

HEARING HEALTH CARE NEWS™



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Hearing Health Care News™ Volume 3, Issue 3

Welcome to our latest edition of Hearing Health Care News™

Every month, the goal is to highlight the importance of hearing by stressing **'Hearing Care Is Health Care'** and to illustrate how hearing plays a vital role in your life and in your overall physical and cognitive health care.

As always, I want to take a moment to thank you, our readers, for your continued support and helping us to celebrate those individuals, health care professionals, organizations and communities that bring attention to some of the most common health disorders and conditions that impact the lives of millions of Americans. We also appreciate how many of you have started to share this newsletter with family and friends.

This month we will highlight the importance of proper kidney health, diabetes readiness and celebrate Brain Awareness Week. As always, the push is to educate the public, you, your family and loved ones on how hearing health care is a vital component of your overall health care; and how healthy hearing is necessary for a healthy you. In addition to National Kidney Month and Brain Awareness Week, this month our country also recognizes many medical conditions, including: **National Colorectal Cancer Awareness Month, Bleeding Disorders Awareness Month, National Endometriosis Awareness Month, National Nutrition Month, Trisomy Awareness Month, National Sleep Awareness Week and Save Your Vision Month.**

National Kidney Month & World Kidney Day

March is National Kidney Month and the National Kidney Foundation urges all Americans to give their kidneys a second thought and a well-deserved checkup!

During National Kidney Month in March, and in honor of World Kidney Day on March 14, the National Kidney Foundation promotes awareness of kidneys and risk factors for dysfunction and kidney disease. The kidneys play a crucial role in maintaining overall health but are

rarely appreciated until they become damaged and can no longer do their jobs.

In addition to cleaning the blood to get rid of waste by producing urine, your kidneys also keep your blood pressure normal and support healthy bones and tissues by producing the active form of Vitamin D, regulate your body's salt, potassium and acid content and produce a variety of hormones that affect the way your other organs function.

Kidney function is also correlated to hearing health. Older adults with moderate chronic kidney disease have higher rates of hearing loss than those of the same age without. Nearly 30% of patients with kidney disease have severe hearing loss. The links of these two disorders can be explained by structural and functional similarities between tissues in the inner ear and in the kidney. Additionally, toxins that accumulate in kidney failure can damage nerves, including those in the inner ear.

Get Your Free Screening! On World Kidney Day and throughout the Month of March, the National Kidney Foundation (www.Kidney.org) offers free screenings to those most at risk for kidney disease – anyone with diabetes, high blood pressure or a family history of kidney failure. Locations and information can be found on the calendar on the website mentioned above.

American Diabetes Alert Day

 **American Diabetes Association.**
ALERT! DAY

Diabetes is not a normal part of aging; and diabetes can cause havoc to our internal organs, including the brain, kidneys, and entire nervous system, including the auditory system. It is estimated that nearly 31 million people live with Diabetes, which means nearly every family has somebody who suffers from this disease. And nearly each of these 31 million people are at increased risk of developing hearing loss.

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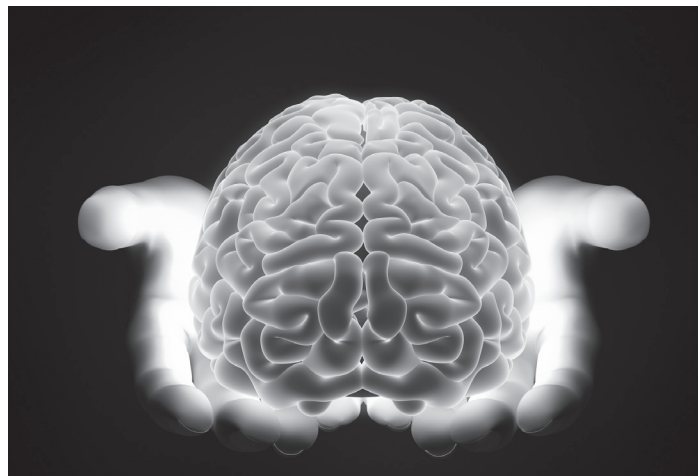
Diabetes is a disease that affects your body's ability to produce or use insulin. Insulin is a hormone. When your body turns the food you eat into energy, insulin is released to help transport this energy to the cells. Insulin acts as a "key." Its chemical message tells the cell to open and receive glucose. If you produce little or no insulin, or are insulin resistant, too much sugar remains in your blood – and this is where the problem begins!

One of the most devastating effects of Diabetes is its impact on small blood vessels throughout the body. Each cell, tissue, muscle, nerve and organ in our body relies on proper blood supply to keep our internal components working properly. There are a vast number of scientific studies that have explored the connections of hearing loss and Diabetes. These studies have found that Diabetes can cause profound damage to the inner ear (the organ of hearing), and thus result in decreased hearing clarity – especially in background noise!

On the fourth Tuesday of every March, *American Diabetes Association Alert Day* is meant to 'sound the alarm' about the prevalence of Type 2 Diabetes by asking everyone to speak to their doctor about their risk factors for Type 2 Diabetes, including genetics, weight and reduced physical activity.

Brain Awareness Week

Brain Awareness Week (BAW) is a global campaign to increase public awareness of the progress and benefits of brain research. Every March, BAW unites the efforts



of partner organizations worldwide in a celebration of the brain for people of all ages to celebrate the importance of our most vital organ, the brain!

Nearly every thought we have, every memory we store and every action we take, involves our onboard processor, the brain. The brain relies heavily on the input of our sensory organs to thrive; and when deprived of this activity, effects can be detrimental. As an example, the loss of hearing that occurs with aging can leave individuals with hearing loss 200-500% more likely to suffer from memory loss, cognitive decline and dementia.

To learn more about BAW events during this special month, visit www.Dana.org/BAW.

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