

DEMENTIA RISK AWARENESS

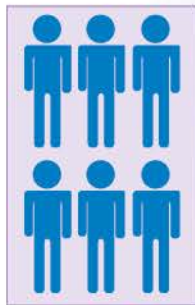


HEARING HEALTH DECISIONS

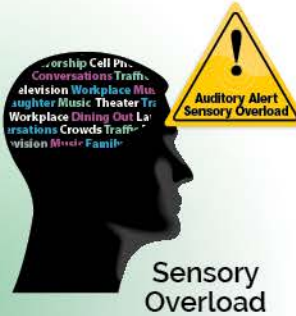
IN 2018, AN ESTIMATED **5.7 MILLION** AMERICANS OF ALL AGES HAD **ALZHEIMER'S** AND EVERY 65 SECONDS, SOMEONE DEVELOPS THE DISEASE.^[1]

DID YOU KNOW?

For those older than 60 years, the risk of dementia is closely related to the severity of hearing loss.^[2]



Social
Isolation

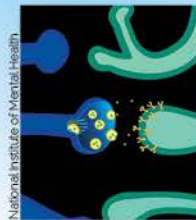


Sensory
Overload

RESEARCH INDICATES

Hearing difficulty, social isolation and shared brain function pathways...

Brain
Pathways



...may require that more cognitive resources be applied to hearing, reducing those available for working memory.

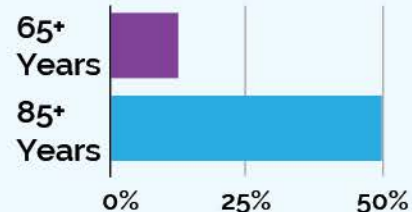
TALK TO YOUR CARING DOCTORS: Learn how a family history of dementia or hearing loss may pose increased risk for you or your loved ones. **OUR EXPERT ADVICE CAN HELP!**

GET ANNUAL EVALUATIONS TO DISCOVER:

- If you have hearing loss or are at risk.
- The type of hearing loss you may have.
- How your hearing health and quality of life can be improved.

To learn more, please visit: www.alz.org

PERCENTAGE OF AMERICANS LIVING WITH ALZHEIMER'S DISEASE, BY AGE GROUP^[3]



239.230.3799
chippendaleaudiology.com

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[1] <http://alz.org/facts/overview.asp> [2] Lin, *et al.*: Hearing Loss and Incident Dementia. *JAMA Neurology* 2011
[3] Lin, *et al.*: Hearing Loss and Incident Dementia. *JAMA Neurology* 2011



ARE YOU AT RISK FOR HEARING LOSS-RELATED DEMENTIA?

✓ Check all that apply

- I have difficulty understanding speech in the presence of background noise or in a crowded restaurant.
- I avoid social situations that require me to participate in conversations.
- I avoid the movies or theater because I miss so much.
- I have greater difficulty understanding females and children.
- My family and friends complain that I am not hearing accurately.
- Others notice that I turn the volume on my television or radio too loud.
- I have difficulty conversing on the telephone.
- I ask others to repeat themselves often during conversations.

✓ Questions I'd like to ask my Hearing Health Expert

1. _____
2. _____
3. _____



1224 Del Prado Blvd S, Ste C • Cape Coral, FL 33990
239.230.3799 • chippendaleaudiology.com

