



NEWS RELEASE

April 21<sup>st</sup> 2011

**FREE hearing service launched in Kidderminster to mark  
National Deaf Awareness Week (May 2-9)**

Residents in Kidderminster are being offered FREE hearing tests from a new Digital Hearing Service launched in the town to mark National Deaf Awareness Week (May 2-9).

On Wednesday 4<sup>th</sup> May, C.G Stephens Opticians – a **Kodak** Lens Vision Centre in Kidderminster – will officially launch a Digital Hearing Service through a team of audiologists who will run **FREE** weekly hearing surgeries at the practice in Church Street. On Wednesdays, patients can have free hearing tests, discuss hearing care solutions and view demonstrations of the very latest aids. To mark National Deaf Awareness Week, The Digital Hearing Service will also contribute £50 towards patients who require a 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 Kidderminster free hearing checks and a contribution towards the hearing aids that could change their life."

C.G Stephens Opticians is one of eight of the UK's 130 **Kodak** Lens Vision Centres to pilot the Digital Hearing Service in 2011 providing a vital service to the 15% of people who suffer with some degree of deafness.

Vision Centre owner Shilen Parikh, said: "Hearing checks should go hand-in-hand with vision checks as both are absolutely vital. We are thrilled to now be able to offer this complimentary service to the people of Kidderminster."

For more information, or to book your hearing or vision test, drop into C.G Stephens, 2 Church Street, Kidderminster or call 01562 822803.

## 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](http://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:

Steff Lewis-Sabey

Petersen Creative

01242 573311

[lewis-sabey@petersencreative.com](mailto:lewis-sabey@petersencreative.com)

**Kodak** LENS  
VISION CENTRE