

HEARING LOSS AND THE HOLIDAYS

7 TIPS TO MAKE SURE EVERYONE IS PART OF THE CONVERSATION

58%

of Americans say **spending time with family is the most important part of the holiday season**. It can be the perfect time for those who live far and wide to come together and celebrate.

MORE THAN 34%

of Americans say **they wish they had more time to talk with their older relatives**. Phone is the most popular form of communication for keeping in touch with older relatives (74%) while in person-visits are a close second (66%).

56%

of Americans say **talking and catching up with family members is their favorite part of family gatherings**. Which makes sense: it's the perfect time to catch up face-to-face and share what's happening in their lives.

WHAT'S ONE TOPIC OF CONVERSATION?

More than half of Americans (75%) say they enjoy **hearing personal stories about how their older relatives grew up**. And 46% agree that it's easier to talk in person with their older relatives rather than over the phone.

1 IN 5

Americans (19%) report they have difficulty in communicating with someone who is hard of hearing. But it doesn't have to be that way.

Enjoy quality conversations with someone who is hard of hearing by following these simple tips:

- Get their attention before speaking: say their name or tap them on the shoulder
- Give some context as to the topic of the conversation to help them infer
- Make sure they can see your lips/stand in a well-lit area
- Enunciate; speak at a steady rate
- Keep your hands away from your face while talking
- Be patient and be prepared to repeat or rephrase
- Keep your sense of humor