

## Starts Hear Year Two Review Video

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.

With new babies born every day, there was still a need for the campaign to continue beyond its first year. In year two, Starts Hear reached even more parents, featured new, adorable babies and included additional partnerships. And the results? They speak for themselves.

In the second year of the campaign, even more parents saw the ads, watched the videos and clicked to learn more. That's a lot of big numbers, but what it adds up to is this. In the two years since the Starts Hear campaign launched, it has captured the attention of millions of new moms and dads and increased awareness of the urgency of newborn hearing by 20%.

Of course, with babies always being born, the work is never finished. Year three is already underway, continuing to expand the reach of the campaign to even more soon-to-be moms because Hearing First is about helping families dream big, climb higher, explore further and dance their way to a bright future.

To learn more about the successful campaign, visit [startshear.org/celebrate](https://startshear.org/celebrate).

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