



STARTS HEAR

National Awareness Campaign



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).

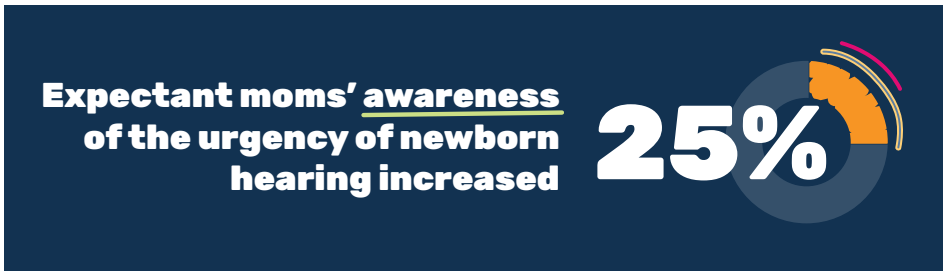
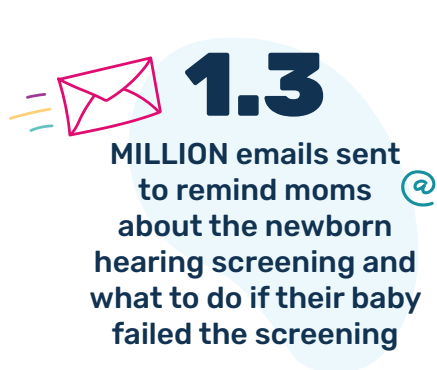
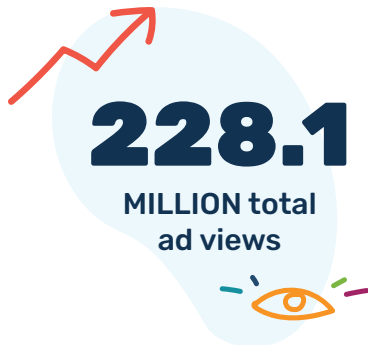
The campaign reaches hundreds of thousands of expectant moms where they spend time – on social media, YouTube, and pregnancy websites. Starts Hear educates about the NHS so parents are prepared with next steps should their baby fail. By increasing awareness among women during pregnancy, the biggest impact 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



Learn More About Year One

www.hearingfirst.org/start-hear-awareness-campaign



HearingFirst.org



StartsHear.org