



Roadmap for Hearing Health: Hearing Awareness and Prevention Campaign

As part of the \$21.2 million investment to implement key initiatives from the [Roadmap for Hearing Health](#), the Australian Government is investing \$5 million for a national hearing health awareness and prevention campaign. A first of its kind in Australia, this investment in hearing health awareness will benefit all Australians.

What is the investment?

\$5 million over three years will be invested. The campaign will be directed at the general population with targeted messaging directed at specific at-risk cohorts, including:

- Aboriginal and Torres Strait Islander people;
- older Australians;
- residents of regional and remote areas;
- parents and carers of children; and
- industries exposed to higher noise levels (e.g., agriculture and construction).

The campaign will focus on the prevention of avoidable hearing loss, promoting practices to prevent hearing damage, destigmatising hearing loss and encouraging people experiencing hearing loss to seek treatment.

Why is this investment being made?

Australia has not previously had a national campaign on hearing health awareness and prevention.

Raising awareness of the importance of hearing health will ensure at-risk Australians are aware of the steps they can take to reduce their risk of further hearing loss.

What does this mean for consumers?

Any Australian in need of hearing services support will benefit from the campaign. The 3.6 million Australians who currently live with a hearing impairment – and those who will develop one in the future – will benefit from the campaign.

The campaign will target particular groups and will be a call to action on hearing loss prevention.

What does this mean for providers?

These changes promote the importance of hearing health to all Australians, especially those in at-risk cohorts.

The campaign will raise awareness of the Hearing Services Program, providing an opportunity for providers to continue to support Australians with treatable hearing loss.

