

WHO programme for prevention of deafness and hearing loss



World Health
Organization

The need

**466
million**

live with disabling hearing loss.

**Up to 330
million**

suffer with chronic otitis media
(ear discharge)

**Up to 5
per 1000**

children may be born deaf

What is at stake?

**1.1.
billion**

12-35 years old are at risk of hearing loss due to recreational noise exposure

About 1/3

Of people > 65 develop disabling hearing loss.

Solutions exist

60%

Of hearing loss in children is Preventable

ALL

Can benefit from timely and appropriate interventions

Barriers to ear and hearing care

Low awareness

- Population
- Policy-makers
- Professionals
- Civil society

Lack of services

- Lack of:
- policies
 - human resource
 - equipment
 - devices
 - High cost of services

Our approach



Key step...



The 70th World Health Assembly
adopted a resolution on deafness and
hearing loss May 2017

SEVENTIETH WORLD HEALTH ASSEMBLY

WHA70.13

Agenda item 15.8

31 May 2017

Prevention of deafness and hearing loss

The Seventieth World Health Assembly,

Having considered the report on prevention of deafness and hearing loss;¹

Recognizing that 360 million people across the world live with disabling hearing loss, a total that includes 32 million children and nearly 180 million older adults;

Acknowledging that nearly 90% of the people with hearing loss live in low- and middle-income countries, which often lack resources and strategies to address hearing loss;

Concerned by the persistent high prevalence of chronic ear diseases, such as chronic suppurative otitis media, which lead to hearing loss and may cause life-threatening complications;

Acknowledging the significance of work-related, noise-induced hearing loss, in addition to issues related to recreational and environmental noise-induced hearing loss;

Aware that unaddressed hearing loss is linked with cognitive decline and contributes to the burden of depression and dementia, especially in older adults;

Noting the significant impact of ear diseases and hearing loss on the development, ability to communicate, education, livelihood, social well-being and economic independence of individuals, as well as on communities and countries;

Aware that most of the causes of hearing loss are avoidable with preventive strategies; that the interventions available are both successful and cost-effective, but that, despite this, most people with ear diseases and hearing loss do not have access to suitable services;

Recalling resolution WHA48.9 (1995) on prevention of hearing impairment, and resolution WHA58.23 (2005) on disability, including prevention, management and rehabilitation;

Recalling also the *World report on disability 2011*, which recommends investment in improved access to health services, rehabilitation and assistive technologies and the WHO global disability action plan 2014–2021,² based on that report's recommendations;

Ministers of the Sustainable Development Goals in the 2030 Agenda for Sustainable Development, particularly Goal 3 (Ensure healthy lives and promote well-being for all at all ages) with

WHA70.13/Annex 3

Strategic areas (2017-2021)

Data
(generation,
collation,
analysis)

- Advocacy
- Policy development

Evidence-
based
advocacy: to
raise
awareness at
all levels

Support
countries to
integrate
EHC in
health
systems

Increase ear
and hearing
care access

Make
Listening
Safe
initiative: to
reduce
hearing loss
due to
recreational
sound
exposure

Advocacy and capacity building

Development of evidence-based advocacy tools

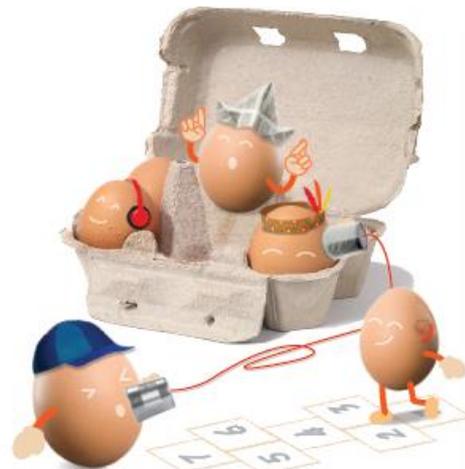
- Prevalence of hearing loss
- Impact of hearing loss
- Prevention and intervention strategies

MULTI-COUNTRY ASSESSMENT
OF NATIONAL CAPACITY
TO PROVIDE HEARING CARE

World Health
Organization



Organisation
mondiale de la Santé



DÉFICIENCE AUDITIVE
CHEZ L'ENFANT

MARCHE À SUIVRE POUR AGIR DÈS MAINTENANT

ACTION
FOR
HEARING
LOSS

World Health
Organization

Safe

Make a Sound Investment



3 March 2017
World Hearing Day

For more information and materials, visit:
www.who.int/pbd/deafness/world-hearing-day/en

Key advocacy initiative

World Hearing Day: 3 March

2013: Hearing care for healthy ageing

2014: Ear care can avoid hearing loss

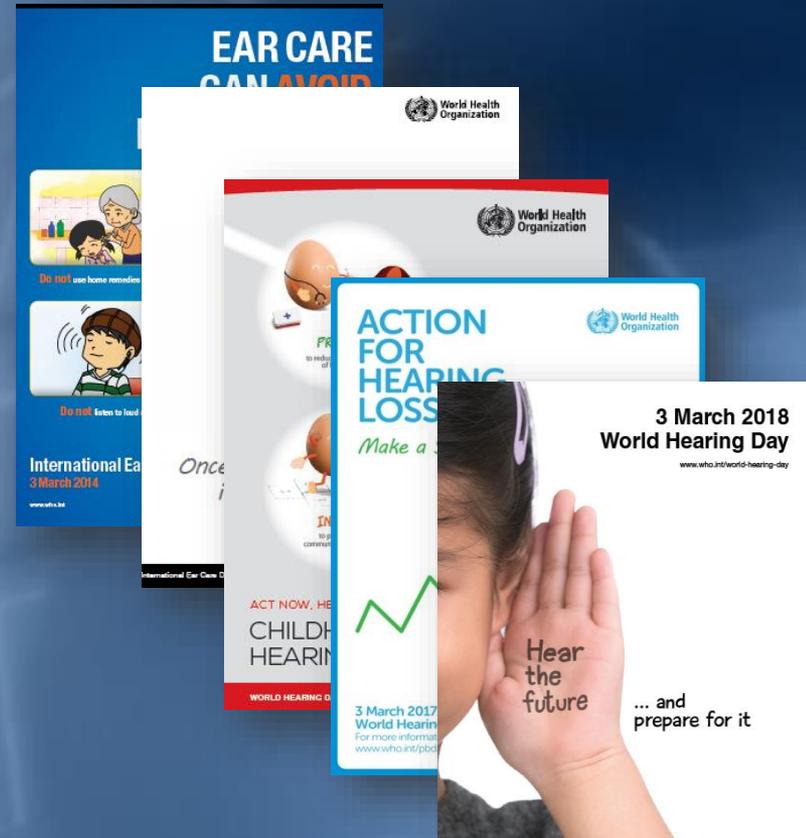
2015: Make Listening Safe

2016: Childhood hearing loss: act now, here is how!

2017: Action for hearing loss: make a sound investment

2018: Hear the future!

2019: *Check your hearing!*
(with launch of an app for hearing screening)



Make Listening Safe: approach

Awareness on safe listening

- Communication campaign
- Safe listening app
- Media outreach

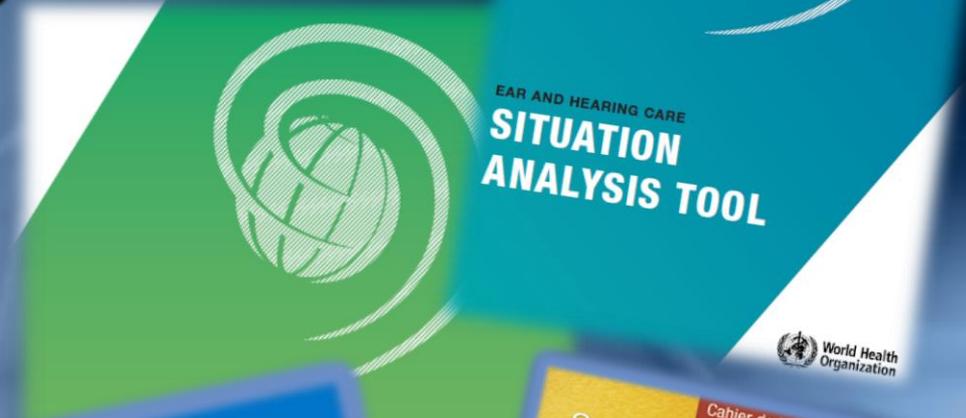
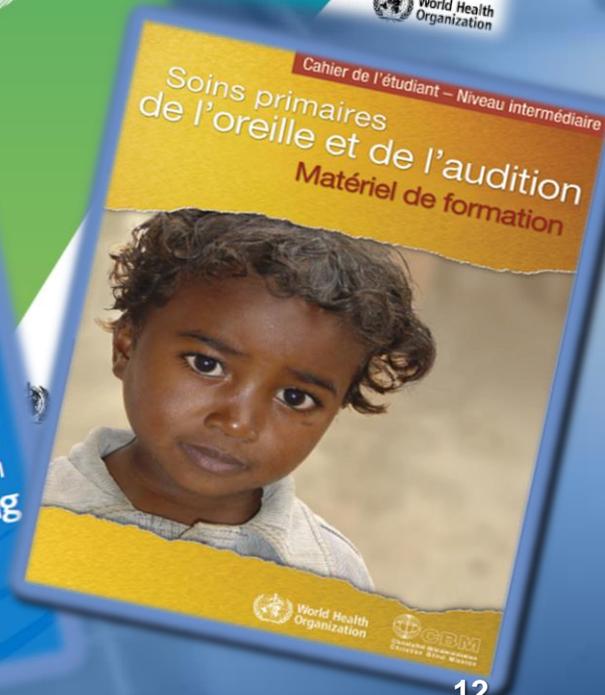
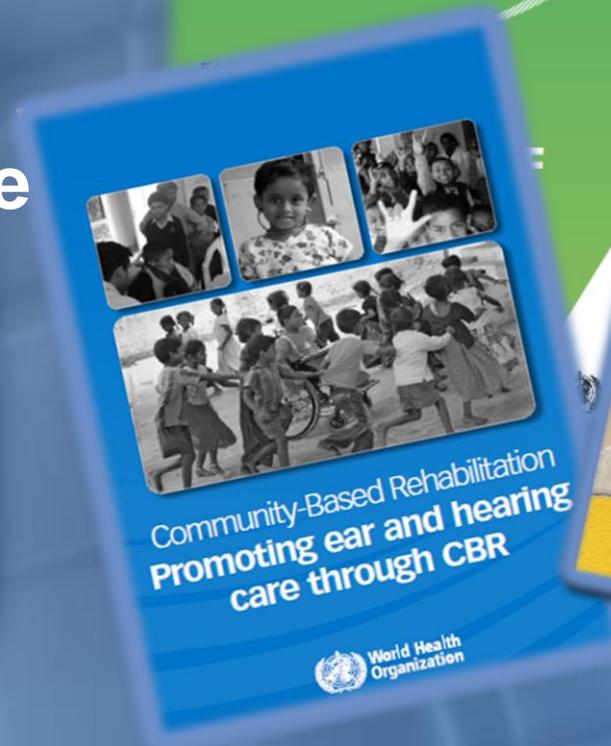
Provide tools for safe listening

- Global standards for safe listening devices
- Framework for safe listening

<http://www.who.int/pbd/deafness/activities/MLS/en/>

Technical support for public health strategies:

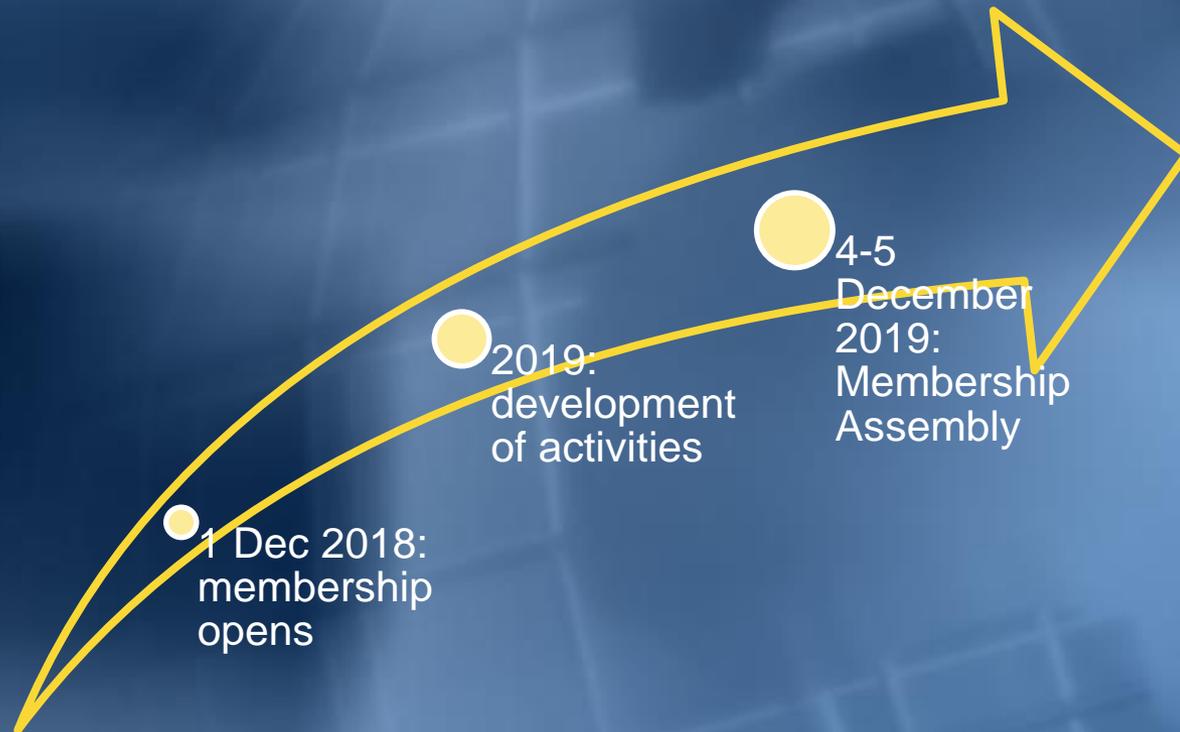
- Propose specific actions to MOH
- Cooperate with national response
- Toolkit



World Hearing Forum

- Coalition to drive a global advocacy initiative for hearing care

- To provide an opportunity for networking



Coming....Global Initiative



World Report on Hearing

- Frame hearing within the public health agenda
- Outline priorities for action
- To be launched on 3 March 2020



Thank you!