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**Columbus Speech & Hearing Center Joins
American Diabetes Association to Promote 'Alert Day'**
*Center offers free hearing screenings and educates local community
on the link between diabetes and hearing loss*

March 17, 2010 - Columbus Speech & Hearing Center joins the Better Hearing Institute (BHI) to Stop Diabetes and to promote American Diabetes Association Alert Day.

**Wednesday, March 24, 2010, Columbus Speech & Hearing Center will offer
FREE hearing screenings from 1-4:00 pm at 510 E. North Broadway.**

Hearing loss is about twice as common in adults with diabetes compared to those who do not have the disease, according to a study funded by the National Institutes of Health (NIH) and published in the *Annals of Internal Medicine*. "Physicians who treat people with diabetes have regularly ensured that their patients receive regular vision check-ups, but they also need to encourage each of their patients to get their hearing checked as well."

Diabetes is a devastating disease that, according to ADA, affects nearly 24 million Americans. Nearly 6 million Americans are unaware they have diabetes. If current trends continue, one in three children born today will face a future with diabetes.

"Knowing your risk of diabetes enables you to take action to preserve your health," said Karen Mitchell, Director of Audiology & Hearing Aid Services at Columbus Speech & Hearing Center. "People with diabetes need to be particularly aware of their hearing health to ensure that they get the treatment they need for any hearing loss they may suffer. Because diabetes requires such careful lifestyle management, it is critically important that people with diabetes get their hearing checked regularly. Diabetes is hard enough. Don't compound the challenges by leaving potentially related hearing loss unaddressed."

The American Diabetes Association Alert Day is a one-day "wake-up call" to inform the American public about the seriousness of diabetes. The ADA encourages people to join the movement to *Stop Diabetes* by visiting stopdiabetes.com and find out if they, or their loved ones, are at risk for developing type 2 diabetes.

Columbus Speech & Hearing Center offers personalized hearing, speech and communication services in addition to the latest in hearing aid technology. To schedule a comprehensive hearing evaluation, e-mail hearing@columbusspeech.org or call 614.261.5452.