

Hearing Loop

NEWSLETTER

ISSUE NO.12

APRIL 2025

A photograph of three people in a professional setting. On the left, a woman with long brown hair, wearing a tan blazer over a white top, is smiling and looking towards the center. In the middle, a woman with long brown hair, wearing a light blue button-down shirt and a grey plaid skirt, is holding a laptop and looking up at the man on the right. On the right, a man with a beard and glasses, wearing a grey blazer over a white shirt, is holding a brown paper bag and looking towards the woman in the center. The background is filled with large green plants, creating a bright and natural atmosphere. A thin purple line is drawn across the image, looping around the people.

Focus Topic

Gen Z: Growing demand for
hearing health benefits

Research

Promoting hearing and cognitive
health for the well-being of older
adults.

Dear partner,

Did you know that the large majority of employees aged 25 to 44 believe that it is important for employers to offer hearing benefits? In this issue of Hearing Loop, we will explore this trend further and what we can take away from it for education, prevention and early detection of hearing loss. We will moreover share the latest clinical guidance on how to address the link between adult-onset hearing loss and dementia with patients, as well as insights on how humor can ease the tension when telling others about one's hearing loss or hearing aids.

Happy reading!

the Triton Hearing Team

FOCUS TOPIC

Gen Z: Growing demand for hearing health benefits

A shift in focus: A recent survey by American Hearing + Audiology has shown that younger employees, including Gen Z, are prioritizing hearing healthcare when it comes to employee benefits packages.

i 99% of U.S. employees aged 25 to 44 believe it is important for employers to offer hearing benefits, up from 93% in 2023.¹



Hearing loss on the rise in Gen Z

Between loud concerts, sporting events, frequent video gaming and daily headphone use, hearing loss is affecting people at younger ages. With 17% of Gen Z employees affected by hearing loss, hearing healthcare is increasingly on the minds of younger employees.

Reducing stigma, fostering hearing health. Hearing loss is still often misconstrued as a health concern only among older

populations. In light of the latest survey insights, strategies for education on hearing protection, early detection of hearing loss and hearing intervention seem more important than ever: to prevent hearing loss, to break down the stigma of hearing aids² and to reduce the long-term burden³ on healthcare systems globally.

While public health initiatives will play an essential role in driving education and hearing health programs, ENT and GP

physicians can make a huge contribution by educating their patients, particularly younger populations, on the importance of noise protection and regular hearing screenings – and thereby help overcome the stigma.

[Learn more.](#)



EVENT



Have you already registered for our upcoming online physician symposium on May 13 (EMEA) and May 15 (US, Brazil, Canada, Australia, New Zealand)? Our panel of globally renowned experts will discuss the potential of enhancing health outcomes through hearing loss and tinnitus management.

Online Physician Symposium

Enhancing Health Outcomes through proactive Hearing Loss and Tinnitus Management!

- Bec Bennet, Senior Research Audiologist at National Acoustic Laboratories (Australia), will focus on "The Hidden Impacts of Hearing Loss: Addressing Mental Health."
- Dr. David Maidment, Senior Lecturer in Psychology at Loughborough University (UK), will share insights on "Sound advice for staying healthy! Promoting holistic health in adults with hearing loss."
- Prof. Dr. med. Berthold Langguth, Chief Physician of General Psychiatry II, University of Regensburg (Germany), will present an update on "Tinnitus – From Science to Clinical Best Practice."

Don't miss this event to stay ahead in tinnitus management and hearing healthcare!

The symposium will be held in English, with AI-generated captions and subtitles in 60 languages.

[Register now.](#)





The key take-home messages include:

- Hearing better positively impacts quality of life⁹: hearing aids can help better communicate and engage in conversations¹⁰, reduce listening effort¹¹ and enhance social connections¹².
- Hearing loss is associated with increased risk of dementia at a population level. It is yet still unknown whether hearing loss causes dementia.

Thus, the overall goal of working with older adults should be to assist with maintaining functional ability that enables well-being from mid-life to older age. Educating clients about the potential to reduce their risk of age-related health problems and how to maintain their function by addressing identified potentially modifiable risk factors early and by remaining socially engaged to optimize cognitive reserve is essential.

Listening and communicating with others when one has a hearing loss can be challenging. If hearing aids help us to hear more easily, this means our brain probably doesn't have to work as hard. That can free up your brain for other activities, which can be beneficial for everyone, whether or not they have dementia.

Promoting hearing and cognitive health for the well-being of older adults

The 2024 Lancet Commission report on dementia prevention⁴ ranks hearing loss as the number one modifiable risk factor for dementia, and the results of the 2023 ACHIEVE study from Johns Hopkins University⁵ show that hearing intervention can slow down cognitive decline by 48%. Fueled by these findings, the debate continues as to whether hearing aids can

help reduce cognitive decline in older adults.

Best practice guidance summarizes the evidence base for the association between adult-onset hearing loss and dementia and offers clinical recommendations on how to address the topic with patients.^{6,7,8}



[Read the full study.](#)

RESEARCH

A laughing matter? The “to tell or not to tell” dilemma of adults with hearing loss

Can humor ease the tension when discussing hearing loss or hearing aids? To answer this question, a research team from the University of Queensland (Australia) examined the interactional management of hearing difficulties and hearing aids in real-life, video-recorded social interactions with adults with hearing loss and their families or friends.¹³

Humor is one of the key emotional coping strategies for a stigma-induced identity threat. In their study, the team of scientists video-recorded social interactions where the person with hearing loss used humor when the topic was brought up, and conversations where another person reacted with laughter or humor to it.

The results showed the effectiveness of humor varies, depending on factors such as its initiation. Self-directed joking, initiated by the adult with hearing loss, may be a

positive volitional response to the stigma related to hearing loss or hearing aids in social interactions. However frequent teasing (initiated by others) could become a situational cue for more negative (non-) volitional responses or outcomes.

These findings show that there is still a stigma to overcome, and how important it is to further educate both patients with hearing loss as well as their families and the broader public. Additionally, it is essential to encourage those affected by hearing loss to proactively address the topic in their social interactions.

[Read the full study.](#)



The impact of noise on hearing health

The International Noise Awareness Day 2025, this year April the 30th, once again highlights the critical importance of protecting our hearing health in a world of constant noise.

More than one billion young adults worldwide are at risk of preventable hearing loss due to unsafe listening habits, particularly from headphones.¹⁴

These figures underscore the importance of an interdisciplinary approach to hearing health.

Protecting hearing, protecting health
From prevention to timely and comprehensive treatment of hearing loss: clinicians from different fields joining forces can not only help patients protect and regain their hearing but also have a profoundly positive

impact on their overall quality of life and well-being.⁶

Learn more.



Loud noise in daily life

Fireworks	140-160 dB
Children's toy	135-150 dB
Ambulance sirens	120 dB
Health club/aerobic studio	up to 120 dB
Football game stadium	117 dB
Headphones	96-110 dB
Symphony/rock concerts	95-115 dB
Noisy restaurant	85 dB
Ringing telephone	80 dB
Lawn mower, motorcycle	80-100 dB
Movie theater	70-104 dB

Note: Over time, any sound above 85dB can cause hearing loss or other hearing problems like tinnitus.

Source: Common Noise Levels - Noise Awareness Day

Contact

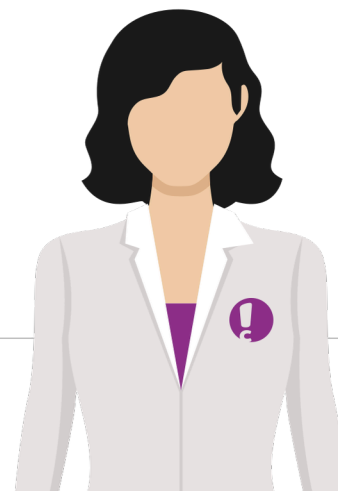
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Any questions?
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¹Hearing Loss Among Millennials and Gen Z. (2023, June 17). Retrieved from <https://americanhearing.us/hearing-loss-among-millennials-gen-z/> ²Wallhagen, M. I. (2010). The stigma of hearing loss. The Gerontologist, 50(1), 66-75. <https://doi.org/10.1093/geront/gnp107> ³Besser, J., Stropahl, M., Ürry, E., & Launer, S. (2018). Comorbidities of hearing loss and the implications of multimorbidity for audiological care. Hearing research, 369, 3-14. <https://doi.org/10.1016/j.heares.2018.06.008> ⁴Livingston, G., Huntley, J., Liu, K. Y., Costafreda, S. G., Selbaek, G., Alladi, S., Ames, D., Banerjee, S., Burns, A., Brayne, C., Fox, N. C., Ferri, C. P., Gitlin, L. N., Howard, R., Kales, H. C., Kivimäki, M., Larson, E. B., Nakasujja, N., Rockwood, K., ... Mukadam, N. (2024). Dementia prevention, intervention, and care: 2024 report of the Lancet standing Commission. The Lancet, 404(10452), 572-628. [https://doi.org/10.1016/S0140-6736\(24\)01296-0](https://doi.org/10.1016/S0140-6736(24)01296-0) ⁵Lin, F. R., Pike, J. R., Albert, M. S., Arnold, M., Burgard, S., Chisolm, T., Couper, D., Deal, J. A., Goman, A. M., Glynn, N. W., Gmelin, T., Gravens-Mueller, L., Hayden, K. M., Huang, A. R., Knopman, D., Mitchell, C. M., Mosley, T., Pankow, J. S., Reed, N. S., Sanchez, V., ... ACHIEVE Collaborative Research Group (2023). Hearing intervention versus health education control to reduce cognitive decline in older adults with hearing loss in the USA (ACHIEVE): a multicentre, randomised controlled trial. The Lancet, 402(10404), 786-797. [https://doi.org/10.1016/S0140-6736\(23\)01406-X](https://doi.org/10.1016/S0140-6736(23)01406-X) ⁶Sarant, J., Lemke, U., Giroud, N., Scherpiet, S., & Weinstein, B. (2024). Promoting hearing and cognitive health in audiology rehabilitation for the well-being of older adults. International journal of audiology, 63(10), 761-771. <https://doi.org/10.1080/14992027.2023.2260099> ⁷Blustein, J., Weinstein, B. E., & Chodosh, J. (2023). It is time to change our message about hearing loss and dementia. Journal of the American Geriatrics Society, 71(8), 2676-2679. <https://doi.org/10.1111/jgs.18323> ⁸Stropahl, M., Scherpiet, S., & Launer, S. (2024). Viewpoint on the Benefit of Hearing Care on Cognitive Health. American journal of audiology, 33(2), 606-610. https://doi.org/10.1044/2024_AJA-23-00176 ⁹World Health Organization. (2021). World report on hearing. Geneva: World Health Organization. ¹⁰Ferguson, M. A., Kitterick, P. T., Chong, L. Y., Edmondson-Jones, M., Barker, F., & Hoare, D. J. (2017). Hearing aids for mild to moderate hearing loss in adults. Cochrane Database of Systematic Reviews, (9). <https://doi.org/10.1002/14651858.CD012023.pub2> ¹¹Hornsby, B. W. (2013). The effects of hearing aid use on listening effort and mental fatigue associated with sustained speech processing demands. Ear and Hearing, 34(5), 523-534. <https://doi.org/10.1097/AUD.0b013e31828003d8> ¹²Timmer, B. H., Bennett, R. J., Montano, J., Hickson, L., Weinstein, B., Wild, J., ... Dyre, L. (2024). Social-emotional well-being and adult hearing loss: clinical recommendations. International Journal of Audiology, 63(6), 381-392. <https://doi.org/10.1080/14992027.2023.2190864> ¹³Ekberg, K., Timmer, B., Meyer, C., Waite, M., Scarinci, N., Nickbakht, M., & Hickson, L. (2024). A laughing matter? Managing hearing difficulties in real life everyday social interactions with adults with hearing loss. International Journal of Audiology, 1-9. <https://doi.org/10.1080/14992027.2024.2389189> ¹⁴Deafness and hearing loss. (2024, February 2). Retrieved from <https://www.who.int/news-room/fact-sheets/detail/deafness-and-hearing-loss>