



STARTS HEAR

National Awareness Campaign

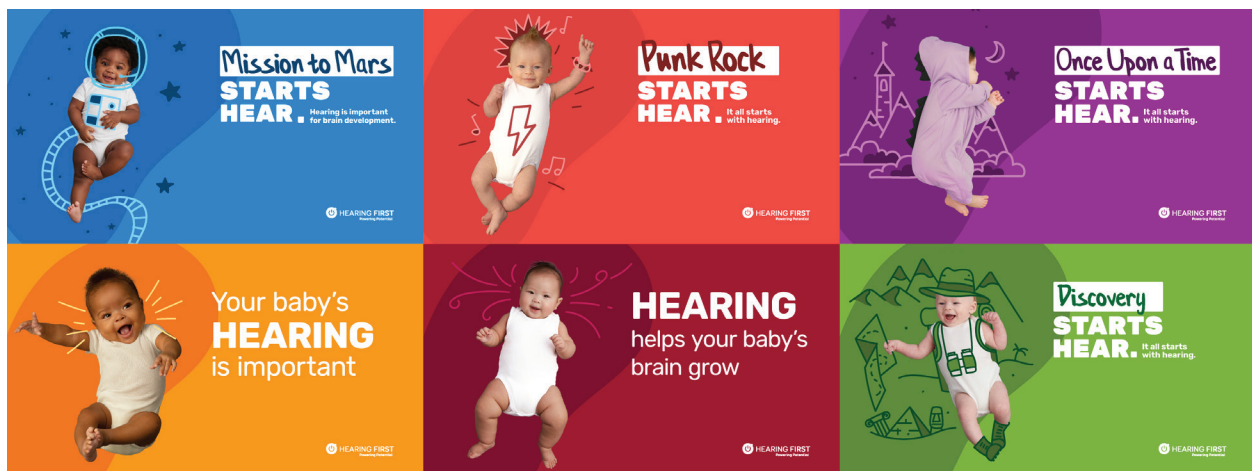
YEAR TWO



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.



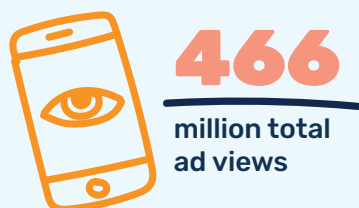
The data shows – the campaign is working! More new and expectant parents are aware of the newborn hearing screening (NHS), why hearing is important, and what to do following a failed NHS.

Starts Hear Campaign Year Two Results

February 17, 2022 - February 16, 2023



In Two Years



Learn More About the Campaign and Year Two

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



HearingFirst.org



StartsHear.org