

<Sample A. Sample>  
<Address Line 1 & 2>  
<City>, <ST> <Zip>



See inside for your limited time offers.

**FREE HEARING EVALUATION  
& UP TO \$1000 OFF!**  
**SPECIAL EVENT!**  
**LIMITED TIME ONLY!**

**SUMMER  
2024**

# SUMMER HEARING NEWS



## IN THIS ISSUE:

- ✓ CEH Picnic Invitation
- ✓ Combating the Consequences of Hearing Loss and Increased Risk of Dementia
- ✓ Is Mild Hearing Loss a Major Problem?

**SPECIAL EVENT!**  
**LIMITED TIME ONLY!**

**FREE HEARING EVALUATION  
AND UP TO \$1000 OFF!**

**FOOD • FUN • PRIZES**

- CEH INVITES YOU TO A -

**PICNIC**

AT

**LAWRENCE PARK**

**TUESDAY • JULY 30, 2024**

100 West Lawrence Avenue Zeeland, MI 49464

**11 AM - 1 PM**

**RSVP BY JULY 23RD**

616.772.1986 or <https://bit.ly/2024Picnic>



*Carli VanHarken*  
Carli VanHarken, HIS, Owner

*Cari Marzolf*  
Cari Marzolf, Audiologist

*The C.E.H. Team*  
The C.E.H. Team

# Combating the Consequences of Hearing Loss and Increased Risk of Dementia

Let's discuss the important link between hearing loss and an increased risk of dementia and brain atrophy. Recent studies have shown that individuals with hearing loss are more likely to experience cognitive decline and develop dementia compared to those with normal hearing. This happens because the brain works harder to process sounds when hearing starts to decline, potentially leading to changes that increase the risk of dementia. Additionally, those with hearing loss may experience more brain atrophy, which is associated with conditions like Alzheimer's disease.

To combat the consequences of hearing loss, regular hearing check-ups are essential, especially with age. Early intervention, such as using hearing aids, can help preserve cognitive function and reduce the risk of dementia. Staying socially engaged and mentally active also benefits brain health.

Brain games tailored to promote hearing health can be beneficial. These include listening exercises, sound localization games, memory and attention tasks, music-based training, language learning apps, crossword puzzles, and social engagement activities. Consistency is crucial for maximizing the benefits of these activities.

Lifestyle factors like exercise, a healthy diet, and managing other health conditions can also reduce dementia risk. Seeking support and resources is important for individuals dealing with hearing loss. With awareness, early intervention, and a focus on overall health, we can take proactive steps to protect our brains and maintain sharpness in the long run.



## ACTIVITIES FOR HEARING HEALTH



### Listening Exercises

These exercises involve focused listening to various sounds, tones, or spoken words.



### Sound Localization Games

These games can improve spatial awareness of sounds, which is essential for navigating environments and understanding speech in noisy settings.



### Music-Based Training

Music engages various auditory and cognitive processes, making it an effective tool for auditory training.



### Language Learning Apps

Learning a new language stimulates auditory processing and can benefit overall cognitive function.



### Crossword Puzzles & Word Games

While not directly related to auditory training, word games and puzzles can indirectly support hearing health by promoting cognitive flexibility, problem-solving skills, and verbal fluency.



### Social Engagement Activities

Participating in group discussions, book clubs, or conversation groups can provide opportunities to practice listening, communication strategies, and real-world auditory skills in a supportive environment.



### Memory & Attention Tasks

Games that challenge memory recall, attentional focus, and auditory working memory can strengthen cognitive functions associated with listening and comprehension.

# Is Mild Hearing Loss a Major Problem?

Mild hearing loss can be gradual and painless. It typically happens over time, and because of this, it goes unnoticed. Those with mild hearing loss may feel like people are mumbling or like their ears are plugged. Mild hearing loss will also cause the individual to exert more energy trying to understand conversations and social interactions.

## When should mild hearing loss be treated?

Mild hearing loss should be addressed immediately. It is not something that can be put off. Only 20% of individuals with hearing loss seek medical treatment. When left untreated, mild hearing loss can lead to serious health concerns like diabetes, dementia, and heart disease. It can also increase the individual's risk of falling and negatively impact their mental health and overall well-being.

The longer a person waits to treat their mild hearing loss, the more damage can be done to their brain. With hearing loss, the brain will not get the proper auditory stimulation it needs, causing it to work harder and atrophy. Our brains are used to constant stimulation, and hearing loss will deprive the brain of its normal functionality.

## Hearing Loss Treatment Improves Quality of Life

Early treatment of hearing loss benefits the individual in multiple areas. Properly fitted hearing aids can significantly enhance one's quality of life, relationships, psychological well-being, and income. Additionally, early treatment can lower the risk of other health problems associated with mild hearing loss, such as diabetes, dementia, heart disease, and falls.

Catching hearing loss early and treating it at a younger age also has significant advantages, including:

- ✓ A better understanding of treatment options and how hearing aid technology works.
- ✓ A decreased risk of social isolation due to the inability to participate in conversations.
- ✓ Better relationships with loved ones.
- ✓ Enhanced cognitive abilities.

The bottom line is mild hearing loss should be treated right away. If not, the individual will experience adverse side effects and health issues related to their untreated impairment.

## Schedule your appointment today!

300 S State St, Ste 1 | Zeeland, MI 49464  
(616) 772-1986



## <Firstname>, Get Your Exclusive Summer Hearing Event Offers!

### EVALUATION

Visit our office for a **FREE hearing evaluation**

Expires 8/2/2024

Must be 18 or older.

### SPECIAL DISCOUNT

Receive up to **\$1000 off your purchase of new premium hearing aids**

Expires 8/2/2024

Select models only. Rebate is applied at purchase. Cannot be combined with other offers. 3rd party insurance not included.

### FINANCING

**\$0 down and 0% interest for 12 months**

Expires 8/2/2024

With approved credit. 3rd party insurance not included.