

Is it easier for people with a hearing loss to ignore you?

Yes. Here's why:

1. Because it is so much **MORE DIFFICULT** to understand speech. Sometimes it's difficult to be certain that someone is speaking to them.
2. Because it requires **SO MUCH MORE EFFORT** to understand what is being said.
3. Because it gets **TIRING** asking you to repeat yourself. (It's tiring on your part, too!)

They may suppose:

1. Well, I'm **NOT SURE** if they said something.
2. Well, **MAYBE** they weren't talking to me.
3. Well, **MAYBE** it's not important.

It just takes **TOO MUCH EFFORT** to communicate with others.

Why is it difficult for people with normal hearing to understand what it's like to have a hearing loss?

Because it's likely they've never experienced a hearing loss. They understand what is normal for them; clear speech, normal understanding of speech and normal hearing of sounds.

Why is it difficult for people with a hearing loss to understand what it's like to have normal hearing?

Because it's likely that their hearing has diminished slowly and gradually. They didn't notice the change. Even though they are not hearing speech clearly or hearing certain sounds, it **SEEMS** normal to them.

The idea behind *IgnoreAid*TM

IgnoreAidTM helps inspire empathy* between family members with normal hearing and the prospective patient with a hearing loss. **IgnoreAid**TM is a foam ear plug fused with empathy.

* Empathy: the feeling that you understand and share another person's experiences and emotions: the ability to share someone else's feelings



Turn your *REPLY SWITCH* on!TM

Compliments of: _____

Help each other communicate by improving family hearing and understanding!