



Free hearing tests for Redditch and Bromsgrove residents during National Deaf Awareness Week (2-9 May)

Residents in Redditch and Bromsgrove are being offered free hearing tests to coincide with National Deaf Awareness Week.

On Monday 9 May, the Digital Hearing Service based at Eyedea! Eyecare **Kodak** Lens Vision Centres in Redditch and Bromsgrove will provide **FREE** hearing tests with the in-house audiologist as well as a £50 contribution towards any pair of digital hearing aids.

Nicky Mills, spokesperson for the **Digital Hearing Service**, said: "One in seven people in the UK have some degree of hearing impairment, but many don't know how or where they can go to have their hearing checked. We are delighted to mark National Deaf Awareness Week by offering people in Redditch and Bromsgrove free hearing checks and a contribution towards the hearing aids that could change their life."

The optical practices are amongst eight of the UK's 130 **Kodak** Lens Vision Centres to launch the Digital Hearing Service this year providing a vital service to the 15% of people who suffer with some degree of deafness.

For more information, or to book a FREE hearing test, drop into Eyedea! Eyecare, 38 High St Bromsgrove, or call 01527 579 777 or Eyedea! Eyecare, 9 Evesham Walk, Kingfisher Centre, Redditch, or call 01527 68777.

ENDS

Notes to editors:

- The **Digital Hearing Service** was launched in December 2010 and is available through selected **Kodak** Lens Vision Centres across the UK.

Hearing facts (from rnid.org.uk)

For every 10,000 people:

10 will be born profoundly deaf. They probably get little or no benefit from Hearing Aids and mainly use Sign Language to communicate.

20 will have become profoundly deaf. They may use Sign Language and probably also lipread.

100 will be partially deaf. They may have difficulty following what is being said, even with hearing aids. Mostly they will lipread and some use sign language as well.

600 will be hard of hearing. They will be able to follow what is being said with a hearing aid and will be able to use a telephone if it has an adjustable volume or has been designed to be used with a hearing aid.

800 will be mildly hard of hearing. They may have difficulty following conversations particularly in large groups or in noisy situations. Some will wear hearing aids and many find lipreading helpful.

- British Sign Language (BSL) is the first or preferred language of around 70,000 people in the UK.
- About 2 million people in Britain wear hearing aids, maybe another million would benefit from doing so.
- Almost all deaf and hard of hearing people rely on lipreading to some extent.
- Many combine signs from BSL with English in order to communicate.

For more press information, contact

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