

A marathon effort for hearing loss

By NICOLA WILLIAMS

A Meadowlands resident is getting her running shoes on to help prevent hearing loss in children.

On May 1, Charmaine Cole will take part in the Unitron Muster at the Rotorua Marathon to raise money for the cause.

Many people in the

hearing industry from all around the country will participate in the 10km walk or run section.

Sponsorship money will go to the Listen Up! programme which aims to minimise future social and economic impacts of noise-induced hearing loss.

"It's a very good education programme for

children," Mrs Cole says.

The hope is the knowledge will be embedded into them to make protecting their hearing second nature.

Mrs Cole works as an administrator for Russell Hearing and constantly deals with people affected by hearing loss.

Noise induced hearing loss is preventable and

prevalent in New Zealand, she says.

Children with hearing loss face simple challenges like trying to cross the road safely, and being different can lead to teasing and discrimination, she says.

Mrs Cole is seeking sponsorship. To help go to www.fundraiseonline.co.nz/Charmaine.

