

Sound Wave

A Sound Investment Circle—Donor Profile: John Pepperell

Planned giving allows The Hearing Foundation of Canada (THFC) to take a long-term approach to addressing hearing health, so that we can dramatically reduce the prevalence of hearing loss for generations to come. Remembering THFC with a gift in your will is one of the best ways you can make a sound investment in the future.

John Pepperell is THFC's Chair of the Board, as well as the Ambassador for the Sound Investment Circle and has first-hand experience with hearing loss. He wore a bone-anchored hearing aid that transmitted sound energy via the skull from his almost-deaf right ear to his healthy left ear until he moved to newer technology.

A retired executive with an extensive career at the

senior level in investment research and portfolio management, John has also been a long-time board director in social, community and environmental fields. He first came to THFC after the installation of his hearing aid motivated him to give back to a hearing related charity. Today, John is a committed donor. He is a proud planned giving donor who has made arrangements to leave a gift in his will to THFC so that his support of hearing health will impact generations to come.

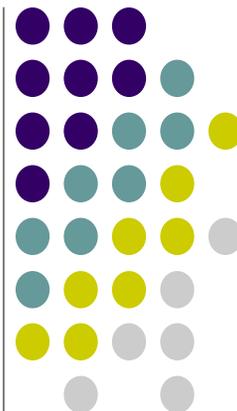
"I'm proud to say that I have made provision for a bequest to THFC in my will. I'm committed to THFC's mission of eliminating the devastating effects of hearing loss and it's very meaningful to me to know that my commitment to this work is the legacy that I will leave behind when I have

passed," said John Pepperell.

"I truly believe that together we can make a real difference to the future generations of Canadians who are increasingly at risk of hearing loss."



John Pepperell, THFC
Chair of the Board



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To learn more about legacy giving, please contact: Jessica Rode | 416-364-4060 x1 | jrode@hearingfoundation.ca

THFC's Sound Sense Recipient of the Hear the World Foundation's Bamford Award for 2014

THFC's Sound Sense program was the recipient of the prestigious Hear the World Foundation Bamford Award for 2014, from amongst 95 applicants. The Swiss based non profit, Hear The World Foundation was founded in 2006 by Sonova Group, leading manufacturer in hearing care solutions. The Foundation's aim is to create a world in which each person has the chance of

good hearing.

"I have chosen Sound Sense, the Hearing Foundation of Canada's noise-induced hearing loss prevention and education programme, for the Hear the World Foundation's Bamford Award 2014 because it is an exemplary programme in so many ways. It is well-designed and well-organised, as well as being innovative, engaging and relevant for its target audience of school age students in Grades 4-6," said Professor Emeritus John M. Bamford, University of Manchester and Member of the Hear the World Advisory Board.

"[The Sound Sense Program] is integrated with the students' curriculum, delivered to significant numbers of students by skilled facilitators...and has had a demonstrable effect on

attitudes and behaviour as evidenced in published papers. It is a programme that is committed to sustainability through collaborations with other agencies and deliverers. The Hear the World Foundation has been proud to support the programme and recognises the quality and importance of the fine work being done to reduce noise-induced hearing loss in current and future generations."

"We are extremely honoured to be this year's recipient of the Hear the World Foundation's Bamford Award. It is with the help of our staff, coordinators, facilitators, sponsors and donors, that we are able to promote hearing health by educating children on the threat of noise-induced hearing loss," said THFC's Executive Director, Andrea Swinton.

To learn more about Sound Sense, please visit: www.soundsense.ca



THFC Staff with Bamford Award

Donate Now!

THFC believes the long-term impact of neglected hearing health could have a devastating effect on individuals and their families due to costs that result from hearing loss.

For more information on how to donate, please visit our website at:

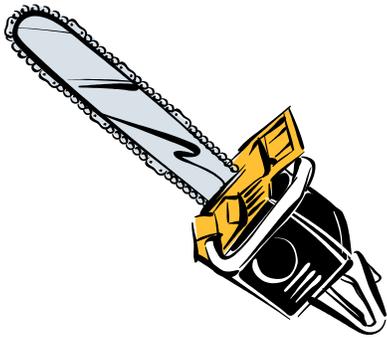
www.hearingfoundation.ca

Or contact:

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



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1801-1 Yonge St. | Toronto, ON | M5E 1W7
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Funded Research: Exploring the Effects of Cochlear Implants in Children

Recently the staff at THFC had the opportunity to visit the Hospital for Sick Children, Archie's Cochlear Implant Lab in Toronto, to meet with one of our funded researchers. Dr. Karen Gordon's research focuses on auditory development promoted by long-term cochlear implant use in children.

In this project, Dr. Gordon's team aims to identify differences from normal in brain activity in children who are deaf and use a cochlear implant to hear. With one cochlear implant, these children have the ability to learn how to hear and speak but often have difficulties hearing from a distance and in noisy environments.

A cochlear implant is an electronic medical device that replaces the function of the damaged inner ear (cochlea). Unlike hearing aids, which make sounds louder, cochlear implants do

the work of damaged cochlea to provide sound signals to the brain and promote normal auditory development. Yet cochlear implants do not provide complete functionality in comparison to the normally functioning

Dr. Gordon and her team are in a unique position as they are able to investigate this research question by following a group of children who have been using a cochlear implant for over 10 years, and measuring their brain activity.



THFC Staff with Dr. Karen Gordon and Salima Jiwani

cochlea and have often been provided in only one ear.

Dr. Gordon is examining whether these differences from normal hearing might have effects on development on the brain regions which are involved in cognitive and perceptual functions including hearing, memory and attention.

Dr. Gordon and her team hope that this work will provide a better understanding of how the developing brain adapts to long term cochlear implant use and will provide the basis for developing new methods to support cochlear implant hearing in children.

To learn more about our medical research programs, please visit: www.hearingfoundation.ca

The Hearing Foundation of Canada

Over 30 years ago, a group of passionate and committed individuals recognized a need to establish a national hearing health organization that focused on funding innovative medical research, educating the public on hearing health and advocating on behalf of those who have hearing loss. As a result, The Hearing Foundation of Canada (THFC) was incorporated as a charitable, not-for-profit organization in 1979.

Since then we have made great strides in advancing the issue of hearing health in Canada by nurturing the medical research community, delivering inventing programming to educate children about the importance of hearing protection and providing information and literature to individuals regarding hearing loss screening and the dangers of noise pollution.

The Hearing Foundation of Canada is a national organization that addresses hearing loss through the following three areas: medical research, public education and advocacy.