HEARING LOSS - A SILENT EPIDEMIC

- 1200 000 000 people have a hearing problem every year - that’s 1 in 7
- Common disability
- Most common chronic disability
- Early detection dramatically improves outcomes

- 328 million adults have permanent disabling hearing loss

- 3.1 million in South Africa
- Invisible epidemic
- Unseen but pervasive

- Social isolation linked with depression and dementia
- Higher unemployment major impact on work
- Tired & irritable reduces quality of life

Developed by: [Logo]  
Main Sponsor: [Logo]
**WORLD HEARING DAY**

3 March 2016 is World Hearing Day, a World Health Organisation initiative highlighting hearing loss as the most common chronic disability. The University of Pretoria will launch the evidence based hearZA™ application as the National Hearing Test to screen for hearing loss on a user-friendly smartphone application.

In partnership with the University of Pretoria, hearZA™ will launch on iOS and Android App stores on World Hearing Day. Every downloaded App will offer one free hearing test. Become a proud supporter of hearing health.

**3 EASY STEPS TO TEST YOUR HEARING**

1. **Download the App**
2. **Take 1 minute to test your hearing**
3. **Get your results and share it with your friends**

**IN PARTNERSHIP WITH:**

- South African Association of Audiolists
- SASLHA

**TEST SPONSORS:**

- sivantos
- oticon
- EAR INSTITUTE
- World-Class Hearing for Your Family