

Ben Cohen, former England rugby winger, says Sir Elton John changed his life with the offer of hearing aids.

Rugby star Ben, who is 50% deaf in both ears, was diagnosed with his hearing loss at the peak of his career but never sought treatment because of his vigorous rugby activities. In keeping with the macho image of rugby, he simply "got on with it", which he believed even helped him on the pitch. "My communication was very good because I made sure everyone heard me. When you're loud you get past the ball more because people pass to the noisiest person. That was one of my strengths."

But off the pitch, those around him couldn't ignore it so easily. "People always thought I was really rude - I could walk past someone and they'd be speaking to me and I wouldn't pay them any attention, I just hadn't heard them!"

'Certain sounds - such as the letters T and K - I can't really hear at all'.

The rugby champion who retired from the sport to launch The Stand Up Foundation,



a charity to raise awareness of homophobic bullying, says everything changed when the British pop icon called unexpectedly.

Cohen said: 'He [Elton John] called me, out of the blue, and introduced himself. He said, "I hear you're deaf. I love the work you're doing and I'd

love to help you. When you're next in America I'm going to send you over to a hearing aid manufacturer and fit you out with new state-of-the-art hearing aids'.

'He's a very kind man,' said Cohen about Sir Elton John. 'He does a lot of stuff that people don't realise he does and will never know because he doesn't want people to know'.

When asked if the hearing aids are of use, Cohen said:

*I use them alot ...they've changed my life.*

He adds: 'At the moment the hearing seems to have reached a plateau but we'll have to wait and see. There's no point worrying about it because it's out of my control'.

'I just hope it doesn't get worse. I want to be able to hear people'.

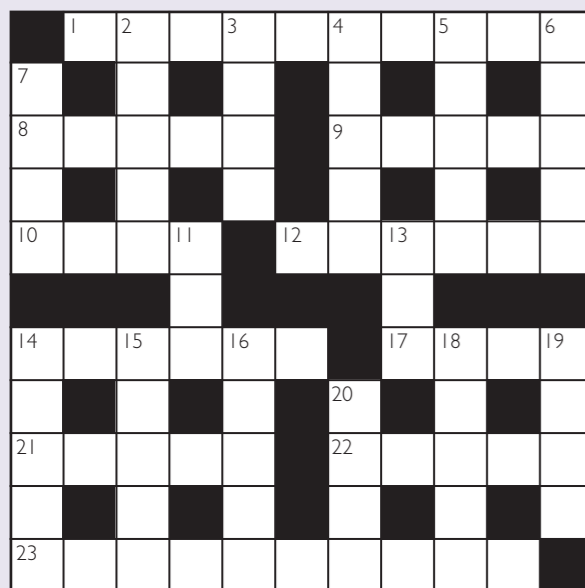


## CROSSWORD TIME

WIN M&S VOUCHERS  
Worth £25

Complete the crossword, with your name, address, and telephone number and return it to our shop via hand or post by 31st September 2013 to **WIN £25 M&S Vouchers**. The winner will be chosen at random. **Good luck!**

The lucky winner of our last edition was Mrs Marks. Congratulations.



## ACROSS

1. Eager involvement (10)
8. Stream of water (5)
9. Take as one's own (5)
10. Ball game (4)
12. Guard (6)
14. Language communication (6)
17. Fruit (4)
21. In addition (5)
22. Boundary (5)
23. Executives (10)

## DOWN

2. Pertaining to warships (5)
3. Solid (4)
4. Apportion (5)
5. Concerning (5)
6. Friendly (5)
7. Boast (4)
11. Enemy (3)
13. Doze (3)
14. Water vapour (5)
15. Consumed (5)
16. Loud, resonant sound (5)
18. Yellowish citrus fruit (5)
19. Mongrel dog (4)
20. Shut with force



MONMOUTHSHIRE  
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# HEARtoday

## NEWSLETTER

MONMOUTHSHIRE HEARING CENTRE | SUMMER 2013



MONMOUTHSHIRE  
HEARING CENTRE

## Contents

Welcome to the Summer edition of the **HEARtoday** newsletter. We hope you find the information in this issue interesting and useful. We always welcome and appreciate your views and comments.

- Getting tested for hearing loss
- The challenge
- Recommend a friend
- Protect your hearing
- Sound you can only Dream of. Widex DREAM® - a new range of hearing aids
- Inspirational Famous Ears: Ben Cohen
- Crossword time

Helen Hollywell  
RHAD, FSHAA



## Helping the one you love come to terms with hearing loss



People don't realize what they are missing in conversations and how many sounds they no longer hear.

**FREE  
HEARING  
TEST**

Acknowledging hearing loss begins with complex reactions, but the most common one is denial. Although there are many reasons why people are in denial, the bottom line is: **taking that first step to get a hearing test may confirm their worst fear - that they do have a hearing loss.**

There are factors that make denial logical for many people. Hearing loss often progresses slowly. People don't realize what they are missing in conversations and how many sounds they no longer hear. It is a known fact that it takes about seven years for someone to acknowledge hearing loss. They may hear well in some situations - good acoustics, quiet atmosphere without background noise, one-on-one conversations with a familiar person. Denial can be a tricky thing when that person uses it as a defense mechanism: everyone else has the problem - the world "mumbles!" But most of the time denial goes back to our society's historical "taboo" of aging.

To help your loved one move beyond denial - don't push too hard. Find out where they are having the most trouble hearing. If the TV volume becomes too loud, look into assistive

listening devices for TVs. Find a phone or handset with stronger volume control if they are missing phone calls. If they can't hear the door bell, alarm clock or smoke alarm, look into visual/vibrating alerting systems. Use safety as the motivator to get them to consider taking that hearing test.

These are the first steps to get people to be aware of their hearing loss and of what they can do about it. It is important to know the other reasons for making them take a hearing test. Long-term, unchecked hearing loss can cause auditory deprivation (a condition that results in the brain "forgetting" how to hear and understand speech).

95% of people with hearing loss can be treated with hearing aids. Nine out of 10 hearing-aid users report improvements in quality of life. If you have any questions about hearing loss or hearing aids contact us at the number below and we will be only too glad to help you and your loved one.

Monmouthshire Hearing Centre  
Tel: 01600 772111

# Our latest challenge...

£600  
RAISED  
SO FAR



As most of you know by now I like to set myself (and my husband!!) a challenge every year all in the name of charity & this year was no different, except we thought we would do two! The first was on the weekend of 8/9th June where we embarked on our toughest challenge to date and completed the Welsh 3000. For those of you who may not know this involves walking the 15 highest peaks in Wales covering the Snowdon Massif, the Glyders & the Cameddau, completing it in two days. I naively thought there would be something that resembled paths (like Snowdon) for all the mountains we climbed however, this was not to be the case as we found ourselves scrambling over boulders, climbing rock faces and avoiding sheer drops!! Nevertheless we managed to complete it with only a few blisters and a few aching muscles!

Having let our feet recover, we have now started training for our 2nd challenge of the year, which is the 13.1 miles of the Cardiff half marathon which takes place on the 6th October.

This year our chosen charity is “**Healing the Wounds**”, which is an armed forces charity based near Bridgend. The charity helps returning soldiers & emergency service personal suffering with the effects of Post Traumatic Stress Disorder get their lives back on track. Sadly sometimes coming home isn't always the end of the battle for our soldiers and they face difficult challenges to get their lives back on track which Healing the Wounds can help them overcome.

**Thank you** to everyone who has been so generous and sponsored us already... **we have raised £600** and are well on our way to our **£1000 target**. If you haven't yet had the chance & would like to sponsor us then you can either visit my webpage <http://uk.virginmoneygiving.com/HelenColes> or send a cheque made payable to “**Healing the Wounds**” to Monmouthshire Hearing Centre, 7 Agincourt St, Monmouth NP25 3DZ.

## RECOMMEND A FRIEND & RECEIVE £20 worth of M&S VOUCHERS

Do you have a friend or relative who doesn't hear as well as they used to, or needs replacements for their existing hearing aids? Fill in their details (and yours to claim this reward if they make a purchase) and send the form back to us at the address shown on the back or hand it in at the practice.

Friends Name \_\_\_\_\_

Address \_\_\_\_\_

Tel: \_\_\_\_\_ Email: \_\_\_\_\_

Your Name \_\_\_\_\_ Address \_\_\_\_\_

Tel: \_\_\_\_\_ Email: \_\_\_\_\_



# Protecting your hearing

Hearing is one of our most important senses, aiding us in our day to day lives, and playing an important role in our safety. Yet, as society continues to get louder, we place our hearing at even greater risk. Whether it is a loud club, or restaurant, or merely walking by the side of a busy road, your hearing is being put under strain.

Many people assume noise protection is only required if exposed to loud noise for a continuous period but even activities we partake in every now and again can do damage. Motorbiking, shooting, and music are three common causes of hearing loss and can easily be prevented. The simple rule is: **if exposed to sound greater than 80DB noise protection should be worn!**



protection you can have custom made earplugs specific for the environments you are in. Many custom made products on the market now have filters or electronics allowing the individual to communicate in their surroundings as well as reducing the amount of harmful noise they are exposed too.



Custom made ear protection can also include swim plugs to avoid infection, sleep plugs to reduce the sound of snoring or for shift workers sleeping during the day and finally custom sleeves that can be fitted on to standard earbuds to create a better fit and reduce external noise when listening to music.



**REMEMBER** we only have one pair of ears, make sure you are protecting them.

Hearing protection can be as simple as purchasing some foam plugs from your local pharmacy or for more comfort and



## HEARING PROTECTION

If you would like further advice on how you can protect your hearing, call us to see our range of solutions.

**T: 01600 772111**

or visit our website at:  
[www.monmouthshirehearing.co.uk](http://www.monmouthshirehearing.co.uk)

## SOUND YOU COULD ONLY DREAM OF

The new WIDEX **DREAM™** family of hearing aids is the absolute latest in advanced hearing aid technology. **DREAM™** sets nothing less than a new standard in hearing aid performance.

Using what we call True-Input Technology, **DREAM™** dramatically increases the input range and maintains the fidelity of all sounds entering the hearing aid, resulting in a much better sound picture. This gives users incredibly rich and detailed sound – even in noisy environments such as concerts or sports events.

This unique technology also significantly improves speech intelligibility for **DREAM™** users, particularly in noisy environments. Advanced integrated signal processing provides an artefact-free signal for optimal sound processing so that users can enjoy uncompromised speech understanding.



**NEW  
FROM  
WIDEX**



**30 DAY TRIAL**

You can try out the **DREAM™** on a 30 day trial period. Call us to make an appointment.

**T: 01600 772 111**

*“True-Input Technology gives **DREAM™** the capability of letting in sound as it is – without changing the quality or the nature of the sound. And because we take in all the details of real sound, the rest of the hearing aid system is also optimised – the processing system now reaches new potential.”* Majken Hegelund, Widex Product Manager