

# Changing Mindsets About Hearing Loss

WORLD HEARING DAY 2024



**World Health Organization**



**Your Way | Kia Roha**

Bust those myths and take the first step towards better hearing health!  
**Book your FREE hearing screening today.**

## Myth

## Reality

Old age

Can happen at any age, including children & young adults

Won't affect overall health

Untreated hearing loss is linked to cognitive decline, social isolation & depression

Always noticeable & easily detected

Gradual loss is common & some struggle with certain frequencies

Tinnitus is an annoyance

Warning sign of hearing loss

Normal part of aging

Preventable or treatable with early intervention



**0800 008 011**

**[yourwaykiaroha.nz/hearing](https://yourwaykiaroha.nz/hearing)**