEAR YOUR PROBLEM, DON'T HIDE IT." in white. The footer says "Akshada-UG semr 6".

Newspaper Article in renowned newspapers of the state.

Article was published in Pune Mirror on 12<sup>th</sup> 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.

Individuals with normal hearing 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.



**Bharati Vidyapeeth**  
(Deemed to be University)

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Recorded talk on :

Link : <https://www.instagram.com/reel/C4CRBozt2t6/?igsh=c3lmbDYxd2YzZ28w>