It All Starts with Hearing

Hearing First is committed to supporting families at every step of their child’s journey to reach positive listening and spoken language outcomes. With that in mind, the Starts Hear national awareness campaign launched to inform soon-to-be parents about newborn hearing screening (NHS).

The campaign reaches hundreds of thousands of expectant moms where they spend time — on social media, YouTube, and pregnancy websites. Starts Hear educates about the NHS so parents are prepared with next steps should their baby fail. By increasing awareness among women during pregnancy, the biggest impact to reduce loss to follow-up and loss to documentation could be achieved.

The data shows — the campaign is working! Hundreds of thousands of moms are now informed about the importance of their baby’s hearing and empowered to take action.
Starts Hear Campaign Year One Results
February 17, 2021 - February 16, 2022

228.1 MILLION total ad views

24.7 MILLION views of our 15-second campaign videos, which equaled over 20,395 hours of total watch time

1.3 MILLION emails sent to remind moms about the newborn hearing screening and what to do if their baby failed the screening

320,322 moms visited the campaign website, StartsHear.org

Expectant moms’ awareness of the urgency of newborn hearing increased 25%

Learn More About Year One
www.hearingfirst.org/starts-hear-awareness-campaign

HearingFirst.org
StartsHear.org