

THE LISTENING BRAIN



Did you know that hearing loss is all about the brain? We listen with our BRAIN! Our ears are simply the way in.

The part of the brain that processes sound for us to hear and understand is the **AUDITORY CORTEX**. Think of your brain as a muscle. Like the muscles in your arms and legs, if you don't use it, you lose it. The hearing nerve and the hearing part of the brain can become weak if they're not used, which will make it harder to make use of hearing aids or cochlear implants later.

Why is getting sound to the brain important?

Age 0 to 3 years is your child's most important time to develop the brain. That is why it is important that they can hear well. When a child can't hear well, activity in the hearing part of the brain is cut off. This means the brain will not develop correctly and the child will not learn to listen and talk or go on to learn to read well.

As a parent, I can

- Eyes open, ears on! The child should be wearing the hearing technology during all waking hours. This will give the child the chance to experience hearing sounds and listening to speech and language all day.