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Hearing Resource Center Launched by AARP

Website Provides Tools and Tips for Living Well with Hearing Impairment

WASHINGTON, DC — To address the needs of the 70 percent of Americans age 50+ who suffer from some level of hearing loss, AARP has launched the AARP Hearing Resource Center. The platform, online at www.aarp.org/hearing, connects AARP members and other consumers interested in hearing health with helpful tips, information, tools and links to related product solutions and programs. A [Spanish language version](#) of the site is also available.

“Hearing loss results from many causes, and up to 70 percent of those who have hearing loss do not seek treatment,” said Stephanie Miles, Vice President of Member Value, Products and Platforms at AARP. “Our research shows that hearing loss can impact the income of a working individual and, in certain cases, affects other aspects of health and can even be tied to depression. The Hearing Resource Center will provide information, tools and more.”

The Hearing Resource Center includes:

- Educational content about hearing-related topics, including common causes of hearing loss, information on maintaining hearing health, tips and solutions for living with hearing loss and for loved ones of the hearing-impaired;
- Assessment tools for evaluating hearing loss;
- Maintenance and care tips for hearing-related equipment, such as hearing aids.
- Links to hearing-related products and programs, including [AARP Driver Safety's](#) “Honk if You Hear Me” program, the AARP Foundation’s [Isolation](#) program, and hearing aid discounts.

The site will be updated on a continuous basis with new data, resources such as informational videos and webinars featuring audiologists and other experts, and topical articles. For example, a current feature, “[Hearing Well for the Holidays](#)” discusses how to enjoy the best of holiday time with family and friends.

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About AARP:

AARP is a nonprofit, nonpartisan organization, with a membership of nearly 38 million, that helps people turn their goals and dreams into real possibilities, strengthens communities and fights for the issues that matter most to families such as healthcare, employment and income security, retirement planning, affordable utilities and protection from financial abuse. We advocate for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name as well as help our members obtain discounts on a wide range of products, travel, and services. A trusted source for lifestyle tips, news and educational information, AARP produces AARP The Magazine, the world's largest circulation magazine; AARP Bulletin; www.aarp.org; AARP TV & Radio; AARP Books; and AARP en Español, a Spanish-language website addressing the interests and needs of Hispanics. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. The AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Learn more at www.aarp.org.

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