



Introducing **Paige Stringer** MA, MPH

- Executive Director and Founder of Global Foundation For Children With Hearing Loss
 - GFCHL helps babies and young children with hearing loss in developing countries access the locally-based services and expertise they need to listen, talk, and thrive
- Born with severe/profound hearing loss; Cochlear implant and hearing aid user
- Helped lead development of communications strategy for the 2021 release of WHO World Report on Hearing
- Member of core advisory team for WHO Resolution and World Report on Hearing committee
- Founding Member of CIICA



Hearing care for All! and the *World report on hearing*



World Health
Organization



WORLD REPORT **ON HEARING**



An Opportunity





TODAY,

1

IN

5

PEOPLE
WORLDWIDE
LIVE WITH
HEARING LOSS

BY 2050,

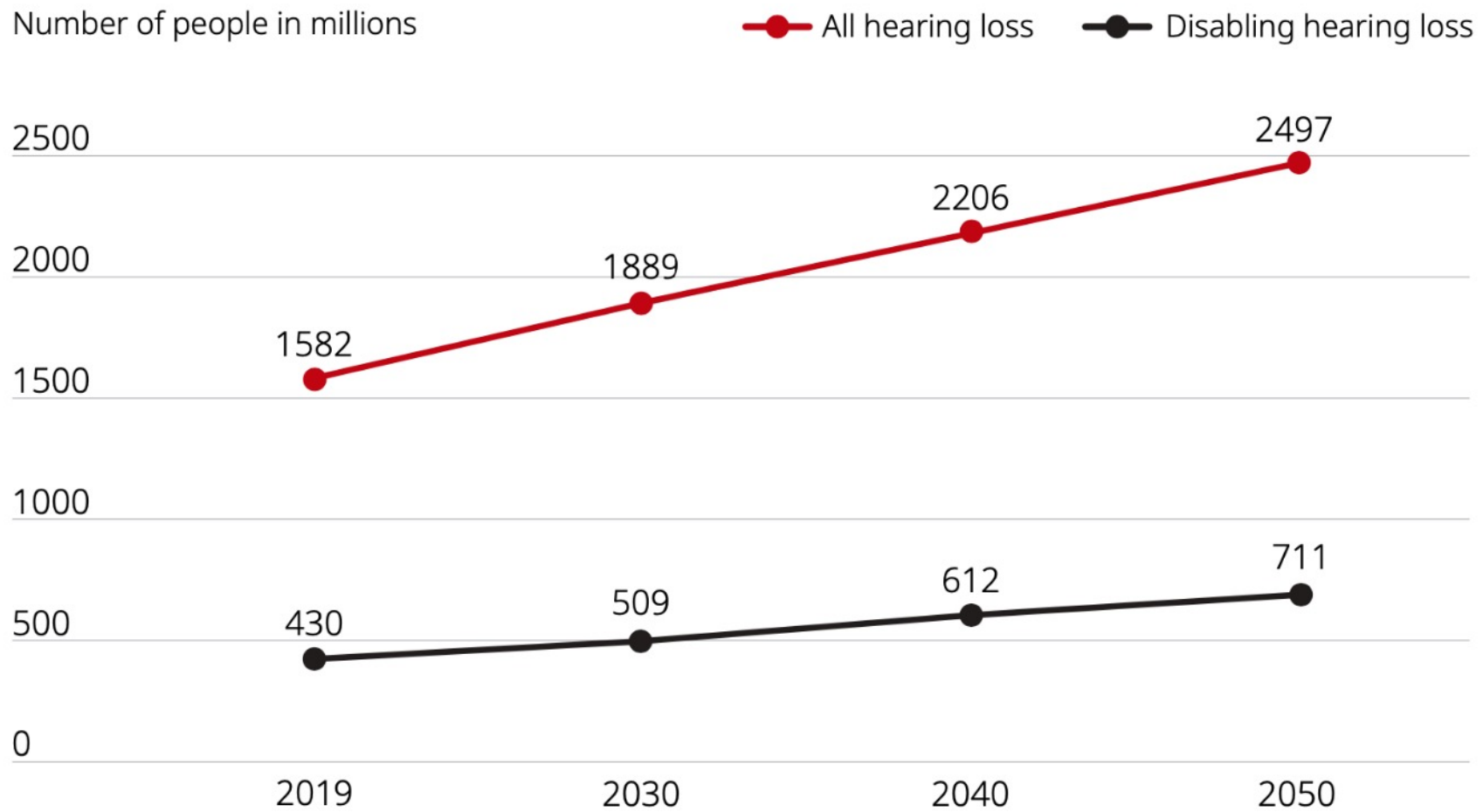
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IN

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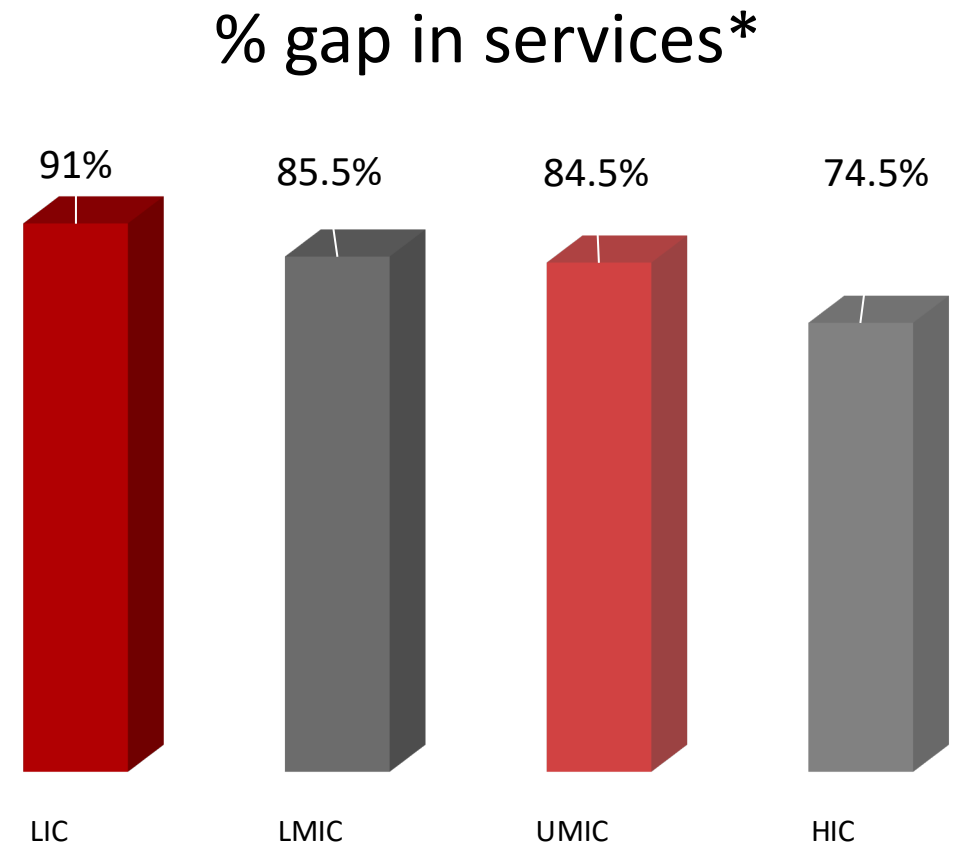
PEOPLE ARE
PROJECTED TO HAVE
PROBLEMS WITH
THEIR HEARING

Hearing loss is on the rise



1.5 billion people experience hearing loss, of which at least 430 million require rehabilitation services. This need is likely to rise to over 700 million by 2050

Most people with hearing loss do not have access to interventions.



**Tracer indicator for gap assessment: Estimated need and use of hearing aids*

When unaddressed, hearing loss impacts many aspects of life:

- Listening and communication
- Language and speech development
- Cognition
- Education
- Employment and financial wellbeing
- Social isolation and loneliness
- Mental health
- Interpersonal relationships
- Identity and stigma



Cost of unaddressed hearing loss

Annually, **980 billion\$** are lost, mainly due to loss of productivity and social isolation attributed to unaddressed hearing loss.





Hearing across the life course *is possible*

Hearing across the life course is possible

1. Prevention

2. Early identification

3. Appropriate care



Hearing across the life course is possible through:

1. Preventive action

“Effective public health strategies and clinical interventions can, in many cases, **PREVENT** the occurrence or progression of hearing loss.”

PRENATAL AND PERINATAL PERIODS



Immunization in girls and women



Maternal and neonatal care



Genetic counselling

CHILDHOOD AND ADOLESCENCE



Immunization (children)



Otitis media: early identification and treatment

ACROSS THE LIFE COURSE



Safe listening practices in recreational settings



Noise control in entertainment venues



Ototoxicity prevention

ADULTHOOD



Occupational noise control

*“In children, **60%** of hearing loss is due to preventable causes.”*

Hearing across the life course is possible through:

2. Early identification

“Early identification is the key to successful outcomes in people with hearing loss”



ACROSS THE LIFE COURSE:

Hearing screening

> Symptomatic testing

NEWBORN:

Newborn hearing screening

CHILDREN:

Pre-school and school ear and hearing checks

ADULTS:

Hearing screening in noisy occupations

OLDER ADULTS:

Regular hearing screening

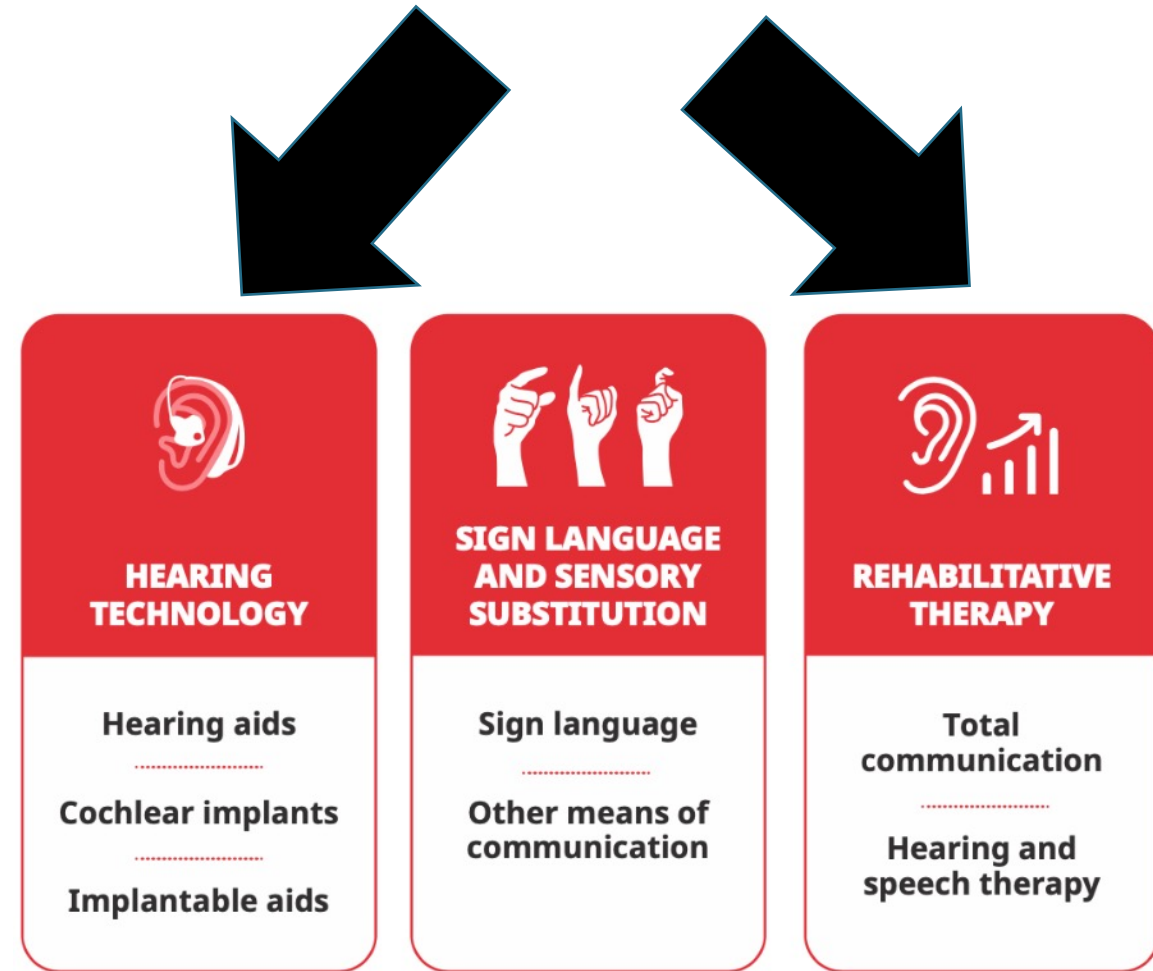
Innovative screening solutions

Teleaudiology-Telemedicine

Hearing across the life course is possible through:

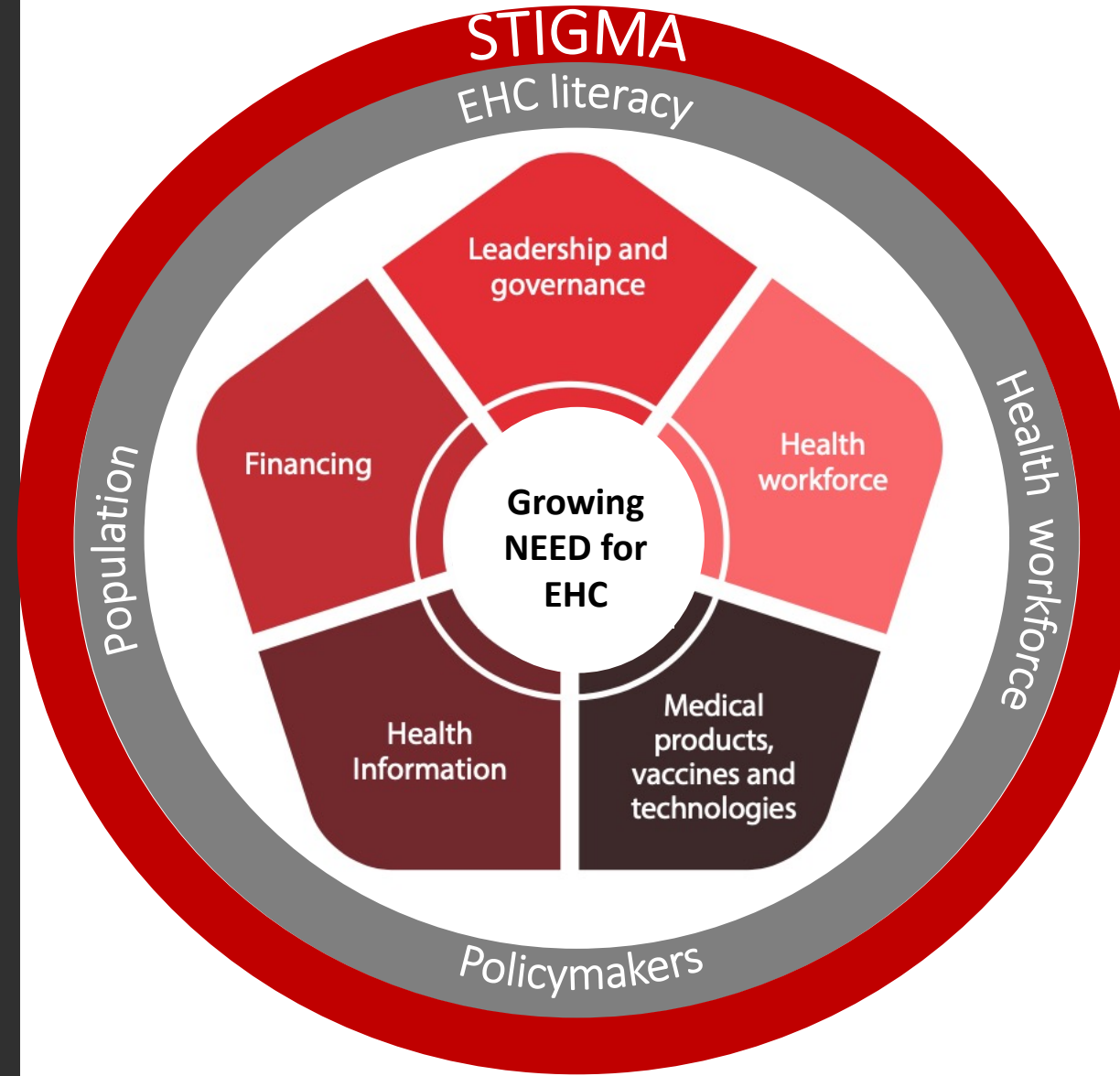
3. Appropriate and timely care and rehabilitation

“Hearing loss can be addressed through a holistic approach that considers the person’s clinical profile, communication needs, preferences, environment, and fits the resources available.”



We face challenges

“Challenges in the field of ear and hearing care can be addressed!”



Way forward

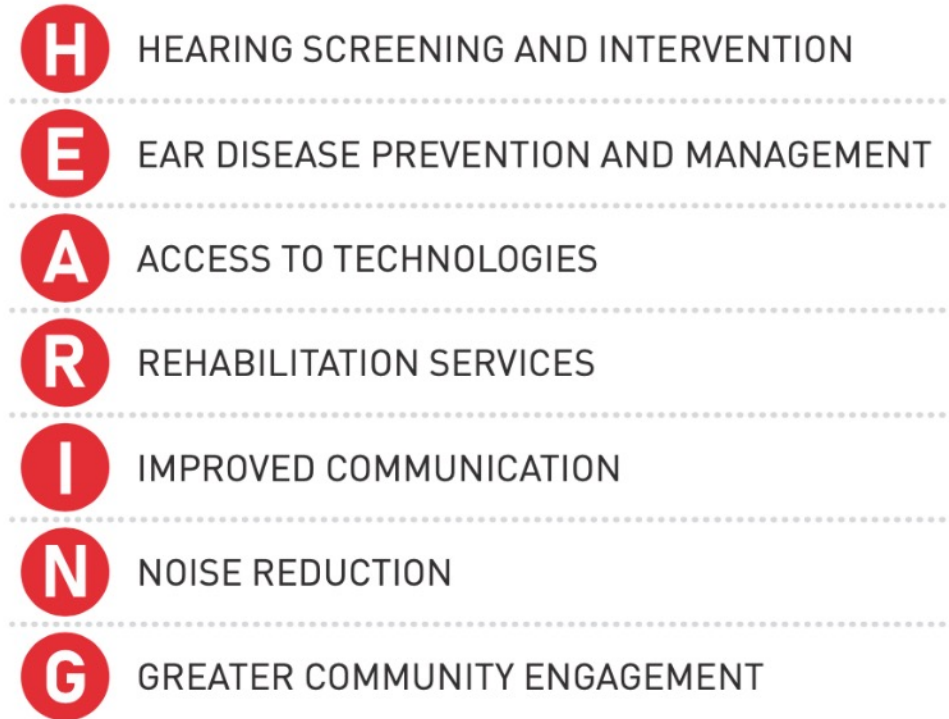
Integrated people-centered ear and hearing care implemented through a strengthened health systems can overcome the challenges faced.



“All people have equal access to quality EHC services in a supportive environment.”

Integrated people-centered ear and hearing care

- Integration of prioritized H.E.A.R.I.N.G. interventions
- Delivered through strengthened health systems



20%



**relative increase
in the effective
coverage of
newborn hearing
screening services**

20%



**relative increase
in the effective
coverage of adults
with hearing loss
that use hearing
technology
(i.e. hearing aids
and implants)**

20%



**relative reduction
in the prevalence of
chronic ear diseases
and unaddressed
hearing loss in
school-age children,
aged 5–9 years**

The World report on hearing calls upon WHO Member States to work towards the achievement of global targets for ear and hearing care

We need to act now for ear and hearing care

- The growing number of people with **unaddressed** hearing loss and ear diseases is unacceptable.
- **Urgent action** is needed to prevent and address hearing loss across the life course.
- **Investing** in cost effective interventions will benefit people with hearing loss and bring financial gains to the society.
- **Countries must act now**, to integrate people-centered ear and hearing care (IPC-EHC) within national health plans for universal health coverage

“The cost of doing nothing is one we cannot afford.”