WHO programme for prevention of deafness and hearing loss
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:
  - Policies
  - Human resource
  - Equipment
  - Devices
  - High cost of services
Our approach

Advocacy
- to raise awareness about hearing loss and hearing care at all levels

Capacity development
- Technical support for integration of EHC in health systems to provide services
The 70th World Health Assembly adopted a resolution on deafness and hearing loss May 2017
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
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

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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

1 Dec 2018: membership opens

2019: development of activities

4-5 December 2019: Membership Assembly
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!