



Agencies Partner to Raise Awareness About Hearing Health

Monroe County Department of Public Health and Rochester Hearing & Speech Center
Kick Off Year-Long Collaboration

ROCHESTER, N.Y., April 25, 2022—The [Monroe County Department of Public Health](#) and [Rochester Hearing & Speech Center](#) (RHSC) today announced a year-long partnership to educate residents about hearing protection, loss, and treatment.

Common risk factors that may lead to hearing damage include loud workplaces, concerts, motorsports, and online gaming. Recognizing these environments and understanding ways to protect yourself and family members is part of [HearingToday.org](#), which the organizations co-developed. The site also includes a five-minute online hearing screener, hearing aid information, frequently asked questions about hearing health, and curated links to other resources.

Public service announcements related to the program will begin airing across the region this May, which is Better Hearing & Speech Month and marks the start of RHSC's 100th anniversary. The short, captioned video segments are being distributed with the support of WHAM-TV 13, WHEC-TV 10, and WROC-TV 8, and Spectrum Cable.

“For a century, we have been privileged to help countless area residents lead better lives through speech, language, and hearing services. During that time, our approach to hearing loss and deafness has continuously evolved,” said Bob Russell, president & CEO, Rochester Hearing & Speech Center. “Good hearing contributes directly to building and maintaining interpersonal relationships and the ability for people to fully engage in the world around them. Thankfully, hearing health is now a community conversation.”

“Hearing loss is not just a medical concern. It is a public health concern that can be addressed by promoting positive attitudes and behaviors, conducting research, and implementing policies and regulations that prevent hearing loss”, said Dr. Michael Mendoza, Commissioner of the Monroe County Department of Public Health. “We are pleased to partner with Rochester Hearing & Speech Center and the local media on this PSA campaign. We hope it will inspire local residents to learn more about this chronic – and all too common – health condition, which negatively impacts our quality of life in so many ways.”

RHSC is the longest standing and most experienced provider of speech, language, and hearing services in the Finger Lakes region, with locations in Rochester/Brighton, Greece, and Webster. It is a member of the AI Sigl Community of Agencies.

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