

# Sound Wave

**Self described "grungy, grumpy 80 year old."  
Yet nothing could be further from the truth**

Professionally, Dr. Peter Alberti has made extraordinary contributions as Emeritus Professor of Otolaryngology at the University of Toronto and as Past Secretary of the International Federation of Otolaryngological Societies, Advisor to the World Health Organization on Prevention of Hearing Loss. There is no doubt about it that we couldn't have asked for more in-depth experience and wisdom on the board of directors and the medical research committee of The Hearing Foundation of Canada (THFC). Dr. Alberti knows about research and hearing health.



**Dr. Alberti proudly demonstrating the remote control for his new multipurpose hearing aid, which allows for different settings in different sound conditions and is particularly useful for listening to music and to cope with the acoustic environment of a restaurant.**

What is not evident from his resume however, is a zest for life and a passion for people and cultures around the world. This passion is shared through his photographs, and after visits to over 80 countries Dr. Alberti has captured some spectacular images.

At 80 years old Dr. Alberti is still planning international travel and makes several presentations per year sharing his stories and photographs. When asked how he stays so active, curious and passionate the answer is a simple one: Because he can hear.

As Dr. Alberti explains: "If you can't hear and you can't

*see, you will be more likely to not be able to live independently. We must take a holistic approach. Hearing, vision, mental disease and arthritis – can you get around physically, can you see where you are going, can you hear what is going on around you, can you cope with what is going on around you? There are tools to help with all of these things.*

*Hearing aids are so important and yet half of the people over age 75 don't have them. The modern hearing aid is a very helpful device but they have a terrible rap. In fact, I heard of a man who*

*wore his dead mother's hearing aid – not only did it not fit it didn't work. Of course he couldn't hear! That is why the work we do at THFC is so important.*

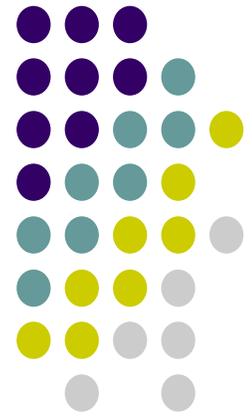
*THFC is helping to solve these problems by reducing the stigma associated with hearing loss. Hearing devices are as important as reading glasses. The person, who cannot hear, does not receive input, lack of input leads to cognitive decline, and cognitive decline is the beginning of dementia.*

As the conversation progresses we start talking about The Silk Road and Dr. Alberti's plans to visit Iran.

*"Why is this grungy, grumpy 80 year old suddenly reading books about the history of Iran? I like stimulating my mind with something new: the photos, the lectures, the research and the travel, it is interesting. It keeps my mind working – that is what I mean by cognitive stimulation."*

You can see Dr. Alberti's photographs on his website at [www.albertiphot.com](http://www.albertiphot.com)

As a donor to THFC you help thousands of people like Dr. Alberti live an active and engaged life. Thank you so much for your continued support.



Volume 1, Issue 2

April, 2015

You are a part of a community that is coming together to eliminate the devastating effects of hearing loss. Thank you!

For more information on how to donate, please contact:

Jessica Rode  
416-364-4060 x1  
jrode@hearingfoundation.ca

## Thank you Richard Rooney!

A very special thank you to Richard Rooney, a former THFC board and advisory committee member, for his long-term commitment to help eradicate hearing loss. Mr. Rooney, your continuous support sets an important example for others to follow.

Thank you for your contribution to hearing health in Canada!



**Richard Rooney and THFC Executive Director, Andrea Swinton**



## Did you know? ...



...Recycling your older vehicle can make a huge impact?

By participating in Car Heaven you can support THFC, reduce your impact on the environment, save money, and support local green businesses.

Visit: [www.carheaven.ca](http://www.carheaven.ca) for more information.

### Join the Conversation!



The Hearing Foundation of Canada



@HearFdnCan



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**Hearing for all!**

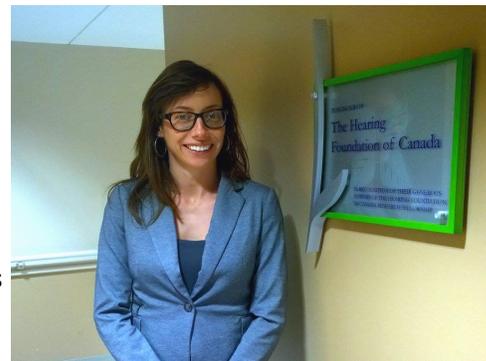


## Research Funding Makes a Big Impact at Sunnybrook Hospital

Sunnybrook Hospital has recognized the generous support you have provided for medical research.

Since 2001, THFC has been able to fund over \$300,000 in research projects at Sunnybrook Hospital.

Projects have included hair cell regeneration, as well as new therapies to treat presbycusis, age-related hearing loss.



**Jessica Rode, THFC Development Officer**

## Celebrating International Ear Care Day with a Sound Sense Presentation

On March 3rd, THFC hosted a Sound Sense presentation for a Grade 4 class at Corpus Christi Catholic School in Ottawa, in honour of International Ear Care Day, recognized by the World Health Organization (WHO).

Under the theme, "Make Listening Safe," WHO is trying to draw attention to the rising issue of noise-induced hearing loss (NIHL).

Take a moment to consider the listening behaviour of those around you. You can often hear a booming car stereo before you see the car coming. You can easily hear the latest pop song coming from the headphones of the person sitting across from you while commuting on the public transit.

Attending a concert or going out to a club can result in ringing in the ears for days. This isn't common just among adults; Canadian children and youth are being affected too.

An unprecedented one in five teenagers today are showing some degree of hearing loss, a 30% increase from the previous decade. It is widely speculated that this is due to increased noise exposure from digital technology, personal communication devices and noisy leisure activities, among other influences. NIHL can occur from ongoing exposure to noise levels 85 decibels or above.

With your support, THFC's unique and award winning Sound Sense prevention program educates children, Grades 4 to 6, about noise-induced hearing

loss and how to prevent it from happening to them, through the power of music and their love of sound.

Sound Sense incorporates a classroom presentation and various exercises that educate children on how hearing works and how it can be damaged. It also shows students what it might be like if they couldn't hear the music and gives them practical suggestions for protecting their hearing throughout their lives.

Thanks to you, much of tomorrow's noise-induced hearing loss can be prevented today, if we work together to change the behaviour patterns of young Canadians!

### Student feedback on a Sound Sense presentation:

What really struck me was that 1 out of 10 people have hearing loss. I have a friend that won't listen to me when I told her you can lose your hearing but she doesn't believe me just because she's 14 she thinks she knows everything.