



FOR IMMEDIATE RELEASE  
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**LOCAL AUDIOLOGY PRACTICE, HEARING PROFESSIONALS, INC., HELPS PROMOTE WORLD  
DIABETES DAY AND EDUCATES LOCAL COMMUNITY ON THE LINK BETWEEN DIABETES AND  
HEARING LOSS**

**Laurel, MD – Hearing Professionals** is joining the Better Hearing Institute (BHI) to support World Diabetes Day on November 14<sup>th</sup>.

In recognition of World Diabetes Day, **Hearing Professionals** will offer **free hearing screenings**, where adults in the community will be able to **have their hearing checked at no charge**.

Hearing loss is about twice as common in adults with diabetes compared to those who do not have the disease, according to a [study](#) funded by the National Institutes of Health (NIH) and published in the *Annals of Internal Medicine*. Yet hearing screenings typically are not part of the regular regimen of care that people with diabetes are routinely recommended to receive.

“It’s so important that people with diabetes ask their doctors to check their hearing,” said **Lisa M. Nelson, Au.D. and Executive Director of Hearing Professionals**. “Hearing loss affects virtually every aspect of a person’s life, making it all the harder for people with diabetes to cope with their disease. A hearing check is invaluable in determining whether or not someone with diabetes does have a hearing loss and will help to ensure that they get the treatment they need—not only to hear better, but also to improve their overall quality of life.”

World Diabetes Day (WDD) is the primary global awareness campaign of the diabetes world. It was introduced in 1991 by the International Diabetes Federation (IDF) and the World Health Organization (WHO) in response to the alarming rise in diabetes around the world. In 2007, the United Nations marked the Day for the first time with the passage of the United Nations World Diabetes Day Resolution in December 2006, which made the existing World Diabetes Day an official United Nations World Health Day. Roughly 250 million people worldwide are now living with diabetes. The IDF estimates that more than 300 million people worldwide are at risk for type 2 diabetes, which can be prevented in many cases by helping and encouraging those at risk to maintain a healthy weight and exercise regularly.

**Free hearing screenings will be offered by appointment during the week of November 16 – 20<sup>th</sup>, 2009 in each Hearing Professionals location: Laurel, Bowie, Waldorf, Leonardtown and Solomons. For more information on the screening times, call 301-464-2036 or 800-991-0086.**

“For years, physicians who treat people with diabetes have regularly ensured that their patients receive regular vision check-ups,” said Sergei Kochkin, PhD, BHI’s executive director. “But they also need to encourage each of their patients to get their hearing checked as well.”



Numerous studies have linked untreated hearing loss to a wide range of physical and emotional conditions, including irritability, negativism, anger, fatigue, tension, stress, depression, avoidance or withdrawal from social situations, social rejection and loneliness, reduced alertness and increased risk to personal safety, impaired memory and ability to learn new tasks, reduced job performance and earning power, and diminished psychological and overall health.

"World Diabetes Day is important because it raises awareness of a serious global health problem," said Kochkin. "It's also important that people with diabetes understand that they may be at an increased risk of hearing loss as a result of their disease. We urge anyone with diabetes to take a quick and confidential online hearing test today, at [www.hearingcheck.org](http://www.hearingcheck.org), to determine if they need a comprehensive hearing check by a hearing professional."

For more information about World Diabetes Day, please visit [www.worlddiabetesday.com](http://www.worlddiabetesday.com). To learn more about scheduling a **Free Hearing Screening**, please visit **[www.hearing-professionals.com](http://www.hearing-professionals.com)**

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