

# DEMENTIA RISK AWARENESS

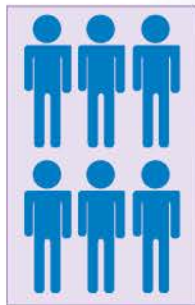


# HEARING HEALTH DECISIONS

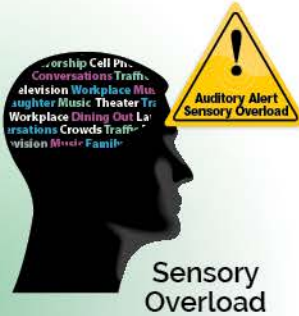
IN 2018, AN ESTIMATED **5.7 MILLION** AMERICANS OF ALL AGES HAD **ALZHEIMER'S** AND EVERY 65 SECONDS, SOMEONE DEVELOPS THE DISEASE.<sup>[1]</sup>

## DID YOU KNOW?

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



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.

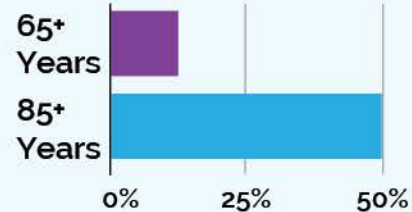
**TALK TO YOUR CARING DOCTORS!** Learn how a family history of dementia or hearing loss may pose increased risk for you or your loved ones. **OUR EXPERT ADVICE CAN HELP!**

### 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](http://www.alz.org)

PERCENTAGE OF AMERICANS LIVING WITH ALZHEIMER'S DISEASE, BY AGE GROUP <sup>[3]</sup>



631.615.7374  
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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. \_\_\_\_\_



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