

The science of sneezing
Why looking after your
nose could help asthma

Home comforts
Cope with your little ones'
allergies as a family

A fresh start
The amazing implants
helping deaf children hear

EARS, NOSE AND THROAT

5
STEPS

TO A HEALTHIER YOU

Be in the know: A comprehensive guide to getting better ENT health today.

Hear this
How you could
save your hearing in
one simple step



Snoring nightmare?
The experts give
their top tips for a
good night's sleep

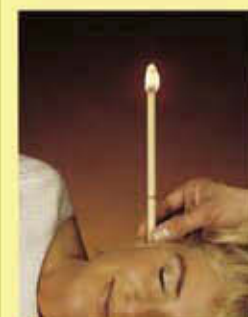


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CHALLENGES

Historically all doctors were general practitioners, but with progress came an obligation to specialise- now there are over 50 specialities with ENT, one of the most key medical disciplines to good health for the whole body.

The secret core of our health

Otolaryngology or “ear, nose and throat” (ENT) is a relatively new speciality in medicine. Thanks to the scanning of mummies at the British Museum however, we now know that ancient Egyptians used to perform sinus surgery - the CT scans performed in recent years on the mummies have shown openings in the sinuses that could only be done using surgical instruments and it is thought that Pharaonic surgeons may also have performed ear surgery.

See the change

1 Traditionally, otolaryngology was considered a “small speciality” but in the twentieth century ENT has undergone tremendous development. It has transformed from being considered a small speciality - ENT surgical interventions used to be relatively minor and essentially intended to improve lifestyle rather than save lives - to one of the most important medical disciplines and a core speciality in the medical profession.

Referrals arrive on the desks of

otolaryngologists not only from GPs but from a variety of other specialists including paediatricians, neurologists, gastroenterologists and chest physicians. ENT is one of the rare specialities that is at the same time medical and surgical and the surgical element is increasingly taking a more prominent role in everyday practice.

There is now a far better understanding of how the physiology of the ear, nose and throat is connected and how they can influence the functioning of the other parts of the body. For instance, neurologists will often need to correct an underlying ear condition in order to treat patients complaining of balance problems and dizziness, while chest physicians have to ensure that the upper respiratory tract is in pristine condition in order to treat most effectively patients suffering from asthma and other pulmonary diseases.

It's all relative

2 Sleep-related breathing disorders are nearly always caused by an upper airway problem - a concern that is anatomically in the cen-



Mr. George Fayad
Consultant ENT surgeon and governor of the International College of Surgeons

MY BEST TIP

Look after yourself

➔ A huge range of illnesses and conditions have been established to be linked to ENT - the ears, nose and throat have a dramatic impact on the body's overall health. For instance, patients with sleep apnoea (sleep disruption usually caused by an obstruction blocking the back of the throat so that the air cannot reach the lungs) can suffer from depression or impotence, and have an unusually high propensity to suffer strokes and high blood pressure.

tre of the ENT sphere. New research has recently provided strong evidence on the profound effect of obstructive sleep apnoea (stopping breathing during the night and snoring) on literally every organ of the body. And of course ENT surgeons still treat more conventional conditions such as deafness, problems relating to children's tonsils and adults with life-threatening cancers of the head and neck. Another important part of the clinical work of an ENT surgeon is cosmetic surgery on the face, particularly nose reshaping and ear-pinning.

In this supplement, individual ENT specialists provide greater detail about the vast range of conditions that they treat, from childhood deafness and allergies to the often underestimated and wide-ranging ramifications of snoring for adults. We are all aware that there is no shortage now of all kinds of information about every subject within medicine and ENT is no exception. We hope that this supplement provides a useful resource to understanding the field of ENT health.



WE RECOMMEND



Act today, save tomorrow
Find out why your hearing could be at risk

PAGE 8

“The earlier your hearing is checked, the better chance there is to prevent more severe hearing loss later in life.”

Follow your nose

p. 4

1. How to lessen the risk of asthma through better nasal health.

A helping hand

p. 10

2. Discover the technology helping children to hear again.

MEDIA PLANET

We make our readers succeed!

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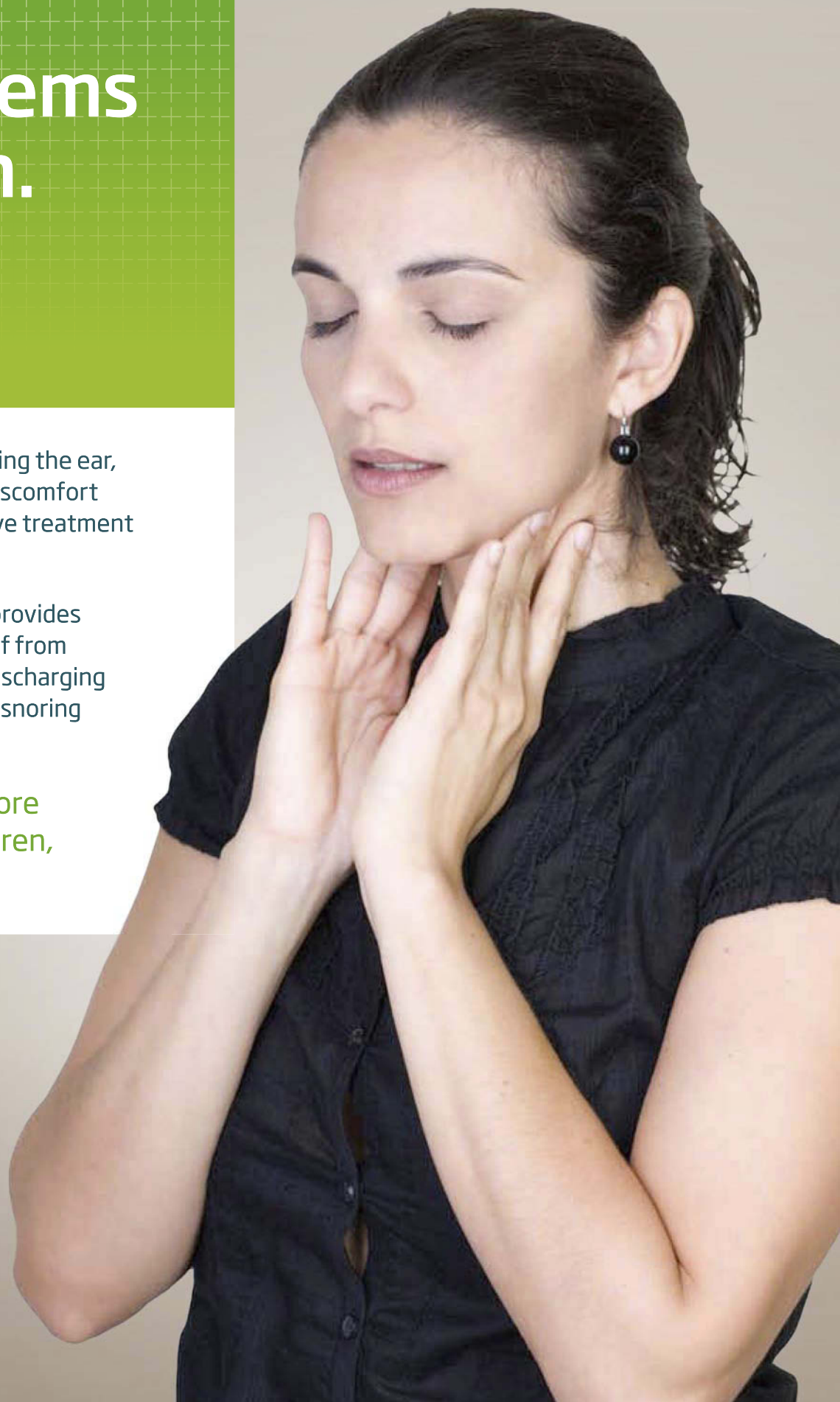
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INSPIRATION

Question: What's the best way now to treat allergies and asthma?
Answer: They used to be treated separately - but research has now proved their close connection and to treat both, doctors must start with the nose.

Follow your nose for good respiratory health

CHANGE

The treatment of allergies and asthma are one of the cornerstones of ENT work, research and development - and are a topic of concern that's growing by the day for patient and doctor alike.

"The term hayfever, or in medical terms: seasonal allergic rhinitis, has nothing to do with either hay or fever. It just reflects that historically this kind of problem was essentially one of the rural areas," says Mr George Fayad, consultant ENT surgeon and head of the ENT department at Basildon and Thurrock NHS Hospitals.

"These days we continue to see a tremendous increase in asthma and allergies of all kinds, which is significant on many fronts - and most crucially of all, we see more and more evidence that asthma and allergic rhinitis are very closely related to one another".

Understand why it happens

There are many different allergants, Mr Fayad points out: these can range from inhalants, such as pet hair, mould or pol-

len, to food, such as gluten, egg, peanut, wheat, while other allergants include a wide range from hair dye to latex and drugs.

Inhalant allergants produce essentially a reaction of the lining of the nose and throat, causing in turn conditions such as nasal polyps, rhinitis or sinusitis and thus seriously affecting breathing - in many cases co-existing with or causing, asthma.

"Safeguarding the good health of the nose is vital to every element of the body, in order to give good air to the lungs and to enable us to breathe well," says Mr Fayad - who points out that the nose's ability to smell is only its secondary function.

"It's futile to treat asthma without looking at the nose - when patients come to us with nasal problems and asthma, most of them have both allergic rhinitis and asthma," says Mr Fayad.

"Historically, asthma and allergic rhinitis has been treated as separate problems but we now know that this is a waste of time - for a true picture, and true benefit to the patient, the two must be considered hand-in-hand".



"Good health of the nose is vital to give good air to the lungs and to enable us to breathe well."

Mr George Fayad Head of ENT, Basildon and Thurrock NHS hospitals

Allergy is widespread and affects approximately one in four of the population in the UK at some time in their lives, according to Allergy UK, the leading medical charity for people with allergies - with the numbers increasing by 5 per cent each year, with as many as half of all those affected being children.

Realise what it means

The term allergy is used to describe a response, within the body, to a substance, which is not necessarily harmful in itself, but results in an immune response and a reaction that causes symptoms and disease in a predisposed person which in turn can cause inconvenience or a great deal of misery - according to Allergy UK.

An allergy, the charity points out, is everything from a runny nose, itchy eyes and palate to skin rash - it aggravates the sense of smell, sight, tastes and touch causing irritation, extreme disability and sometimes fatality. It occurs when the body's immune system overreacts to normally harmless substances.

According to Asthma UK, there are 5.4 million people in the UK are currently re-



ceiving treatment for asthma: 1 in 11 children and 1 in 12 adults.

There were 1,200 deaths from asthma in the UK in 2006 (40 were children aged 14 years or under). On average, 3 people per day or 1 person every 7 hours dies from asthma.

It's estimated 75 per cent of hospital admissions for asthma are avoidable and as many as 90 per cent of the deaths from asthma are preventable. 42 per cent of people with asthma say that traffic fumes stop them walking and shopping in congested areas, according to AsthmaUK - and 56 per cent of people with asthma are sensitive to pet allergens.

The World Health Organisation's ARIA (Allergic Rhinitis and its Impact on Asthma) initiative is devoted to highlighting the devastating effects of allergic rhinitis on asthma. With the benefit of greater knowledge and advice there is much can be done, especially at home, to both prevent such allergies and lessen their effects - from rhinitis to asthma.

EMILY DAVIES info.uk@mediaplanet.com



THE BIG TISSUE By understanding allergies we are more equipped to deal with closely related issues such as asthma PHOTO: ISTOCK PHOTO

5 ALLERGY UK'S BEST TIPS

Reduce irritants

1 Use allergen-proof barrier covers on all mattresses, duvets and pillows. These should be breathable and completely enclose the item. Buy products that have been tested to make sure they prevent the escape of house dust mite allergen.

Get a routine

2 Wash all bedding that is not encased - e.g. sheets, blankets - every week at 60 degrees or above to kill mites. Remove carpeting wherever possible. Reduce unnecessary soft furnishings.

Limit dust

3 Use a high-filtration vacuum cleaner with filters capable of retaining a high proportion of the smallest particles.

Keep on top of cleaning

4 Damp-wipe all surfaces each week. Use washable cotton curtains and wash frequently. Vacuum all surfaces of upholstered furniture at least twice a week.

Look after fuzzy friends

5 Washable stuffed toys should be washed as frequently and at the same temperature as bedding. If the toy cannot be washed at 60 degrees place it in a plastic bag in the freezer for at least 12 hours once a month and then wash at the recommended temperature

Just missed it!

ECZEMA

5

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INSPIRATION

STEP

2

INVESTIGATE
ALL YOUR
OPTIONS

EASY LIVING
Treatments such as nasal implants could drastically reduce breathing difficulties
PHOTO: ISTOCK PHOTO

The gift of easy breathing

Question: How did a pioneering procedure change one woman's life?

Answer: Sue McDevitt, 53, had a life-changing titanium nasal implant after enduring several operations for her collapsed nasal passages.

HOW I MADE IT

Sue McDevitt, 53, who divides her time between London and Moscow, where her husband works, had a life-changing titanium nasal implant less than a year ago.

"I'd had problems breathing since the birth of my second child in 1983. For several years the problems came and went and I tried many over-the-counter remedies. However by 1998 the problem was permanent and I had a rhinoplasty to cut away cartilage inside my nose to aid breathing with a second rhinoplasty in 2005 but both operations only made my breathing easier for a matter of weeks afterwards.

At night, I was unable to sleep and would wake frequently, fearing that I was suffocating. During the day the problem was just as bad and any exertion at all made me feel as if someone was holding my nose tightly. I had been considering yet more



"I have spoken to so many people who would similarly benefit but haven't heard about it."

Sue McDevitt
Underwent an op to aid breathing difficulties.

nose surgery as my breathing difficulties persisted. I mentioned this to Dr Capildeo, the consultant neurologist in the UK treating me for migraines and cluster headaches. We discussed

the fact that it may help my headaches if my breathing was improved - he told me he could refer me to a surgeon who was at the forefront of ENT surgery, Mr George Fayad.

SUE'S FACTS

■ There are so many improvements in day-to-day life since having the implant. My sleep quality is much better as I no longer awaken due to my nose feeling totally blocked - and I don't waken with a sore and dry throat caused by breathing incessantly through my mouth.

■ I am now able to breathe clearly through my nose I have been able to start going for regular exercise and to the gym.

■ Since the operation I have been on holiday to California, including Death Valley where temperatures were +40 degrees and at present I am in Moscow

where it has recently been -20 - and I'm delighted to say that my breathing is easy in both extremes of temperature. Previously it was sometimes difficult to breathe in hot climates due to being totally stuffed up. I am so pleased to have had it done.

Read more on the web:

<http://www.entuk.org/>

<http://www.britishtsnoring.co.uk/>

As it turned out my headaches have, to date, lessened only slightly but it was during my consultation with Mr Fayad that he unveiled a new procedure ideally suited to my problem - the titanium nasal implant, the Breathe Implant. Although it didn't help my headaches significantly it may be helpful in that way for someone else - and most of all, it has dramatically improved my breathing.

Mr Fayad first suggested nasal strips, as I had very narrow nasal passages and I always used to try to hold my nostrils open to aid my breathing. The nasal strips made a huge difference at night but I still had the problem during the day. The titanium implant, however, was able to solve the problem completely.

The surgery was very easy - I suffered no pain at all and I was in the supermarket, shopping, the next day. My previous rhinoplasties required 2 weeks off work and there was some occasional bleeding.

I am so pleased to have had it done - it's been absolutely incredible. I have spoken to so many people who would similarly benefit but haven't heard about it."

EMILY DAVIES

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TOP TREATMENT OPTIONS



Breathing difficulties can effect every aspect of a sufferers life

Breathe implants

■ A Breathe Implant is a titanium prosthesis implanted under the skin of the nose. It will produce a similar effect to the strips, but it will be permanent. The procedure is meant to produce a better opening of the soft part of the nose in order to increase the calibre of the airway - this is achieved by bolstering a triangular cartilage that forms the ceiling of the nasal fossae. It helps to stabilise the soft parts of the nose, in particular the nasal valve, the narrowest part of the airway.

It's performed in a similar way to an "open septo-rhinoplasty", an operation for nose reshaping. It entails a small cut to the skin of the nose in the area situated between the 2 nostrils. The remainder of the cuts are performed inside the nose and will not normally be visible.

The Breathe Implant causes no major changes to the shape of the nose.

Before having a Breathe Implant it is recommended that nasal strips that open the nasal airway have been tried - and that they have to some extent been found useful.

Nasal sprays

■ As well as nasal strips, there are nasal sprays, principally herb or seawater-based, which reduce nasal inflammation and improve nasal breathing. They also have astringent and antiseptic properties that reduce catarrh and are very useful against infectious diseases in the sinuses and nasal passages. Their anti-inflammatory properties also make them effective in the treatment of inflammatory conditions such as allergic rhinitis or hayfever.

Non-surgical options

■ Other solutions to help easier breathing include nasal dilators, a flexible plastic device inserted into each nostril and worn during sleep, and mandibular advancement devices, which also worn during sleep, which hold the lower jaw and tongue forward, allowing more space to breathe.

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NEWS

PROTECT YOUR HEARING: GET SCREENED

Question: One in seven people in the UK are hard-of-hearing or deaf: is this normal?
Answer: Not all hearing loss has to happen - with early detection and action, hearing damage can always be limited.

More than 50 per cent of people over the age of 60 have some degree of hearing loss - yet only one in three people who could benefit from a hearing aid actually has one, according to the Royal National Institute for Deaf People (RNID).

But the effects of a life with hearing loss can be wide-ranging and dramatic - for every age.

One of the key issues is that many people do not immediately realise that they have experienced a hearing loss or deterioration. Hearing loss can be hard to gauge, especially if the decline is gradual - but what's certain is that more could be done to prevent it.

Hearing damage and loss can occur for a number of reasons from over-exposure to noise at work or to music, to physical obstruction of the ear to a loss through age. There are two main types of hearing loss - con-

ductive and sensorineural, and it is possible to have both types present at the same time according to the RNID. With conductive hearing loss, sounds become quieter, although not usually distorted; a conductive hearing loss can either be temporary or permanent and can often be corrected with medical management or minor surgery.

Sensorineural hearing loss, for which causes include work-induced hearing loss and exposure to loud music, is sometimes referred to as sensory, cochlear, neural or inner ear hearing loss. Sensorineural hearing loss changes the ability to hear quiet sounds and reduces the quality of the sound that is heard, making it hard to understand speech. Once the cochlea hair cells become damaged, they will remain damaged for life - therefore sensorineural hearing loss is irreversible and cannot be cured, at least at the present time.



Roy Bratby
 The British Tinnitus Association

A condition that considerably obstructs hearing is tinnitus - not a disease nor an illness but a condition both triggered and aggravated by stress and loud noise and which presently affects around 5 million people of all ages, or 10 per cent of the UK population, and currently has no cure.

According to the Roy Bratby of the British Tinnitus Association, tinnitus is a term that describes the sensation of hearing a noise in the absence of an external sound. The noise can have virtually any quality - ringing, whistling, and buzzing are common, but more complex sounds may also be reported. Troublesome tinnitus can be very distressing, points out Mr Bratby - and can affect sleep, concentration and mood, leading to a cycle of further stress.

It is clear that much could be done to prevent the wide-ranging and damaging implications of hearing loss - at every age. The earlier your hearing is checked, the better chance there is to prevent more severe hearing loss later in life.

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FORWARD THINKING
 By getting checked regularly you can lessen the risk of losing your hearing
 PHOTO: CARMEN MARTÍNEZ BANUSO

Research offers new hope for treating hearing loss



Dr Ralph Holme
 Director of Biomedical Research, The Royal National Institute for Deaf People (RNID)

SUB NEWS

Hearing loss is suffered widely across the UK - thankfully, the pace of research and development marches ever forward with promising progress on all fronts.

The fact that hearing loss most usually happens over a period of time makes it hard for the sufferer to detect it themselves.

uHear is a new, free application for the iPhone and iPod Touch which features a series of tests designed to assess various aspects of hearing - testing, for instance, the lowest sound you can hear, the ability to hear speech in a noisy surrounding and a questionnaire to analyse your perception of your own hearing - along with healthy hearing tips.

It's never too soon to try - remember that even short term exposure to loud sound can cause temporary deafness.

Currently, around one in 100 people experience serious problems with long-term tinnitus - it's a debilitating condition that affects most people at some point, according to

the RNID.

But the findings announced last month of a study at the University of Western Australia promises new hope for arresting tinnitus development at an early stage.

The study, identified a six week period where future treatments may be able to prevent the onset of tinnitus. The researchers used three treatments to block the nerve signals from the cochlear to the brain. Although these treatments would not be suitable for humans, this highlights an opportunity that was not previously recognised.

The research indicates that future research should focus on finding treatments to reduce nerve signals from the ear to the brain soon after damage through loud sound. This may help prevent the over activity in the brain (associated with tinnitus) from becoming permanent.

Dr Ralph Holme, RNID's Director of Biomedical Research, said:

"Tinnitus affects seven million people in the UK, yet there are no safe or effective ways of alleviating this stressful condition.

"We are extremely excited about the significant progress this research has made into identifying a possible window of opportunity for future treatments."

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The anatomy of hearing loss: the causes

Conductive hearing loss is the result of sounds not being able to pass freely to the inner ear - due to a blockage in the outer or middle ear (such as a build-up of excess earwax or fluid from an ear infection), an abnormality in the structure of the outer ear, ear canal or middle ear or a ruptured eardrum.

According to the RNID, permanent sensorineural hearing loss is the result of damage to the hair cells within the cochlea or the hearing nerve (or both).

Damage to the cochlea occurs naturally as part of the ageing process (age-related hearing loss is known as presbycusis) - but there are many things that cause sensorineural hearing loss or exacerbate it. These factors include regular exposure to loud sounds (from music to machinery and similar noise levels at work); ototoxic drugs such as those used in the treatment of some cancers as well as certain types of antibiotics; certain infectious diseases including Rubella; complications at birth; head injury or rarely, benign tumours on the auditory nerve.

There is also a factor of genetic predisposition - some people are especially prone to hearing loss.

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The technology that transformed a child's life

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Question: Is deafness always for life?

Answer: Modern science offers great hope for the hard-of-hearing.

Hearing loss at any age can seem catastrophic - but perhaps especially so when it occurs in children, when ramifications are wide-ranging. Deafness in the young can have a genetic cause or it can be the result of an infection or disease.

Regardless of the cause, there is now more hope held in the solutions than ever before - that ensure it need not be the disability it once was.

One major development has been the cochlear implant, a small, electronic device that gives a sensation of hearing if you are profoundly deaf. There are two main parts to the cochlear implant, as the Royal National Institute for Deaf People describes: the internal part which goes inside the head, where a receiver to pick up the information from the external speech processor is linked to a set of electrodes in the inner ear (an operation is needed to put these in place) and the external speech processor which usually sits on the ear like a hearing aid.

Such technology can not only improve hearing but a child's ability to learn, to socialise - and for a child to be equal with his or her peers, as the story of Zane Venn-Morton shows.



PROUD PARENTS. 5 year old Zane's hearing is almost entirely restored after he was fitted with a cochlear implant as a baby.

Zane, from Radford, near Coventry, who has just turned 5, was born profoundly deaf. Zane, whose parents Julie and Adrian have normal

hearing, is a "Connexin 26 baby" - his deafness has a genetic cause. But from being born hearing nothing at all, Zane can now hear the tiniest

and quietest of sounds with ease - such as the fuel warning 'beep' in his parents' car.

Zane was fitted with a cochlear implant at 13 months - the new Nucleus 5 processor (the world's thinnest cochlear implant system), which has made a dramatic difference to his life.

He's progressed so much since "entering the world of sound", as his parents put it, that he no longer needs a speech therapist and now attends a mainstream school - which is, the Venn-Mortons say, beyond anything they could have dreamed of. Zane's vocabulary is now age-equivalent to his hearing peers and he has developed a love of singing - with 'Twinkle Twinkle' and 'The Wheels On The Bus' two of his particular favourites.

Julie, Zane's mother, says: "We are in no doubt that cochlear implantation was the best thing for Zane - we are not complacent, however, and still want to continue to encourage signing as well as speech. He is a very confident child and mixes very well with his peers - both hearing and deaf," she says.

"We are bringing him up to be loud and proud about his deafness. To date nothing has stopped him doing anything that a hearing child can do - and we don't expect that to change."

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TIPS

■ There is growing concern that the present generation of teenagers are in danger of premature deafness or significant hearing impairment before the age of 40. According to EU scientists, it could be commonplace in 2020 to see one in ten 30 year olds wearing a hearing aid due to listening to music at high volume.

■ Most 11 - 16 year olds surveyed by the Noise Abatement Society are listening to their MP3 players at 80 decibels or above - the 'danger zone'. This places them at significant risk of irreversible hearing damage.

■ To protect your ears the volume of the

MP3 player should be set to no higher than 60 percent if using earbuds or no more than 70 % if using over-the-ear devices.

■ The top volume on many MP3 players is around 100 decibels (equivalent to hearing pneumatic drill 10ft away, 130dB being the threshold of pain) with some reaching higher. Listening to music at this volume for more than just 15 minutes at a time can cause permanent irreversible hearing damage. As a guide, if the sound from an MP3 player can be heard a metre away, then the listener is listening at unsafe levels and at risk of hearing damage.

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www.cochlear.com

Technology and Early Intervention revolutionises deaf children's learning



The Elizabeth
foundation

The Elizabeth Foundation's working philosophy is that it is the right of every deaf child to be given the opportunity to listen and talk. With the amazing advances in paediatric audiology, hearing aid technology and good early intervention programmes, together with support and education for parents, these goals for even profoundly deaf children have become very achievable.

The Elizabeth Foundation is a well established and flourishing registered charity operating from a purpose built Family and Audiological Centre in Hampshire, and a satellite Family Centre in West Yorkshire. Between the two centres over 150 families with deaf children are supported annually, with The Elizabeth Foundation providing direct, practical support and education for very young deaf babies and their families following diagnosis. Amongst other services The Elizabeth Foundation provides daily Baby, Toddler and Pre-school Sessions, run by qualified Teachers of the Deaf, and was awarded "outstanding" status in every area at their recent Hampshire OFSTED inspection.

The Centre provides a truly unique service to the children and families who use their service. Every child thrives in their care and all make good to outstanding progress in their learning and development. It is their ability to support both the children and their families and produce excellent outcomes for children who are deaf or hard of hearing that is the key to their outstanding practice. (OFSTED December 2009)

The Elizabeth Foundation uses a Multi-sensory Aural/ Oral approach with the children, which is simply encouraging the development of speech, language and auditory training by using all of the child's senses, in a natural, fun, child-centred environment, enabling the children to reach their maximum potential, and take their place together with their hearing peers at Primary age.

Home Learning Programme

With reference material and the support of an experienced case worker, this nationally available distance learning programme offers help, guidance, encouragement and education to families who live too far away to attend our two Family Centres in Hampshire and Yorkshire.

New Born Hearing Screening and Paediatric Audiology

Working in daily partnership with the Audiological Department of Portsmouth Hospitals NHS Trust, The Elizabeth Foundation in Hampshire also provides a child centred diagnostic facility for neo-natal and childhood audiology. This together with family counselling, advice and an early intervention programme to complement the work of the Hospital Trust's Audiological team, provides the area with one of the most comprehensive neo-natal and paediatric hearing test and support services in the country.

We need to raise nearly £600,000 a year to run The Elizabeth Foundation. If you would like to make a donation towards our work, see our website for "How You Can Help". Thank You.



The Elizabeth Foundation,
Southwick Hill Road, Cosham, Hants PO6 3LL
Tel: 023 9237 2735 Fax: 023 9232 6155
Email: info@elizabeth-foundation.org
Website: www.elizabeth-foundation.org
Registered Charity Number 293835

We're "Helping Children Speak for Themselves"



The Speech Language and Hearing Centre at Christopher Place is for babies and children under 5 who have hearing impairment, delay in speech, language and communication or who have more complex needs. A child-centred programme combines teaching and therapy from an interdisciplinary professional team.

The professional team includes Specialist Paediatric Speech and Language Therapists, Paediatric Occupational Therapists specialising in sensory integrative approaches, a Chartered Psychologist, a Child Psychotherapist, Early Years Teachers, Learning Support Assistants and a Yoga specialist.



The award winning, purpose built Centre provides an acoustically treated environment where a structured language enriched programme is offered to each child in small groups and in one-to-one therapy.

In 1995, The Speech, Language and Hearing Centre for Children was established out of a desperate need expressed by parents for a properly resourced and implemented auditory oral language programme for their children and 'a place for them to go'.

They expressed clearly that they wished this place to meet two specific needs

- To offer help and support and be a source of unbiased information to them;
- To offer ongoing hands on teaching and therapy to their child.

This is the bedrock on which all Christopher Place services are still based. Whenever we have a new idea, we always take it back to the parents and the families, ensuring we are always responding sensitively to their needs and requirements.

Added to the parental need, there is a clear professional desire to provide a comprehensive service to families, based on an interdisciplinary approach from a highly qualified and experienced multi-disciplinary team. This has enabled us to respond to our 'whole and unique child' approach, bringing a wide variety of skills and expertise for maximum benefit and effect.

Our philosophy is to create a sensitive and special environment within which the needs of small children and their families are at its heart.

The building is acoustically treated to the highest specification, and careful attention has been paid to the importance of colour, light, quality of materials, the value of circular and semi-circular rooms, all of which provide an environment that is calm and gentle for children whilst enabling the professional team to work effectively.

The Centre has sought to be at the forefront of methodology and in the education of hearing-impaired and language delayed children and more recently children with complex needs. The Centre's key focus is to help children to speak for themselves, and so the underpinning principles include:

1. Maximising each child's auditory potential
2. Parental involvement at all levels
3. Supporting early detection and diagnosis in hearing and communication delays
4. Supporting motor planning and sensory processing difficulties
5. Hiring of only qualified, experienced staff
6. Understanding the use of latest technology which supports hearing impaired young children
7. Encouraging appropriate inclusion of deaf and communication delayed children in mainstream educational settings



STEP

5

LEARN HOW
TO HANDLE
ALLERGIES
IN KIDSGENTLY DOES IT
By carefully desensitising
a child to an allergen, their
systems learn to cope
when subjected to it
PHOTO: SEAN LOCKE

Understand how the problem can be the cure

Question: How important is treating allergies in children?
Answer: Children's allergies affect their lives dramatically and can lead to serious conditions such as asthma - modern treatment uses the allergen itself to help recovery.

Dr Adam Fox is a rare breed. One of only a handful of paediatric allergists in the UK, he works from the largest centre in the country dedicated to the treatment of children suffering from allergies, based at Guy's and St Thomas' Hospitals in London.

Every year their paediatric allergy clinic has 6000 visits, principally from children with multiple allergic disease: one of the central features of allergy is that you rarely see a single allergy in isolation, explains Dr Fox. "Once we've seen a child with one allergy, we expect they'll return with another, after the first has receded - it's known as the allergic, or atopic, march. It starts with eczema, followed by food allergies, then asthma, rhinitis or another respiratory allergy - which makes understanding the cause, and how to treat it, absolutely vital".

The genetic component of allergies is very important, says Dr Fox - but points out that that does not explain entirely the recent rise in allergies: there are clearly other factors



"The disease burden for children with allergies is not just about the physical."

Paediatric allergist, Dr Adam Fox
Guy's and St. Thomas' Hospitals, London

involved, too".

The most common reason for referral is food allergy, principally milk, egg or peanuts. It's crucial to distinguish between food allergy and food intolerance, points out Dr Fox: "Allergy is a reaction where the immune system is involved, which makes it potentially very serious - intolerance

is a reaction where the immune system is not involved".

The close link between asthma and allergies makes many parents desperate to know what they can do to prevent their child with allergies developing asthma: the answer, he says, is to desensitize.

Much hope for the treatment of al-

lergies is currently pinned to immunotherapy treatment, or desensitization. Immunotherapy works on the principle that if the immune system is flooded with the allergen itself, the system will start ignoring it and stop reacting - it's not a new idea but is back in favour as a treatment for allergy with new, more refined methods of delivery.

Desensitisation usually means having a series of injections - but now a more child-friendly, sublingual, method has been developed for the treatment of severe hayfever, also known as seasonal allergic rhinitis, in which a squirt of liquid grass pollen, or in the case of the first licensed grass pollen treatment Grazax, a tablet, are placed under the tongue. Significantly, this tackles the underlying cause rather than simply suppressing the symptoms, with benefits seen as soon as the first season.

Access to specialist advice for children with life-affecting allergies needs to be improved, says Dr Fox - so many children still suffer unnecessarily. "The disease burden for children with allergies is not just about the physical - it's also about the anxiety it causes for the child and their whole family, and the impact this has on their quality of life."

EMILY DAVIES

info.uk@mediaplanet.com



ALLERGY UK'S BEST TIPS
FOR CARING FOR CHILDREN
WITH ASTHMA



Deal with asthma together

Make sure you have a written personal asthma action plan for your child and that they have regular asthma reviews - research shows that using a written personal asthma action plans is one of the most effective ways of controlling asthma.

This plan should be written by your doctor or asthma nurse, in discussion with you and your child. It will contain the information you need to help your child keep control of their asthma, including details about their asthma medicines, how to tell when their symptoms are getting worse and what they should do about it, and emergency information on what to do if your child has an asthma attack.

The plan allows you to vary your child's medicines within agreed limits to gain better control of your asthma, so it is very important that you know how to use it to help your child keep their symptoms under control. However, you should not change your child's medicines without following an agreed written personal asthma action plan with your child's doctor or asthma nurse.

Review your child's symptoms, medicines and personal asthma action plan with your child's doctor or asthma nurse every 6 -12 months (more frequently if your child has severe asthma symptoms).

The following signs could mean that your child's asthma is getting worse:

- Wheezing and coughing first thing in the morning.
- Increased wheezing and coughing after exercise, or doing less exercise.
- Waking at night with a cough or wheeze.
- If the reliever inhaler is not providing relief of symptoms after 3-4 hours.
- Needing more and more reliever medicine with less and less effect.

Read more
on the web:

<http://www.asthma.org.uk>

Love Your Ears

Listen responsibly

It could be commonplace in 2020 to see one in ten 30 year olds wearing a hearing aid because of irreversible hearing damage.
EU study on 'Newly Identified Health Risks'

Listening at 105dB for just 15 minutes can cause irreversible hearing damage. *The World Health Organisation*

94% of teenagers surveyed regularly listened to their MP3 players at dangerous levels – mid to full volume. *The Noise Abatement Society*

**Help us fight this teenage time bomb.
 If our kids don't listen now – they may struggle to hear in the future.**

Hearing damage develops cumulatively over time, meaning that when hearing impairment is actually noticed, it is nearly always too late to affect a cure. Today's teenagers are at significant risk of being the first generation to be hearing impaired or deaf before the age of 40.

Love Your Ears, the new campaign from The Noise Abatement Society, Ascent Hearing Care and Mary Hare Schools aims to get young people listening to their MP3 Players at safe levels.

Our roadshow visits schools with a fun interactive display, that tests listening levels and helps teenagers understand how to listen safely and still enjoy music.



To find out more and how you can get involved email us at loveyourears@noise-abatement.org or visit www.noiseabatement.org



For advice on hearing care and the latest digital hearing aids visit www.ascenthearing.co.uk



To find out about education opportunities for deaf and hearing impaired children and young people visit www.maryhare.org.uk



To find out more about Airdrives earphones for safety and health visit www.airdrives.com



Allergy Therapeutics is a UK based speciality pharmaceutical company focused on the treatment and prevention of allergy. We have a long-term commitment to research and, in particular, development of innovative therapies for allergy-related conditions.

With the increasing incidence of all kinds of allergies affecting approximately one in four in the UK at some time in their lives, numbers are increasing each year by 5% with at least half of sufferers being children.¹ Children are particularly vulnerable and many with allergic rhinitis, for example, go on to develop asthma later in life.

Seasonal allergic rhinitis can be a debilitating condition and moderate to severe patients often do not respond to anti-allergy medication. In these cases, specialist treatments are required – such as immunotherapy.

Immunotherapy practised today is far more advanced than the immunotherapy practised in this country in the 1980's. Children with rhinitis have a reduced risk of developing asthma after three years of therapy.²

With a tradition of more than 75 years in the field, we have a history of pioneering allergy research and have been one of the leading companies in the field in clinical development. Our products aim to improve the lives of both children and adults suffering from allergies.

Allergy Therapeutics' development programme is designed to deliver product characteristics with improved safety profiles and reduced numbers of injections over the treatment period, resulting in well-accepted registered products likely to be prescribed by a higher percentage of physicians.

Our product range has extensive clinical exposure with approximately 4 million courses administered worldwide. We produce a wide range of allergy vaccines as well as diagnostics

Please visit our website for further information about allergies and see how we are working towards Transforming Allergy Treatment.



Allergy Hotline number 01903 844 731 Monday to Friday between 9am and 4pm and we can assist you in finding an immunotherapy specialist in your area.

www.allergytherapeutics.com
 Allergy UK Website www.allergyuk.org
 Marogna M, Falagnigni P, Bruno et al. The allergic march in pollinosis: natural history and therapeutic implications. Int Arch Allergy Immunol 2004; 135: 336-342

PROFESSIONAL INSIGHT

Snoring afflicts 15 million people in the UK and can have a devastating impact, from the break-up of relationships unable to survive the sleepless nights to the damage the lack of sleep wreaks on every organ of the body

STEP

6

UNDERSTAND
THE SCIENCE
OF SLEEPGEORGE FAYAD'S BEST TIPS
FOR A GOOD NIGHT'S SLEEP**For snoring:**

1 Lose weight - the overweight or obese are far more likely to snore or have sleep problems. Check your current BMI and have a target of what it should be.

2 Stop smoking, don't drink alcohol in the evening and avoid taking sleeping pills.

3 Try to sleep on your side - and certainly not on your back. One great tip is to sew a tennis ball to the back of the pyjama top: that should ensure that you'll find it very difficult to sleep on your back!

4 Try to have a regular sleep routine, with consistent sleeping and waking times.

For healthy breathing:

6 Stay away from pollution and allergens as much as possible, and wear a mask if need be (available at chemists).

7 Wash your nose with a saline solution (available over-the-counter at chemists). Swimming regularly can also be a great help.

8 Humidify your bedroom if it's not humid enough or feels too dry.

9 Breathe as much as you can through the nose and as little as possible through the mouth.

The secret of a bad night's sleep

"Sleep is one of the remaining mysteries of modern life," says Mr George Fayad, head of the ENT department at Basildon and Thurrock University NHS Foundation Trust and consultant ENT surgeon, whose specialist areas include snoring and sleep disorders. "We still don't know quite why we sleep."

But, he points out, what is not a mystery is how essential good-quality sleep is to good health.

Perhaps the biggest obstacle to sleep is snoring, both for the sufferer and for their bed partner - the disruption can place an inestimable strain on relationships.

Snoring is produced by the vibration of the soft tissue in the upper throat, caused by turbulence inside the airway during the breathing cycle - the turbulence is caused by a partial blockage that may be located anywhere from the tip of the nose to the vocal chords. The lack of muscle tone during sleep means that the airway tissue is not prevented from vibrating.

It often seems difficult to find a permanent solution to snoring but it's important to control its potential bad effects - and with the right knowledge and treatment, a life with-

out snoring is accessible to all.

Understand how it happens

Looking at why you snore is the crucial first step towards stopping it, says Mr Fayad.

Snoring is often only the tip of the iceberg with regard to what it can potentially indicate about other aspects of a person's quality of sleep, says Mr Fayad. "90 per cent of the time something else is also going on," he says. "Even the simplest snoring could mask a more serious problem and should not be overlooked". Examining a patient in clinic who has arrived with a snoring complaint usually leads to the diagnosis of obstructive sleep disorder or apnoea, or nasal polyps, as the root cause, Mr Fayad says - all of which have serious implications.

In sleep apnoea, airflow to the lungs is obstructed causing periods of what feels like "stopping breathing" which wake the sufferer with a snore in order to breathe again. Factors that contribute to sleep apnoea and snoring include being overweight, because the amount of air needed is proportional to the body mass, nasal polyps, smoking, alcohol and use of sedatives such as sleeping pills. Men and older people are also

UNDERSTANDING

"Even the simplest snoring could mask a more serious problem and should not be overlooked."



George Fayad
Consultant ENT surgeon at Essex Nuffield Hospital, Basildon and Thurrock University Hospitals NHS Foundation Trust, and governor of the International College of Surgeons

more likely to suffer. Losing weight, stopping smoking and cutting down on alcohol will all significantly help the success of any bid to stop snoring, says Mr Fayad - combined with, most importantly of all, seeking expert help to tackle the cause.

Thus, it's vital to realise that snoring arises from a physical abnormality which needs to be identified. The success of stopping can also be helped by determining where the cause precisely rests - in the nose, oropharynx or the base of the tongue - and whatever it is, there are a whole range of treatments, from nasal sprays and strips to surgery, that can help.

What it can mean

As well as being a potential indicator of other problems, the sleep-robbing effects of snoring can have dramatic effect on a person's health as a whole. Normal sleep must proceed through four cycles to have the refreshing effect everyone needs, says Mr Fayad: "The lack of oxygen will wake you up repeatedly, leading to intense fatigue - and unrefreshing sleep can affect every organ in the body, leading to problems including depression, impotence and a high propensity for strokes and high blood pressure."

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**figures based on returned reply cards*

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“The way they guided me through a very stressful and uncertain part of my life was simply amazing”

The London Road Clinic is nationally recognised for its medical excellence in the management of **snoring** and **balance** disorders.

Our ENT Consultants use the most innovative diagnostic equipment available to pin point the root cause of your snoring. A wide range of treatment options are offered including state of the art laser and radiofrequency procedures.

Our balance team attract patients from all over the UK and abroad. Our Consultants use state of the art equipment to investigate and treat dizziness and imbalance. They are supported by an established team of hearing and physical therapists to ensure essential support is provided at key points in your care.

For more information on these and our other ENT services please call: 0845 618 7077

Or visit our website: www.thelondonroadclinic.co.uk

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