

**Ear and Hearing Care for all!**  
**Awareness is the key**



**Carolina Der, MD, PhD**  
**Technical officer,**  
**Ear and hearing care**  
**World Health Organization**



**World Health Organization**



# Ear and Hearing Care

## Why awareness is important?



# Ear and Hearing Care

## Lack of awareness

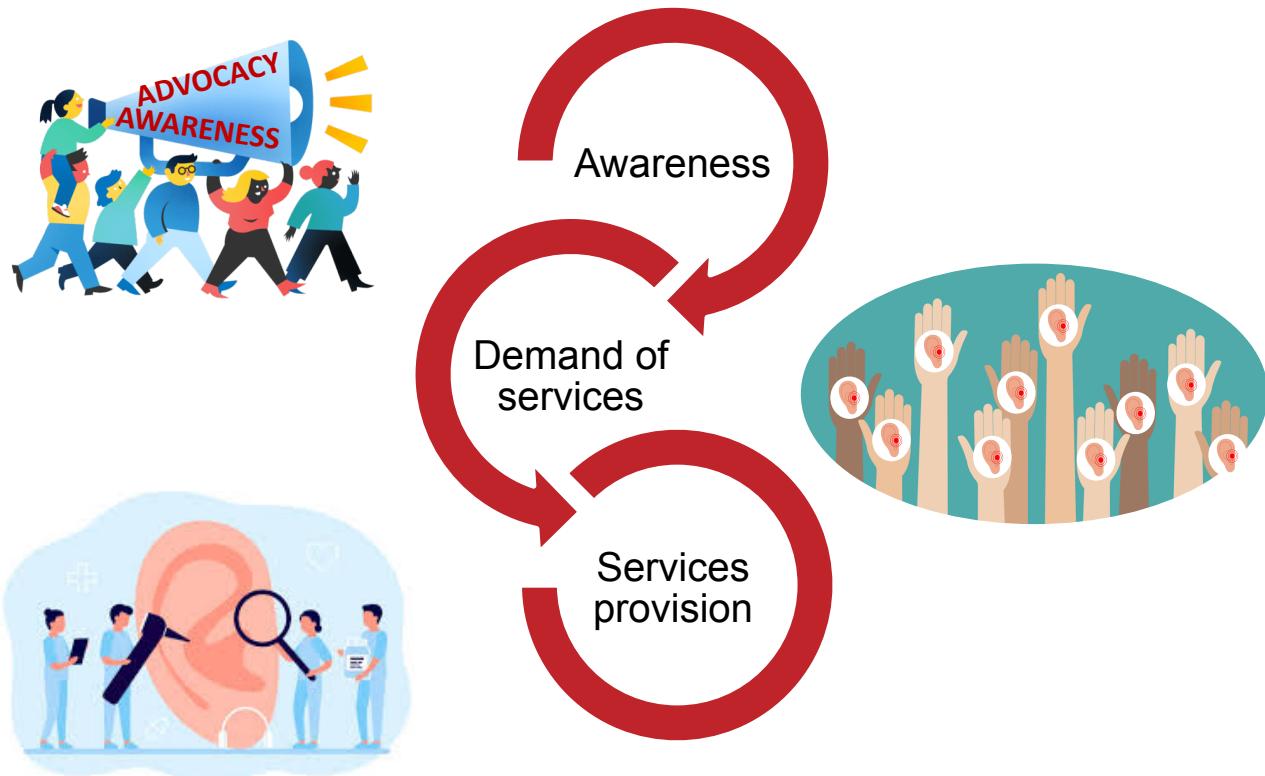
“Don’t worry,  
is normal...”



# Ear and Hearing Care

Awareness → Access to services

Demand of health services is key to promote availability



# Awareness

## Role of stakeholders?

Let's discuss  
about  
Awareness  
and Cochlear  
Implants

