



NEXT: Welcome to

Sue Archbold

Coordinator of CIICA

- Teacher of the deaf
- Coordinated Nottingham CI Programme for 14 years
- Chief Executive of The Ear Foundation for 8 years
- General Secretary of European Symposium of Paediatric Cochlear Implantation
- Contributed to the World Report on Hearing and member of Core working group
- Is missing the travel...

The World Report on Hearing: Implications for CI advocacy

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Cochlear implant is one of the most successful of all neural prostheses developed to date (P100)

Sue Archbold, PhD,
Brian Lamb, MSc



Welcome to the WRH: its relevance to CI advocacy

- The report makes clear that deafness and hearing loss is a challenging global health and social issue that must be tackled.
- The huge impact of hearing loss on children, adults, families and society is recognised:

● *“If unaddressed, hearing loss can negatively impact many aspects of life: communication; the development of speech and language in children; cognition; education; employment, mental health; and interpersonal relationships.” (WRH,P10)*

● *“Hearing loss is the largest potentially modifiable risk factor for age-related dementia.” (WRH,P46)*

● *“Unaddressed hearing loss is the third largest cause of years lived with disability globally.”
Foreword*

The benefits of today's technologies, specifically including CI, are recognised as part of Ear and Hearing Care across the life course

- *"Cochlear implants are electronic devices, especially useful when a conventional hearing aid has little or no benefit or cannot be used." (WRH,P98)*
- *" In adults, the use of **hearing aids and cochlear implants** improves listening abilities and quality of life." (WRH,P103)*
- *"In children, timely intervention with **hearing aids and implants** leads to better hearing, spoken communication and quality of life, which further translates into better educational outcomes. " (WRH, P103)*
- *"Improve access to high-quality, affordable hearing technologies (**hearing aids, cochlear implants** and other assistive devices) and services required for their effective use." (P246)*

The economic case for CI has been made

- *“Unaddressed, hearing loss imposes a global cost of more than **\$980 billion** annually.” (WRH, P1)*

This includes health-care, education, lost productivity and societal costs. (P49)

- *“the cost of doing nothing is one we cannot afford!”*

WHO shows that for every dollar invested in CI there is a return of 2.59 international dollars in high-income settings and 1.46 in lower-middle income settings. (P104)

Case for adult and newborn screening is made too

This is important so that early intervention and provision of technology including CI is possible:

- *“Early identification plus intervention enable the best results...once hearing loss is identified, it is essential that it is addressed as early as possible.... Measures available to rehabilitate people with hearing loss include the use of hearing technology through hearing aids, cochlear implants a middle ear implants.” (WRH, P98)*
- *“Hearing screening in new borns, when followed by prompt and appropriate interventions, is effective.....” (P84)*
- *“...it is essential to provide active screening services for older adults in an easy and accessible manner, followed by suitable interventions.” (P90)*

AND.... The economic case for both childhood and adult screening is made (P86, P91-92)

Rehabilitation (or whatever we call it!) is vital

Cochlear implantation must only take place **“where the supportive infrastructure for rehabilitation therapy exists.” (P100)**



“Rehabilitation therapy is essential to ensure that people benefit from the use of their hearing aids and implants. Such rehabilitation improves the acceptability, effectiveness and cost-effectiveness of these devices. ” (P111)

This has emerged as a priority for the CIICA community- for both adults and children.

As Leo said at the beginning...this was not mentioned in the published paper on the Consensus statements.

Person-centred care: this means

- ***“people in communities are viewed as partners in shaping both health policy and the services to be delivered through health systems.” (P276)***
- The Report defines the shift from being services organised around individual diseases and health issues, to being organised around “the comprehensive needs of individuals, families and communities.” (P276)
- User driven developments in technology and provision: ..the development of **user-driven hearing technologies** that reflect the diverse needs of individuals with hearing loss.” (P181)
- *Part of “Integrated life-course approach at the core of EHC provision...” and people need “awareness, education and support to make decisions.”*

Why is CI advocacy important?

- Addressing stigma associated with hearing loss: “raising awareness and reducing associated stigma through
 - Communication campaigns that provide accurate and accessible information
 - Strengthening associations of people with hearing loss” (P181)
- Despite WHO recognising CI as “one of the most successful neural prostheses developed to date.” they also note their use has been limited **with considerable variation and lack of take up by those who could benefit**, including in high-income countries.
- “With cochlear implants, there is limited research and data on access and factors limiting their use....” (P179)
- And we know that the gap between those who could benefit from CI and those who received them is HUGE... **only about 5% of those who could benefit do so..**

What are we going to DO?

We have support for action globally as you see on the website:

Prof Graeme Clark, Australia in support of CIICA action :

CIICA is to be congratulated on caring for the whole person in their social setting.

Prof George Tavarkliladze, Russia, who is with us:

"I really support CIICA and these resources from CIICA will be a great help in our CI Advocacy"

Professor Bernard Fraysse, France who is with us:

" I fully support this great initiative for advocacy work..."

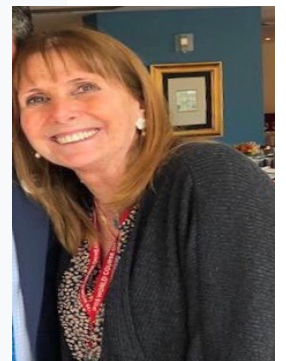
Prof Neelam Vaid, Pune, India:

"I am thrilled and excited that something like this is happening..."

Patricia Faletty, Hon Professor, from Argentina:

CIICA is an excellent initiative to being able to actively collaborate and allows us to promote in Latin America the expansion of everyone's knowledge. We look forward to translating the new tools for use in Latin America.....

We are going to hear from Uganda and Italy in a moment: but now.....



New tools for you: Summaries of World Report on Hearing and its implications for CI advocacy

Available for you to download, print,
and translate for your own region...

www.ciicanet.org/resources

Coming soon –
two more focussed ones –
one for adults and one for children

CI ADVOCACY: SYNOPSIS

Cochlear Implant Advocacy: Implications of the World Report on Hearing, 2021

“Cochlear implant is one of the most successful of all neural prostheses developed to date.” (WRH, page 100)

“Hearing technology, such as hearing aids and cochlear implants are effective and cost-effective and can benefit children and adults alike (WRH, Executive Summary, page 6)

The World Report on Hearing (WRH) 2021, provides a great resource for increased advocacy activities for Ear and Hearing Care, including cochlear implantation, and provides evidence for:

The global and personal impact of hearing loss and deafness

“If unaddressed, hearing loss can negatively impact many aspects of life: communication; the development of language and speech in children; cognition; education; employment, mental health; and interpersonal relationships.” (WRH, page 10)

“Language is essential not only as a means for communication, but also as contributor for cognitive development, a tool for education, and the basis for social relationships.” (WRH, page 45)

“When deaf infants are unable to access language stimulation early in life, it poses a challenge for their overall development.” (WRH, page 45)

“Hearing loss is the largest potentially modifiable risk factor for age-related dementia.” (WRH, page 46)

“Overall, adults with hearing loss have increased odds of unemployment or underemployment.” (WRH, page 46)

“People with hearing loss commonly have higher rates of depression and report lower quality of life compared with their hearing peers.” (WRH, page 47)

In 2019 age-related hearing loss was the third largest source of global Years Lived with Disability and the leading cause for adults older than 70 years of age.

For tackling stigma around hearing loss:

“Raising awareness on hearing loss and reducing associated stigma through:

- communication campaigns that provide accurate and accessible information.
- strengthening associations of people with hearing loss.” (WRH, page 181)

The financial impact of hearing loss and deafness to society and individual

“Unaddressed, hearing loss imposes a global cost of more than \$ 980 billion annually.” (WRH, page 1) Including health, education, lost productivity and societal costs.

The effectiveness, including cost-effectiveness, of today's hearing technologies, including specifically cochlear implants

“Cochlear implants are electronic devices, especially useful when a conventional hearing aid has little or no benefit or cannot be used.” (WRH, page 98)

“In children, timely intervention with hearing aids and implants leads to better hearing, spoken communication and quality of life, which further translates into better educational outcomes.” (WRH, page 103)

“In adults, the use of hearing aids and cochlear implants improves listening abilities and quality of life.” (WRH, page 103.)

WHO shows that for every dollar invested there is a return of 2.59 dollars using international dollars for high income settings and 1.46 for lower-middle income settings.

The variability in access to cochlear implantation and rehabilitation, in spite of proven effectiveness:

“With cochlear implants, there is limited research and data on access and factors limiting their use (41). However, as with hearing aids, issues such as high costs, and shortages of trained workforce and rehabilitation services, have resulted in their restricted accessibility to countries other than those in high-income groups – with considerable variation even within these.” (WRH, page 179)



CI ADVOCACY: BRIEFING

COCHLEAR IMPLANT ADVOCACY:

Implications of the World Report on Hearing, 2021

“Cochlear implant is one of the most successful of all neural prostheses developed to date (WRH, page 100)

Sue Archbold PhD, Hon LLD

Prof Brian Lamb OBE

