National Awareness Campaign

It All Starts with Hearing

The research reinforces what we know — hearing is critical for every child’s brain development. In fact, it’s so important that nearly every baby born in the U.S. has their hearing screened at birth! Yet a problem persists. A significant number of babies who fail newborn hearing screening are not receiving the necessary follow-up care, leading to delays in receiving the support they need during those critical early stages of development.

For the past two years, the Starts Hear Awareness Campaign has been working to reverse this trend of lack of follow-up and delayed care. The campaign educates, empowers, and equips parents so they will act urgently following a failed screening.

The data shows — the campaign is working! More new and expectant parents are aware of the newborn hearing screening (NHS), why hearing is important, and what to do following a failed NHS.
Starts Hear Campaign Year Two Results
February 17, 2022 - February 16, 2023

In Two Years

466 million total ad views

57.7 million views of 15-second videos, totaling 76,000+ hours of watch time

2.6 million emails sent to remind moms about the NHS and next steps after a failed screening

707,099 parents visited the campaign website, StartsHear.org

33% increase in overall video views
Year One: 24,791,494
Year Two: 32,978,667

more total ad views
Year One: 228,111,702
Year Two: 237,851,910

more visits to StartsHear.org
Year One: 320,322
Year Two: 386,777

Learn More About the Campaign and Year Two
www.hearingfirst.org/starts-hear-awareness-campaign