

Press Release

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Vancouver Rotary Club's RHF Hearing Foundation Helps Bring Sound Sense to Nanaimo, British Columbia

Toronto, ONTARIO – On July 21st 2014, Rotary Club of Vancouver's RHF Hearing Foundation donated \$20,000 to help bring the Sound Sense program to 800 children in Nanaimo, B.C.

Since 2007, the RHF Hearing Foundation has supported the establishment of The Hearing Foundation of Canada (THFC)'s Sound Sense program in Vancouver, Richmond and Victoria and now Nanaimo, B.C. To date, the RHF hearing Foundation has generously contributed \$48,500 towards increasing awareness of dangerous noise levels in children in British Columbia, as well as educating on their potential for adopting safe listening practices to prevent hearing loss.

"Since the Sound Sense program was launched in 2006, it has reached over 300,000 children as well as their teachers and family members," said Jim Louttit, Chair and Immediate Past President and Advisory Board Chair at Rotarian Action Group for Microfinance and Community Development, as well as a Board of Director and Finance Committee Vice-Chair for THFC. "In order to effectively mitigate early hearing loss on a national scale, we believe, with the continued help of organizations such as the RHF Hearing Foundation, that we can deliver our prevention message to every child in Canada."

"We are very proud to be supporting THFC's Sound Sense program, as due to the increase in noise exposure, the prevalence of noise-induced hearing loss is steadily increasing," said Jack Zaleski, President of RHF Hearing Foundation. "[A]nd implementing a community-based health promotion project around hearing loss can serve as a tremendous opportunity for students to develop their knowledge and skills in health advocacy."

The RHF Foundation was established in 1988 and through its annual Bike-A-Thon raised money to support the deaf and hard of hearing in B.C.

THFC believes the long-term impact of neglected hearing health could have a devastating effect on individuals and their families due to the physical, emotional and mental health costs that result from hearing loss and are expected to strain the health care system and communities at large. Hence, for over 30 years, with the support of our donors, THFC, has made great strides by providing much needed support for medical research in the auditory sciences, educating the Canadian public about hearing loss, providing education and prevention programs and advocating for the hearing health of Canadians.

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