



HOW TO SUPPORT A LOVED ONE WITH HEARING LOSS

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Supporting people with
hearing impairment is a
journey of practicing

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intentional communication strategies that prioritize empathy and clarity over volume. When both parties are "all in," you can bridge the frustrating gap between hearing a sound and truly understanding its meaning. By adjusting your shared environment and improving hearing loss communication tips, you can help your loved one feel more confident and at ease.

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What are the effects of hearing loss on the brain?

When you struggle to hear, the constant strain of deciphering speech leads to a phenomenon known as [listening fatigue](#), leaving you drained. But the impact isn't just mental—it may be physical, too. Research links untreated hearing loss to [a higher risk of falls](#).

Fortunately, hearing loss is a major modifiable risk factor for cognitive decline. Studies show that individuals with

Mild Cognitive Impairment (MCI) who use hearing aids face a significantly [lower risk of developing all-cause dementia](#) than those who do not. By being proactive about hearing health, you help a loved one reclaim the cognitive energy needed to protect both their physical safety and long-term brain health.



What are some communication strategies for hearing loss?

Success in conversation is a two-way street. By adjusting your habits, you can make it much easier for your loved one to stay engaged.

- **The "attention first" rule:**

Say their name or give a gentle tap on the shoulder before you start talking. This gesture ensures they know when to listen.

- **Face them directly:** Ensure your face is well-lit and not obscured. Use hand gestures to demonstrate something that you are talking about.
- **Don't hide:** Avoid eating, chewing gum, or covering your mouth with your hands while talking. These habits muffle sound and hide the visual cues for [lip-reading](#).
- **Speak naturally, not loudly:** Shouting distorts the clarity of words and can be uncomfortable for those wearing hearing aids. Good communication involves speaking clearly at a moderate pace.
- **Rephrase, don't repeat:** If they didn't catch a sentence, try using different words. For example, instead of repeating "The car is in the

garage," try "I parked inside."

- **Ask how you can help:**
Remember, every person's hearing loss and challenges are unique to them. Asking what works for them will help you to use specific methods that will help.

How can you make social environments more "hearing-friendly"?

Background noise can be the biggest hurdle of clear communication. When out, choose a corner table or booth to minimize surrounding noise. At home, turn off the TV or radio before talking to eliminate the "sound clutter." Even a humming dishwasher may create enough noise to disrupt a conversation.

Top tip: Don't sit with a window or bright light behind you. This casts a shadow on your face, making it difficult

for your loved one to read your expressions.



What are the best tips for phone or video calls?

Digital communication may add a layer of difficulty because technology often strips away the subtle speech nuances your loved one relies on for clarity. To bridge this gap, focus on these strategies:

- **For voice calls:** Speak directly into the mouthpiece, but avoid holding it too close, as this may cause distortion. Use pauses to give your loved one time to process the information.
- **For video calls:** Some platforms, like Zoom or

Google Meet, offer live captioning in video calls. This can help your loved one read what they might miss.

- **Optimize your environment:** Ensure you are in a quiet room with good lighting so they can see your lips move clearly on the screen.

Help your loved one stay connected

If you notice your loved one is withdrawing or frequently struggling to follow a conversation, it may be time to suggest taking [a free online hearing test](#)*. This can help determine the level of support they may need and if they could benefit from [Lexie hearing aids](#), which are designed to restore the clarity of conversation.

**Our online hearing test uses audio files and software developed to help you identify the possibility of some form of hearing impairment and is not*

a substitute for professional hearing evaluation. Your degree of hearing loss, if any, cannot be diagnosed through this online test. Only a hearing test performed by a qualified healthcare provider can provide you with a precise profile of your hearing ability. Consult a qualified audiologist or healthcare provider for accurate hearing assessment and medical advice

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6 Hearing Loss Myths and Misconceptions Debunked

There are a lot of misconceptions

surrounding hearing loss. Hearing loss myths are common, often from incorrect assumptions, stereotypes, or simply misunderstood facts.

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