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Hear | Speak | Listen | Learn | Live

Sound Advice Fall 2016

Hearing Clinic Schedule: Dr. Jill Byrd
(Retirement community residents only please)

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St. Martins	10/10	11/7	12/5
Rocky Ridge	10/13	11/10	12/8
Regency	10/17	11/14	12/12
Brookdale	10/18	11/15	12/13
Town Village	10/19	11/16	12/14
Kirkwood	10/20	11/17	12/15

Upcoming Holiday Closures:

- BSHA offices will be closed:
- November 11 – Veteran’s Day
 - November 24, 25 – Thanksgiving
 - December 23, 26 – Christmas
 - December 30 – Jan 2 – New Year’s

Summer hours have ended.
 Dr. Leslie Crawford is available by appointment
 Monday through Friday: 8:30 – 2:30

Our office is open
 Monday through Friday: 8:30 – 4:30

Lyric Highlight: September 20, 21, 22
Oticon Brain Hearing™ Event: October 18, 19, 20
Lyric Promotional: December 6, 7, 8

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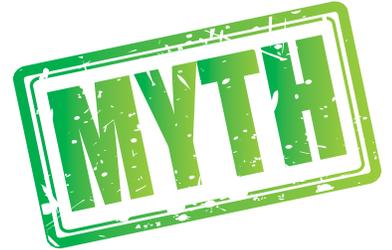
Upcoming Events: See What's Happening Next!

Fall | 2016

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Top 5 Myths About Hearing Loss



There is no reason that misconceptions should stand in the way of hearing your best. These are the top five myths about hearing loss:

- 1. Hearing loss only affects the elderly.**
Hearing loss can affect anyone. Approximately 48 million Americans (20%) report some degree of hearing loss. Hearing loss occurs in 5 of every 1,000 newborns each year in the U.S. As many as 16% of teenagers have reported some hearing loss which may be caused by loud noise.
- 2. My primary physician will tell me if my hearing is failing.**
Not many doctors perform a hearing test as part of a routine physical. They rely on you to inquire about any health-related questions. A primary care physician is skilled in specific areas of the body; however, an audiologist is specifically educated to administer hearing tests, diagnose hearing loss, and prescribe treatment.
- 3. I notice a difference in one ear, but the other is fine, so I'm ok.**
If hearing in one ear starts to fade, the brain will adapt to those changes – up to a point. There are countless stories of people who were oblivious to the gradual advancement of their hearing loss. The brain is so involved with the sense of hearing, it can “forget” how to hear certain sounds if auditory pathways become damaged and hearing loss is left untreated. It is very important to have your hearing checked regularly, and to seek treatment once hearing loss has been diagnosed.
- 4. Hearing aids will restore my hearing to normal levels.**
Hearing aids have sensitive microphones that focus on speech while tuning out background noise. They are programmed to work with many other personal electronic devices such as cell phones. However, as knowledgeable as researchers are about how our sense of hearing works, there is no man-made device that can completely replicate human hearing. The good news is that hearing aids significantly improve your ability to hear well, leading to enhanced communication.
- 5. My hearing loss cannot be helped.**
Many types of hearing loss can be improved, whether by using hearing aids, surgery, medication or a simple ear wax removal procedure. Due to rapid advancement in the industry, hearing loss which was at one time difficult to effectively address may now be treatable. Please consult a professional.

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Successful Summer Event : Oticon Opn

August 1st was our premier of Oticon's incredible new technology, Opn™. This event was a huge success resulting in a record number of hearing aids in trial!

The Opn™ contains a revolutionary micro-chip which processes sound exceptionally fast and requires much less listening effort. In practical terms, this means that your brain does not have to work so hard to listen. Processing sound is easier resulting in less stress and strain so that you are not as tired at the end of the day's activities.

Many thanks to our friend and special guest, Audiologist Norm Greenleaf, who worked alongside Dr. Leslie Crawford to demonstrate this new technology.

We are hosting another Oticon Opn™ event in October. Call us to give Opn™ a try for yourself and really hear the difference!



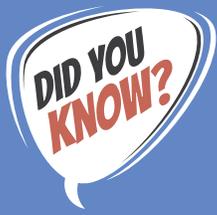
Drs. Leslie Crawford & Norm Greenleaf

BIRMINGHAM
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Currently, *over fifty million Americans have hearing loss.* This number is higher than the amount of people who suffer from diabetes, Alzheimer's, autism, and osteoporosis combined! Hearing loss is not fatal, but it can take away the quality of your life through isolation, depression, early onset of dementia, and other health problems.

" History repeats itself because no one listens the first time! "

-Anonymous

Patient Highlight: Virginia Dyer

Our dear friend Mrs. Virginia Dyer is such a delightful person to visit with. Recently, she was honored for her war-time service. During WWII, Virginia was working in a Birmingham dime store when an acquaintance in her boarding house approached her about going to technical school for the war effort. For the next four months, Virginia worked during the day at the dime store and walked to school at night. She then became an electrician on B-24 airplanes at Bechtel-McCone-Parsons Airplane Modification Center until the day after the war ended.

We honor you — Mrs. Dyer — a true Rosie the Riveter!



Many of you have had interesting lives and adventures too. Please share them with us! We would love to feature you in a future newsletter.

Hearing Loss Talking Tips

Many of us look forward to spending more time with family as the weather gets cooler. The holiday season is even coming up fast! If a family member has a hearing loss, it can also be a time to make a special effort to try and communicate. Healthy Hearing recently came out with a fantastic list to help make communication easier and family gatherings more enjoyable.



- Talk face to face
- Talk at eye level
- Don't speak from another room
- Don't cover your mouth while speaking
- Take turns speaking to others
- Stay close by
- Speak clearly
- Communicate in well-lit areas
- Eliminate background noise
- Be attentive
- Make sure you have the person's attention

Speech News: Dyslexia



When young children are learning to read, they often mistake a 'b' for a 'd', or they might write their names backwards. Does that mean that they have dyslexia?



Ferne McClintock, M.S., CCC
Speech-Language Pathologist

Many folks think that when a person has dyslexia it means they have a visual problem that makes them see words and letters backwards; however, dyslexia is a neurological, language-based learning disability caused by a difficulty with phonological processing. The latter refers to things like knowing the sounds letters make, being able to blend sounds together into words, counting the sounds or syllables in a word, and rhyming.

It is possible that some children actually do have visual deficits that could affect their reading skills, but those problems are not necessarily dyslexia. Backward writing and letter reversals occur frequently in children six years and younger. Dyslexic children will likely continue making those errors long after the typically developing children have stopped. Dyslexia affects word attack skills, reading comprehension, writing and spelling, usually resulting in problems in all school subjects. Affected children often have negative feelings about reading. This can lead to less reading, which in turn leads to less rich vocabularies and difficulty performing at full potential in school and beyond.

For more information, check the websites of the [Alabama Scottish Rite Foundation](#), the [Alabama State Department of Education](#), and the [International Dyslexia Association](#). While there is no 'cure', people with dyslexia CAN improve with plenty of hard work, help from qualified professionals, and the support of family and friends.

Don't Forget the Earplugs!

Most people know about the danger of loud noises and recognize that noise induced hearing loss is a real issue. Many also realize that the best defense against it is to wear earplugs, yet for some reason many of us don't use them when we go to noisy sporting events, concerts, air shows, or when we mow the lawn, use power tools, go to a shooting range, etc... It's such a simple solution, but we don't do it. **Why is that?**



An article from [Healthy Hearing](#) identifies the following myths as the most common reasons why people don't wear earplugs:

1. They are uncomfortable
2. They are a hassle to put in
3. They interfere with what we're actually trying to hear
4. They look funny

The Hearing Journal published a study where people were given earplugs to use over a 16-week period. Most participants reported that their opinions about wearing earplugs to protect their ears had improved by the end of the study. Apparently, people just needed to get used to earplugs in order to really appreciate them. There's no question that the benefit of wearing earplugs in noisy environments far outweighs the alternative. So don't forget to pack the earplugs, and when the need arises, **USE THEM!**

Going Green!



Our **PowerOne** batteries are now *Mercury free*. These batteries have been thoroughly tested, meet all international standards, and are "wireless approved" for use with hearing aids. You can enjoy the environmental advantages of Mercury Free batteries at the same cost of the old zinc air batteries. Please call us at **871-3878** or stop by our office if you would like to purchase some batteries.

"One of the best hearing aids a man can have is an attentive wife."

-Groucho Marx