



Supporting people with hearing loss
and related conditions

Hear for Norfolk

(the operating name of Norfolk Deaf Association)

Support available to people in Norfolk

Aliona Derrett
Chief Executive Officer

What Hear for Norfolk stands for?

Charitable Company Limited by Guarantee, founded in 1898. Hear for Norfolk is the operating name of Norfolk Deaf Association (NDA).

Hear for Norfolk is dedicated to improving the emotional wellbeing, communication, and the overall quality of life of people with all degrees of hearing loss and related conditions.

This is achieved by the provision of practical and emotional support, advice and information through a range of services (Aural Care, Hearing Support, Otoscopy, Adult Audiology, Cuppa Care Project and Training).

Currently supporting over 20,000 people in Norfolk.

Based at 14 Meridian Way, Norwich, NR7 0TA.


www.hearfornorfolk.org.uk



The need

- ▶ More than 10 million people in UK with some form of hearing loss - 1 in 6 of the population (*ref: Action on Hearing Loss*)
- ▶ 3.7 million of the total are of working age (16 – 64) and 6.3 million are of retirement age (65+)
- ▶ 6.7 million could benefit from hearing aids but only about 2 million people have them and only approx. 1.4 million use them regularly - 30% of hearing aids unused
- ▶ About 10% of adults (6m people) have constant or mild tinnitus, up to 1% have tinnitus that affects their quality of life
- ▶ By 2030, age related hearing loss will be in the top ten of disease burdens in the UK above cataracts and diabetes as measured by disability life adjusted years
- ▶ Estimates suggest that by 2035, about 15.6 million people in the UK will have hearing loss – an increase of approx. 30%

The impact

- ▶ Hearing loss is socially isolating, is linked to loneliness, depression, anxiety, negativism, and leads to communication difficulties and reduces quality of life.
 - ▶ 68% of people with hearing loss felt isolated at work because of their hearing loss and 41% had retired early due to the impact of their hearing loss and struggles with communication at work.
 - ▶ Older people with hearing loss are two and a half times more likely to develop depression than those without hearing loss.
 - ▶ Hearing loss is associated not only with mental health conditions but also with numerous physical health conditions such as diabetes, cardiovascular disease, anaemia, chronic kidney disease, rheumatoid arthritis, sleep apnea, balance problems and an increased risk of falls.
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The impact

- ▶ People delay an average of 10 years before seeking help for their hearing loss.
- ▶ Acquired hearing loss in adults increases the risk of developing dementia: people with mild hearing loss are twice as likely to develop dementia, this increases to three times for those with moderate hearing loss and five times for those with severe hearing loss.

Good news is that **wearing a hearing aid can slow the progress of dementia by up to 75%** (“Longitudinal Relationship between Hearing Aid Use and Cognitive Function in Older Americans” 2018).

Closer to home...

Study by the University of Exeter and King's College London also found that **people who wore hearing aids for age-related hearing problems maintained better cognitive functions than those with similar hearing who did not use them. Those who wore them had brains that performed as if they were, on average, eight years younger.**

NICE Guidelines state that hearing aids are the primary management option for permanent hearing loss.

Hearing aids are effective – but only if they are working!



Hearing Support Service

An outreach service, that carries out the maintenance of NHS issued hearing aids and provides information and advice for hearing aids users. Delivered across Norfolk by a team of trained staff and volunteers via: home visiting, community-based clinics and the mobile clinic.



Hearing Support (aftercare) is provided to

Patients who have been issued with NHS hearing aids by:

- Norfolk & Norwich University Hospital
- James Paget University Hospital
- Queen Elizabeth Hospital
- West Suffolk Hospital
- Addenbrooke's Hospital
- Scrivens
- Specsavers
- The Outside Clinic
- Coleman Opticians
- 'New to the area patients'
- **Patients age 50+ that Hear for Norfolk is assessing and fitting with hearing aids**

Adult Audiology Service & patients' pathway in Norfolk & Waveney ICB area

1. Patients under the age of 50 must be referred by their GP to ENT and complex patients age 50+ directly to Audiology at:

- Norfolk & Norwich University Hospital
- James Paget University Hospital
- Queen Elizabeth Hospital

2. Non-complex patients age 50+ (age related hearing loss) registered with a GP in the Central Locality of N & W ICB can **self-refer** or be referred by their GP to **Hear for Norfolk**. Delivering community based and mobile clinics, and home visits.

Patients registered with Medical Practices in Great Yarmouth & Waveney and West Localities of N&W ICB can be tested and fitted by **Hear for Norfolk** as long as they travel to one of our clinics in the Central Locality.



Aural Care Service

- ▶ Ear wax removal using microsuction (accepted to be the safest and most effective method), is performed with the aid of an operating microscope and a finely calibrated suction device. The procedure is syringe free.
- ▶ Fully trained, experienced and registered Nurses/Aural Care Practitioners
- ▶ Fully equipped clinic rooms and a mobile clinic.
- ▶ Patients can be referred by their GP (Central & West Localities of N&W ICB) or can self-refer (£50 charge for the procedure).




Hearing Loss Awareness Training (HLAT) and Otoscopy Clinics

HLAT is designed to:

- increase awareness of the impact hearing loss has on people's life
- provide a better understanding of the challenges faced by people with all degrees of hearing loss in workplace, education, social settings and daily living

Otoscopy is aimed at:

- screening individuals for presence of troublesome ear wax, particularly hearing aids users
 - directing patients to appropriate services
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Emotional Support & Companionship

- ▶ The **Cuppa Care project**, initiated by the Rotary Club of Norwich and developed and delivered by **Hear for Norfolk**.
- ▶ Delivered in partnership with a number of local organisations - Vision Norfolk, Age UK Norwich, Norfolk & Waveney Mind and Age UK Norfolk.
- ▶ Project is aimed at preventing and/or reducing social isolation and loneliness experienced by people in Norfolk communities and improving their mental health and wellbeing.

Supported by



Cuppa care
Bringing us together

A promotional poster for the Cuppa Care Bus project. It features a white van with the project's branding. The text includes the project name, a statistic about loneliness, contact information, and a schedule of dates.

Cuppa care
Bringing us together

91% of UK adults think small moments of connection can make a difference to someone who feels lonely

LOCATION:
Queens Square,
Attleborough NR17 2AF

TIME:
From:10:00 am To:12:00 noon

DATES:

Thursday, 20th April, 2023
Thursday, 18th May, 2023
Thursday, 22nd June, 2023
Thursday, 20th July, 2023
Thursday, 24th August, 2023
Thursday, 21st September, 2023
Thursday, 19th October, 2023
Thursday, 23rd November, 2023
Thursday, 21st December, 2023
Thursday, 18th January, 2024
Thursday, 22nd February, 2024
Thursday, 21st March, 2024

Contact us at [cuppacarenorfolk](https://www.cuppacarenorfolk.org.uk)
[@cuppacarenorfolk](https://www.cuppacarenorfolk.org.uk)
or 01603 404440

Delivered by:

How we fund our services?

- ▶ Norfolk & Waveney Integrated Care Board
 - ▶ Charitable Trusts & Foundations
 - ▶ Norfolk & Norwich University Hospital
 - ▶ James Paget University Hospital
 - ▶ Individual & groups donations
 - ▶ Friends of Hear for Norfolk
 - ▶ Corporate sponsorship
 - ▶ Community fundraising
 - ▶ Events
 - ▶ Legacies
 - ▶ Fees
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Thank you

Any questions?

