

Raising Awareness of the Link between Heart Disease and Hearing Loss during American Heart Month

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Once again, the Better Hearing Institute is promoting American Heart Month in February and recognizing [National Wear Red Day](#)® on February 3. National Wear Red Day® is observed each year on the first Friday in February. Americans nationwide wear red to show their support for women's heart health and to raise awareness that heart disease—the #1 killer of women—is largely preventable.

Studies show that a healthy cardiovascular system—a person's heart, arteries, and veins—have a positive effect on hearing. Conversely, trauma to the blood vessels of the cochlea can cause damage, negatively affecting a person's capacity to hear.

In a [study](#) published in the June 2010 issue of the *American Journal of Audiology*, Raymond H. Hull and Stacy R. Kerschen did a comprehensive review of research that has been conducted over the past 60 plus years. They found that the negative influence of impaired cardiovascular health on both the peripheral and central auditory system, and the potential positive influence of improved cardiovascular health on these same systems, has been found through a sizable body of research.

Our participation in American Heart Month and National Wear Red Day® will help raise awareness of the important connection between heart health and hearing health. And we will use this opportunity to encourage people with heart disease to include hearing checks as part of their routine medical exams.

We encourage hearing healthcare professionals across the country to participate in this important campaign. Listed below are some things you can do. You also can [click here](#) for additional ideas:

- Organize a hearing screening in your community—or perhaps at a local mall, library, community center, local business, or manufacturing plant—in recognition of American Heart Month and/or National Wear Red Day®.
- Disseminate heart disease and hearing health information within your practice and local community, including [materials](#) developed by *The Heart Truth*®.
- Issue a press release; the BHI has developed a [press release template](#) that hearing health professionals may use to promote their practice.
- Send information through listservs.
- Hang [posters](#) in prominent locations such as your office, library, local mall, or church.
- Join the American Heart Association's [Go Red For Women movement](#) to spread awareness of the #1 killer in women – heart disease.
- Find out [who's going red](#), and find an event near you!

For more information please go to <http://www.nhlbi.nih.gov/educational/hearttruth/events/wear-red.htm>.