

Elouera Home Support Insights

Embracing Sound: Fostering Hearing Awareness during Hearing Week

Elouera Home Support is dedicated to understanding and meeting the specific needs of individuals with hearing impairments in our in-home support services.



Hearing Loss:

Hearing loss has often been referred to as an ‘invisible disability,’ not just because of the lack of visible symptoms but because it has long been stigmatised in communities and ignored by policy-makers,” says Tedros Adhanom Ghebreyesus, WHO Director-General. As we observe Hearing Week, Elouera Home Support joins the global initiative to promote hearing awareness, echoing the World Health Organisation’s call for changing mindsets and addressing unmet hearing care needs.

Globally, over 80% of ear and hearing care needs remain unmet. The unaddressed hearing loss poses an annual cost of nearly US\$1 trillion worldwide (source: WHO - <https://www.who.int/>)

Deeply ingrained societal misperceptions and stigmatising mindsets are key factors limiting efforts to prevent and address hearing loss. Changing mindsets related to ear and hearing care is crucial to improving access and mitigating the cost of unaddressed hearing loss. World Hearing Day 2024 aims to counter common misperceptions related to ear and hearing problems, providing accurate and evidence-based information to change public perceptions.

Australian Hearing Statistics:

Did you know 4 million Australians are living with hearing loss? This figure is predicted to increase to almost 9 million

by 2050 as the population ages (source: Deafness Forum Australia - World Hearing Day). The prevalence of hearing loss in Australia underlines the urgency of creating awareness and understanding within our communities.

World Hearing Day in Australia:

World Hearing Day in Australia is held on 3 March each year to raise awareness of how to prevent deafness and hearing loss and to promote better ear protection and health throughout the world. The day serves as a reminder that hearing is vital for people’s communication abilities, quality of life, social participation, and health.

The Importance of Public Health Measures:

Many causes of hearing loss are preventable, with 60% of hearing loss in children being preventable through public health strategies. The rise in the prevalence of hearing loss in the coming decades necessitates effective public health measures, including integrating high-quality ear and hearing care services into national health systems.

Hearing Awareness in the In-Home Support Industry

In the in-home support industry, the significance of hearing awareness takes

on an even more profound meaning. As we celebrate Hearing Week, it is crucial to recognise the unique challenges faced by individuals with hearing impairments who rely on in-home support services. Elouera Home Support is committed to creating an inclusive environment within the in-home support industry, where support workers and service providers understand the specific needs of those with hearing loss. By raising awareness and encouraging sensitivity training, we aim to enhance the quality of care provided to individuals with hearing impairments, ensuring they can fully participate in and benefit from in-home support services. Through education and awareness campaigns, we strive to make the in-home support industry a place where individuals with hearing loss feel valued, understood, and empowered to lead fulfilling lives.

As we celebrate Hearing Week, let us acknowledge the staggering statistics surrounding hearing loss, both globally and within Australia. Elouera Home Support encourages everyone to actively spread awareness, challenge misconceptions, and support initiatives promoting accessible ear and hearing care.

Supporting Individuals with Hearing Impairments

At Elouera Home Support, we understand the unique difficulties associated with hearing-related challenges, and we are committed to delivering compassionate

care and assistance to individuals and their families navigating these concerns. Our services extend beyond mere support; we provide valuable guidance and aid in formulating personalised care plans tailored to the specific needs of those with hearing impairments. Recognising the emotional complexities involved, we approach these conversations with sensitivity, addressing a spectrum of considerations spanning emotional, physical, and practical aspects of life.

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