

# STARTS HEAR AWARENESS CAMPAIGN

Expectant parents have big dreams for their babies — dreams of health, happiness, and amazing achievements. Yet many don't realize those dreams start with hearing because hearing is important for brain development. It's a building block for future success in life, helping children to learn, grow, and reach their full potential.

Hearing is so important that it's usually screened at birth. And once parents understand the link between hearing and brain development, they're highly motivated to take action for their baby's future. But many new parents don't even know about the screening, let alone what to do if their baby fails.

In fact, an estimated 25% of babies who fail the newborn hearing screening don't receive proper follow-up, which means they're missing out on important early stages of brain growth. That's why, in February 2021, Hearing First — an organization dedicated to supporting families of children with hearing loss — launched Starts Hear, a campaign that's dreaming big for little ones everywhere. The goal? For all new moms and dads to know about the newborn hearing screening, get the results, and act quickly if their baby should fail.

So, the campaign placed ads where expectant moms spend time online, using colorful and engaging creative featuring bright futures for babies. And the results show it's working! The Starts Hear campaign is motivating parents across the country.

To learn more about this successful campaign, visit [StartsHear.org/Celebrate](https://StartsHear.org/Celebrate).