HEARING HEALTH FORUM

International non-profit association under Belgian law

From Awareness to Action: The Four HEAR Pillars of the Hearing Health Forum

HEAR pillars of the HHF

- Hearing Loss Awareness
- Early Prevention/Screening
- Access and Care
- Research

Mission

Raise awareness on hearing health

& the human and economic cost

of untreated hearing loss in Europe

Paul Van de Heyning MD PhD
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University of Antwerp, Belgium

Patrick D` Haese MBA PhD
Corporate Director of Awareness and Public Affairs MED-EL
Free University of Brussels , Belgium

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Brussels 22-23 October 2026

Disclosure: PV Research Grants MED-EL & Cochlear to UZA;
PD Employee MED-EL

MEMBER OF hearing Comprehensive Hearing Implant Centers

https://www.hearring.com

Manifesto

https://www.hearinghealth.eu

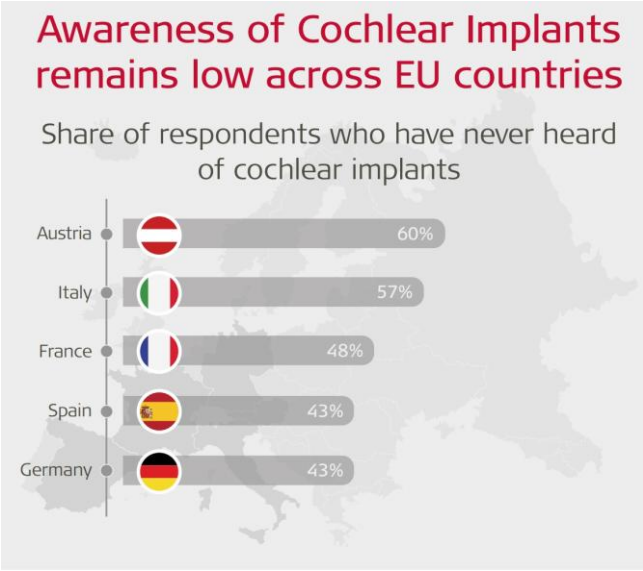
UZA University of Antwerp Translational Neurosciences

HEARING HEALTH FORUM

Manifesto

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Launched in

Belgium 10/2024
Germany 3/2026
Spain 10/2026

Promoted on LinkedIn



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https://www.hearinghealth.eu

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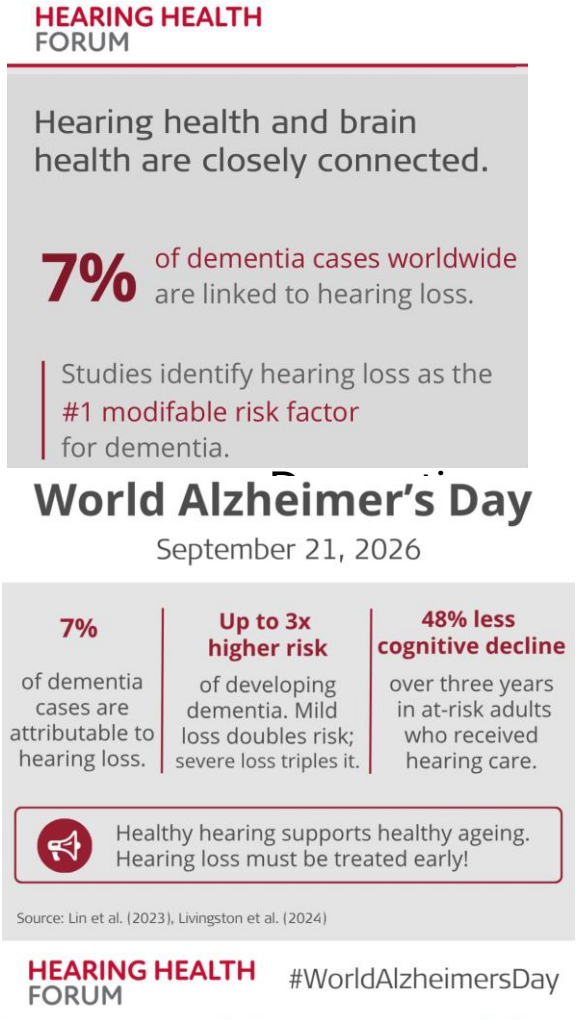
Mental Health & Hearing Health

Manifesto

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Launched in LinkedIn
170 infographics – 8 videos
5000 views



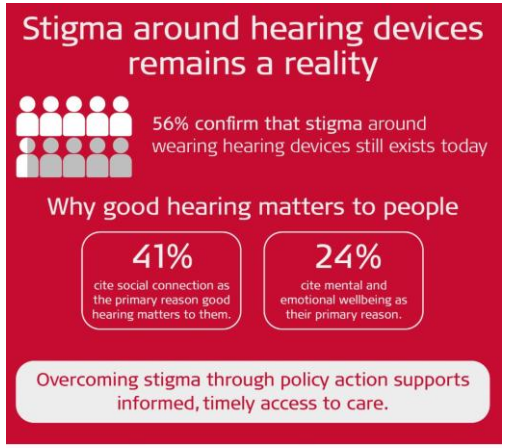
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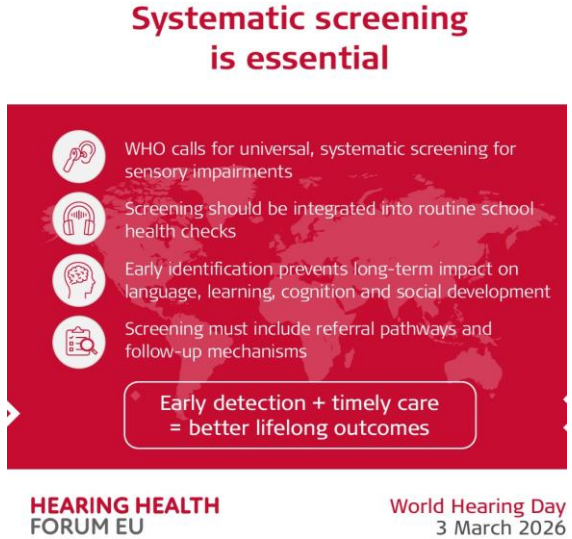
- **Hearing Loss Awareness**
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Awareness



Launched in LinkedIn
170 infographic posts
8 video messages

Education







HEARING HEALTH FORUM hearing MED EL EUROCIU https://www.hearinghealth.eu

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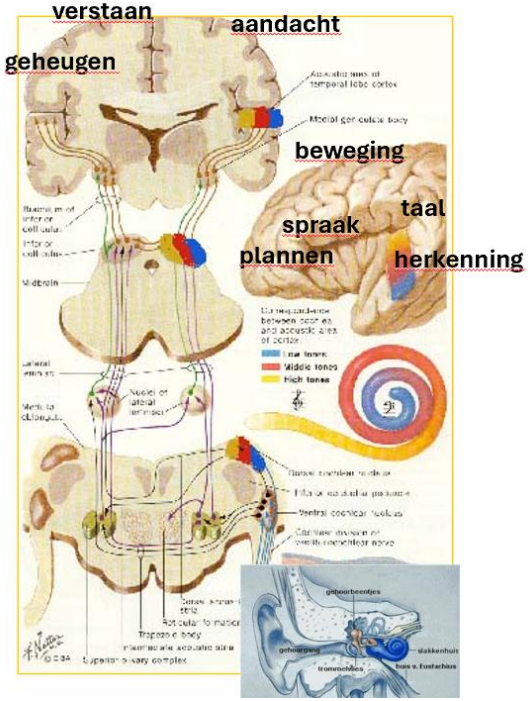
HEARING HEALTH FORUM

Lectures for seniors

Why our older brain needs a good hearing

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Waarom heeft ons ouder wordende brein een goed gehoor nodig?

Healthy Hearing, Healthy Ageing

Verstaan
Spraak&taal
Herkennen
Aandacht
Geheugen
Gemoed
Emotie
Plannen
Beslissen
Uitvoeren

50-50



Onderwerpen

50-50
Niet alleen
Kwaliteit van leven
Horen en Verstaan
Test uw gehoor
Voorkomen
Hoortoestel
Cochleair Implant
Genen
Boodschap

Em Prof Paul Van de Heyning MD PhD

Dienst Nko en Hoofd-Hals Heelkunde

Universitair Ziekenhuis Antwerpen UZA

Universiteit Antwerpen

hearing
University of Antwerp
Translational Neurosciences
UZA Universiteit Antwerpen
paul@vandeheyning.com

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Exchange with the Committee on Public Health (SANT), European Parliament
2nd March 2026



Q by HHF to MEP

In the light of the 'Healthier Together' initiative, can the Commission clarify the following:

1. How does the Commission plan to strengthen prevention and early detection of hearing loss across Member States?
2. What actions will the Commission take under EU4Health and related initiatives to improve access to hearing care and reduce environmental factors contributing to hearing loss?

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16 MEPs from 6 Fractions

Parliamentary question - E-002380/2026
European Parliament

Download

Strengthening prevention, mental well-being and healthy ageing through improved hearing health

9.6.2026

Answer in writing

Question for written answer E-002380/2026/rev.1
to the Commission
Rule 144
Manuela Ripa (PPE), Tomáš Zdechovský (PPE), Dan-Ştefan Motreanu (PPE), Liudas Mažylis (PPE), Eleonora Meleti (PPE), Jagna Marczułajtis-Walczak (PPE), Elena Nevado del Campo (PPE), Alex Agius Saliba (S&D), Vytenis Povilas Andriukaitis (S&D), Ondřej Krutílek (ECR), Elisabetta Gualmini (Renew), Ciaran Mullooly (Renew), Majdouline Sbai (Verts/ALE), Mounir Satouri (Verts/ALE), Sebastian Everding (The Left), Merja Kyllönen (The Left)

At a time when the EU is facing growing mental health challenges and increasing pressure on healthcare systems, hearing health remains insufficiently integrated into prevention and mental well-being strategies. Yet untreated hearing loss affects more than 57 million EU citizens and is closely linked to social isolation, depression and cognitive decline. Hearing loss is also considered the leading modifiable risk factor for dementia, with the potential to reduce individual dementia risk by up to 8 %.

Despite the availability of effective and affordable solutions, many people requiring hearing care remain untreated. Strengthening prevention, early detection and access to care could therefore play an important role in supporting healthy ageing, improving quality of life and reducing the long-term burden on healthcare systems across the EU.

In the light of the 'Healthier Together' initiative, can the Commission clarify the following:

1. How does the Commission plan to strengthen prevention and early detection of hearing loss across Member States?
2. What actions will the Commission take under EU4Health and related initiatives to improve access to hearing care and reduce environmental factors contributing to hearing loss?

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do, 12 nov., 14:00 - 15:15 CET

#EUHPP webinar: Advancing Adult Hearing Screening in Europe

Online

https://ecconf.webex.com/weblink/register/r31fa75bc54898a4a49755e915e8919e8

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Our Concern about the Penetration ofCochlear Implantation

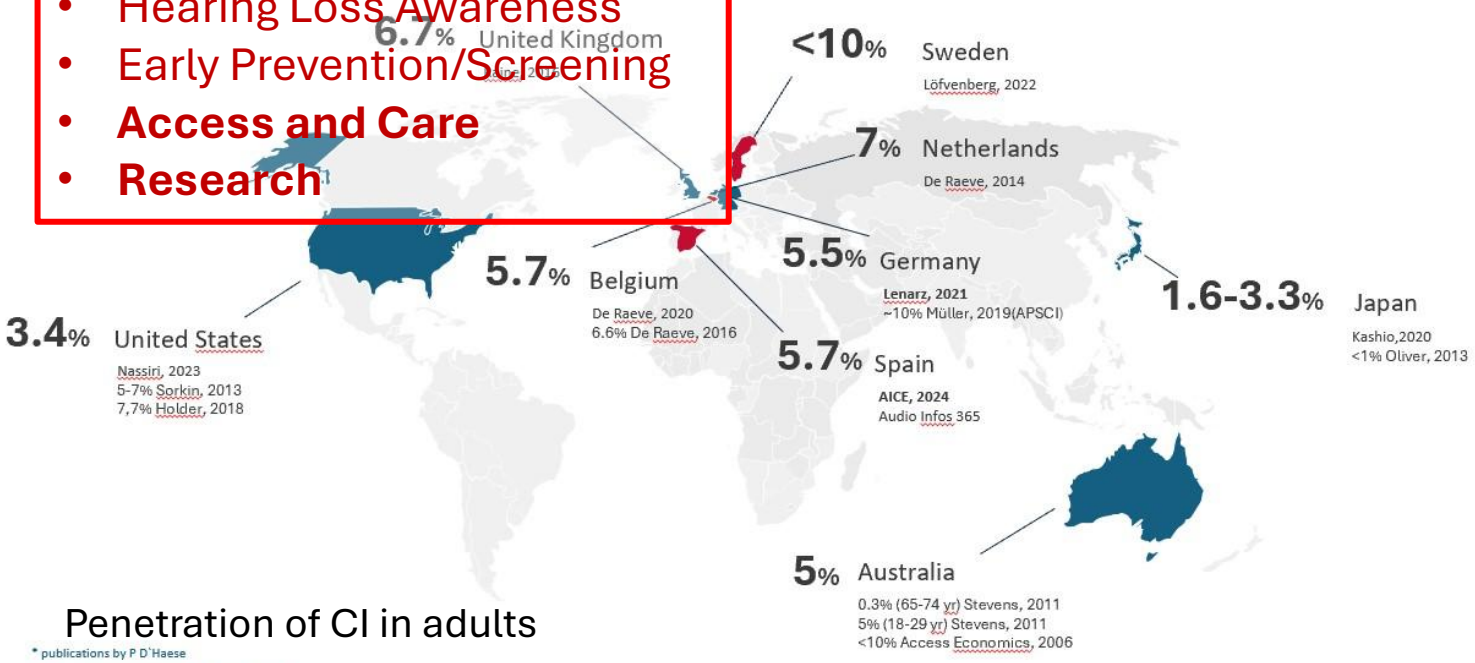
Reimbursement of Single Sided Deafness

Antwerp 2003
CE Mark 2013
FDA approval 2019

Severe HL Threat

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Penetration of CI in adults

* publications by P D'Haese

** various audiological criteria across countries

Availability of Cochlear Implantation for Adult Patients with Single-Sided Deafness

Van de Heyning P et al. Ann Otol Rhinol Laryngol 2008;117:645-652

21 Y CI in SSD: Eur Arch Otorhinolaryngol 2026;283:4269-4285



D'Haese P et al. 2026 Audiol Res 2026 0n line

Experience HL	Seeking help	Diagnosis	Therapy - Care	Results and FU

Timeline: The Earlier The Better

Our Shared Vision

We are creating a universal symbol that is understood worldwide and raises awareness of people with hearing loss, without stigmatization.

Launch Events

German launch: September 19, 2026
European limited pre-launch: December 3, 2026
Global launch: March 3, 2027 → WHD



Experi

Results and FU

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