



Seeing And Hearing: How Your Senses Leave You At Risk For **Dementia**

By Dr. Keith Darrow, PhD
Harvard and MIT Trained Neuroscientist



INTRODUCTORY LETTER FROM DR. DARROW

“Everyone knows someone who is a cancer survivor, but no one knows an Alzheimer’s survivor” – Dr. Bredesen

Simply put: Dementia is not a normal part of Aging.

Every 3 seconds another person is diagnosed with the mind-robbing disease of Dementia. Yet, recent scientific reports confirm that nearly 35% of all Dementia cases are considered preventable. Science continues to make significant strides in increasing our life expectancy, but most would agree that a life riddled with Dementia is possibly not worth living.

While there are many factors that contribute to one’s risk of developing Dementia, including diet, education, genetics, etc., this report places special focus on the role of both age-related vision and hearing loss as contributing factors to cognitive decline and Dementia.

Vision and Hearing impairment in seniors is associated with progressive neural degeneration (e.g. there is a reduction in nerves that connect the ears and eyes to the brain). This impact on the neural networks within the brain may lead to significant cerebral atrophy (i.e. brain shrinkage) that contributes to cognitive decline and Dementia.

In this report, *‘Seeing and Hearing: How Your Senses Leave You At Risk for Dementia’* I include a comprehensive review of the current scientific literature, along with helpful lifestyle tips, to reducing your risk of developing Dementia. This report is part of our overall series, including the 9 Tips Proven to Reduce Your Risk of Dementia’ and the #1 Amazon Best-Selling book, *Your Choice - Isolation & Decline are Optional*, to help all seniors in our community live a longer and healthier, and more fulfilling life as we age.

Sincerely,



Dr. Keith Darrow

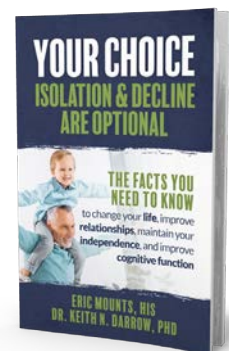


Dr. Keith Darrow, PhD, CCC-A

Dr. Keith Darrow, PhD, CCC-A

M.I.T. and Harvard Medical Trained
Neuroscientist and Clinical Audiologist

Amazon #1 New Release & Best-Selling Author
President, Excellence In Audiology
Expert in Speech and Hearing Bioscience and Technology
Director of Audiology Research at Intermountain Audiology
Professor at Worcester State University
Nationally Recognized Speaker, Trainer, and Researcher
Research Associate at Massachusetts Eye and Ear Infirmary
His publications and research cited over 900 times



FREE Book Offer, Visit
MHSBookOffer.com

Vision Loss and Dementia: The Science

Recent reporting in major scientific journals, including reports from the National Institutes of Health, has made significant strides in understanding the links of vision loss and cognitive decline. Although much work is still to be done, scientists and medical clinicians accept data that indicates people with distance vision problems are 2-3 times more likely to develop cognitive impairment (compared to those with normal vision).

The prevalence of blindness and vision impairment increases rapidly with age among all racial and ethnic groups. Cases of early age-related macular degeneration and diabetic retinopathy are expected to double and quadruple, respectively, in the next 20-30 years.

National studies indicate that vision loss is associated with higher prevalence of chronic health conditions, death, falls and injuries, depression, social isolation, and cognitive decline. When combined with chronic health conditions such as diabetes, vision loss is associated with overall poorer health among people aged 65 or older. Vision loss compromises an individual's quality of life because it reduces their capacity to read, drive a car, watch television, or keep personal accounts. Often, it isolates older people and keeps them from friends and family.

Elderly people with untreated poor vision are significantly more likely to suffer from Alzheimer's disease and other forms of dementia than their normal seeing counterparts, according to a study published in the



American Journal of Epidemiology. According to Dr. Mary Rogers of University of Michigan, "Visual problems can have serious consequences and are very common among the elderly, but many of them are not seeking treatment." Poor vision, like poor hearing, can reduce the amount of social and physical activities in adults – thus increasing the risk of developing Dementia.

In addition, according to the American Optometric Association, significant near-vision loss in older age may correlate with increased dementia risk. According to this study from researchers at the Univ. Bordeaux in France, moderate to severe near vision loss can double an individual's chances of developing dementia.

**EARLY TREATMENT OF VISUAL PROBLEMS
MAY DELAY THE ONSET OF DEMENTIA.**

(*Including reports from the National Institute of Health, the Journal of American Medical Association Ophthalmology and the American Journal of Epidemiology)

Early Signs of Vision Loss and Dementia – What to LOOK for

It is often hard to separate the signs of vision loss from those of dementia – as the two can mask each other. Having difficulty with any of the following may suggest a person is having problems with their vision:

- Reading
- Recognizing people
- Coping with low light, bright light or both
- Finding things
- Avoiding obstacles
- Locating food on their plate
- Seeing well even with glasses on

Note – many of these issues are common in both vision loss and in individuals living with Dementia. Despite the many cognitive difficulties associated with Dementia, vision testing can be adapted for individuals with such cognitive decline.

Managing Dementia and vision loss

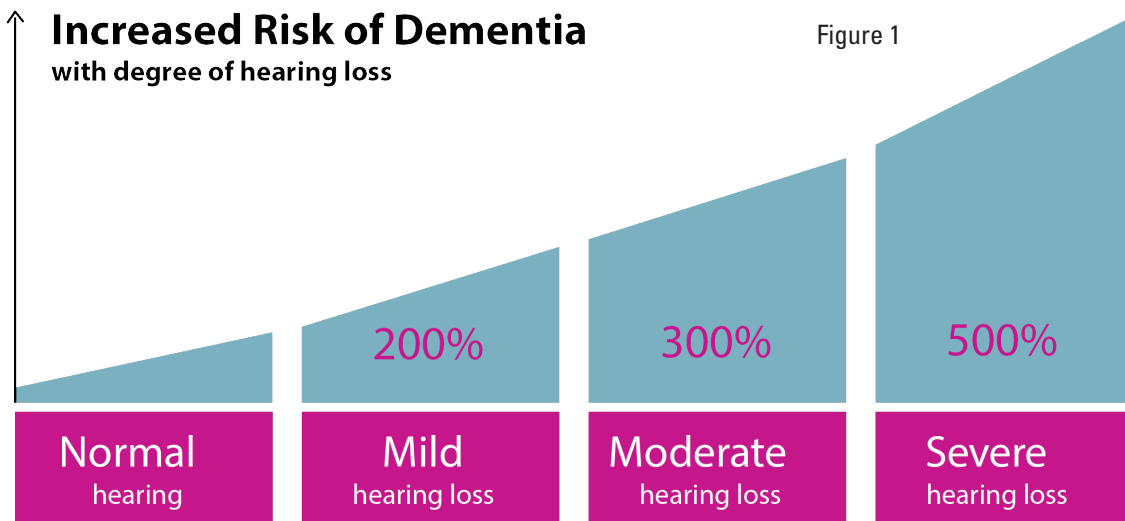
People living with both Dementia and vision loss are more susceptible to experiencing disorientation,

greater problems with mobility and an increased risk of falls. They are also likely to have more difficulties with communication, understanding and learning new tasks, loss of activities and increased social isolation.

Living with these conditions in tandem can also make it harder to use some of the coping strategies and techniques that can help people with communication or memory problems, such as visual prompts or notes.

Given the difficulty of managing the two disorders, there are a number of strategies that can help the person, and his or her family, manage both vision loss and Dementia. Including:

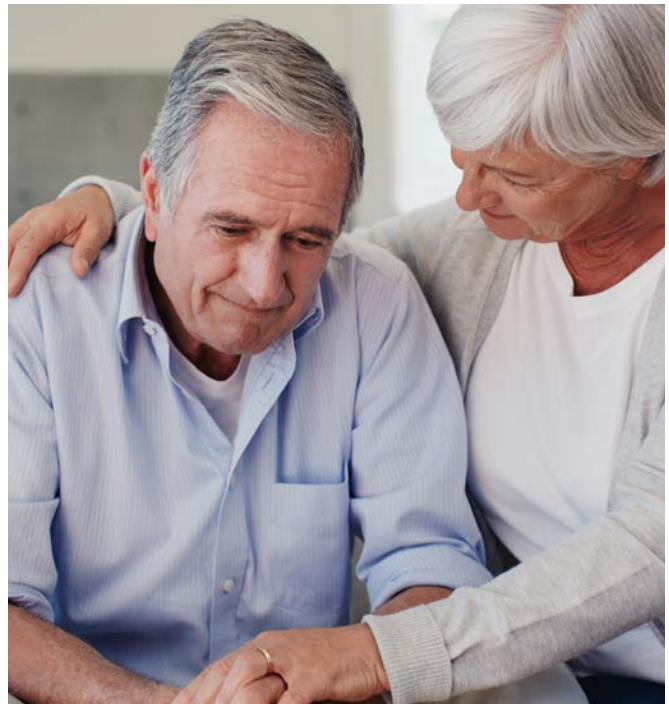
- Proper eye care (regular eye exams, maintaining up-to-date vision prescriptions, and assuring glasses are clean).
- Adjusting living surroundings, including improved lighting (preferable automatic lighting), removing clutter, removing area rugs (they can be easy to trip and fall over!)
- Improving communication – for example, getting the person’s attention before speaking to them, introducing yourself, letting them know what is happening (e.g. ‘I’m leaving the room now’).
- Enroll in vision rehabilitation courses.



Summary data of relationship of hearing loss and increased risk of developing dementia.

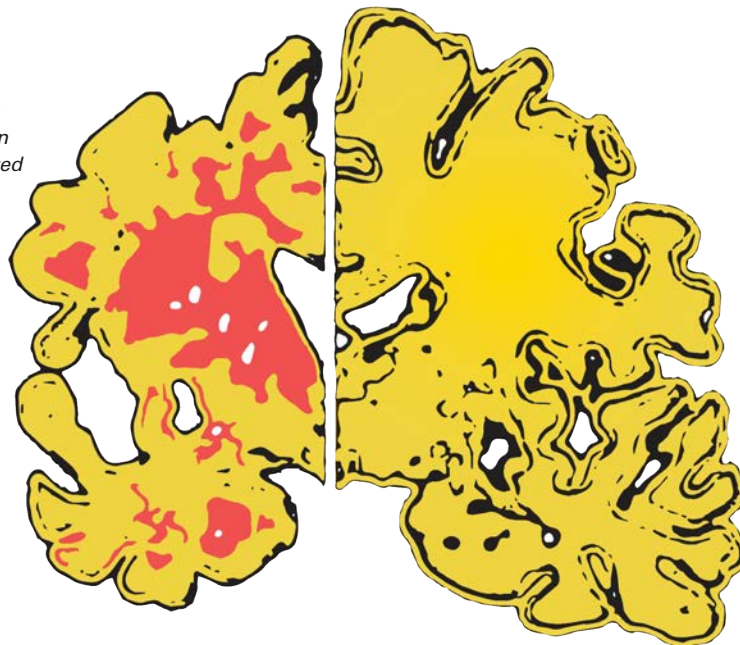
Hearing Loss and Dementia: The Science

Hearing Loss impacts over 48 Million people in the U.S. and is listed by the Department of Health and Human Services as the 3rd most common chronic disorder affecting today's seniors. Unfortunately, for most of us, age-related hearing loss is inevitable; impacting nearly 50% of seniors between the ages of 60-70, almost 2/3rd of people between the age of 70-80, and nearly 80% of individuals over the age of 80. Age-related hearing loss is characterized by the progressive loss of receptor (hair) cells in the ear, that consequently reduces the quantity, and quality, of neural connections from the ear to the brain. This slow-onset degenerative disease can have a significant impact on several key brain areas, including the memory, hearing, speech and language portions of cognition. Several key research studies have pointed to the potential links of hearing loss and Dementia, including the groundbreaking work from Dr. Lin and his colleagues at Johns Hopkins Medical Center that indicate hearing loss can increase the risk of Dementia by 200-500% (see summary data in Figure 1).



Three risk factors associated with hearing loss and Dementia include Social Isolation, Cerebral Atrophy and Cognitive Overload.

Schematic representing the potential cerebral atrophy in an individual with age-related hearing loss.



Brain With Hearing Loss

Brain With Normal Hearing



missing pieces, and follow the conversation. Increased cognitive load is considered a risk factor for developing Dementia.

Early Signs of Hearing Loss and Dementia – What to LISTEN for

Hearing loss and Dementia typically follow a slow, gradual onset that is often hard for the patient, and family, to pick up on. Most people who experience the initial symptoms of both disorders do not even realize it is happening. It is far easier to blame the acoustics of the room, the volume of the background noise, or the person speaking (i.e. “they mumble”) than it is to accept that one is dealing with memory and/or hearing loss problems. It is also difficult for many patients to rationalize the need for medical treatment because it seems like ‘a normal part of aging.’ Neither Dementia, nor hearing loss, are a normal part of aging.

The first symptom of hearing loss, for most patients, is difficulty hearing in complex listening environments. If you take the time to reflect truly and deeply on your communication breakdown, I believe you will begin to recognize some of the initial symptoms of hearing loss. Are you having any difficulty when there are a few people at the kitchen table? Or when the kids come over? Or when communicating with your grandchildren? Or when you are at a social gathering (i.e. sharing a meal with friends and you can’t seem to follow the conversation, yet all the other people seem to be sitting around enjoying and following the conversation)? It is in these types of scenarios when hearing loss can really start to rear its head and you

1 Social Isolation. Withdrawal from social situations is common in individuals with hearing loss. Many studies cite feelings of embarrassment, fear of making mistakes in conversations, and feeling like you are not part of the conversation. This retreat from social activity is a significant risk factors for the development of Dementia.

2 Cerebral Atrophy (aka Brain Shrinkage). The association of a shrinking brain, resulting from the loss of neurons, with Dementia has been long documented. Even people with MCI (Mild Cognitive Impairment) show signs of cerebral atrophy. In recent years, scientific studies using advanced brain imaging techniques have demonstrated that hearing impairment is associated with accelerated brain atrophy in both the overall brain, as well as even more advanced reductions in volume associated with the memory, hearing, speech and language portions of the brain.

3 Cognitive Overload (i.e. Working Your Brain Too Hard To Hear). Hearing loss is not normal, and neither is the excess strain that it puts on your brain. With hearing loss, the brain is constantly on ‘overload’ trying to fill in the



A lot of people ignore hearing loss because it’s such a slow and insidious process as we age. Even if people feel as if they are not affected, we’re showing that it may well be a more serious problem.

– Dr. Frank Lin, Johns Hopkins Medical Center

realize that you are no longer an active part of the conversation. The result is a slow retraction from contributing to the conversation because you may feel embarrassed, and thus you continue to further isolate yourself and find yourself not truly engaging in conversations and relationships. And this is how even a mild hearing loss can really begin to impact your quality of life and relationships with others. Many of these issues of social isolation and retraction from others are found in patients with both hearing loss and Dementia.



The benefits of correcting hearing loss on cognition are twice as large as the benefits from any cognitive-enhancing drugs now on the market. It should be the first thing we focus on.”

– Dr. Doriaswamay,
Duke University

Managing Dementia and Hearing loss

A recent report published by a European Dementia commission has determined that the treatment of hearing loss is the single most modifiable factor for preventing Dementia.

Both Dementia and hearing loss place a significant strain on the ability to communicate with loved ones.

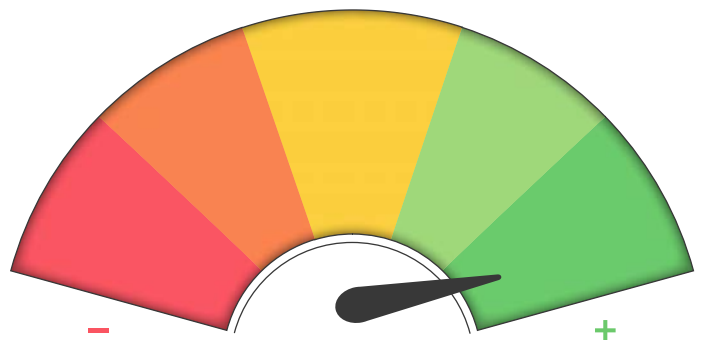


They can also both lead to increased social isolation, loss of independence, and problems with everyday activities, and as a result make the person’s dementia seem (and even be) worse.

- However, there are things that can help.
- Having regular hearing evaluations, starting at the age of 50 years young, is important.
- Following a treatment plan as laid out by the Hearing Care Specialist.

Improving the environment, for example by reducing background noise and distractions and making sure the area is well lit.

CUSTOMER SATISFACTION





1304 Fourth Street NW,
New Philadelphia, OH 44663

4072 Munson Street NW,
Canton, OH 44718

2412 West State St,
Alliance, OH 44601

1197 High Street, Suite 100,
Wadsworth, OH 44281

2745 S. Arlington Rd. Suite B,
Akron, OH 44312

1016 S. Washington St.,
Millersburg, OH 44654

Call for your appointment today!
(330) 593-2049

Ohio's #1 Book on Hearing Loss, Tinnitus & Dementia

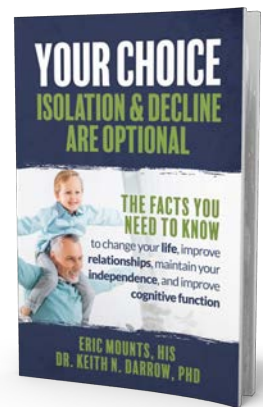
Request Your **FREE** Copy Today *"YOUR CHOICE Isolation & Decline Are Optional"*



Eric Mounts, HIS
Hearing Instrument Specialist

A new book by Eric Mounts, HIS – one of the top specialists in his field who continues to reach great heights of quality health care and treatment in audiology -- a brilliantly informative and profoundly practical book about hearing loss which reveals Dr. Darrow's innovative approach to medically treating the cognitive aspects of hearing loss for individuals of all ages.

Visit www.MHSBookOffer.com



www.modernhearing.net

NEW PHILADELPHIA | CANTON | ALLIANCE | WADSWORTH | AKRON | MILLERSBURG