



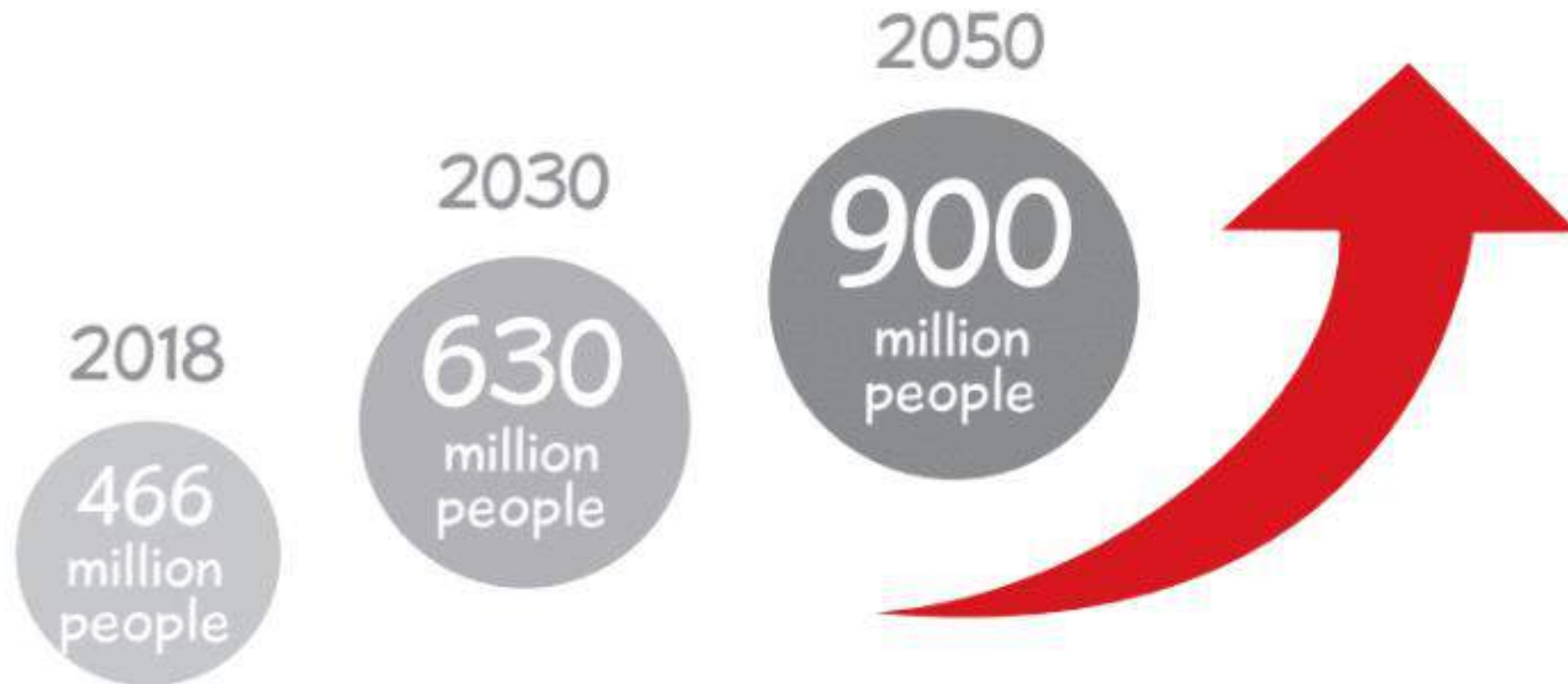
World Hearing Day 2018
Hear the future

Hear
the
future



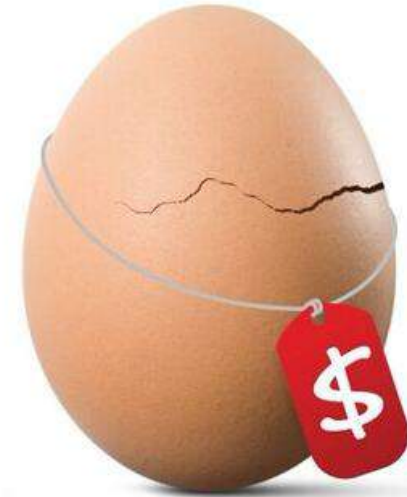
**World Health
Organization**

Hearing loss is on the rise!



What this means for countries

- Increased costs to the health systems
- Lost productivity due to unemployment
- Increased need for ear and hearing care services
- Increased human resource requirements



Unaddressed hearing loss poses an annual global cost of \$750 billion

Factors responsible

Population growth

- There are currently 7.5 billion people living in the world
- There will be 10 billion people by 2050



Population ageing

- By 2050, the number of adults older than 65 will double.
- The number of adults older than 80 will triple



This trend can be controlled

Over 466 million people live with disabling hearing loss. It is predicted that **by 2050 nearly one in ten people will have hearing loss.**

- It is anticipated that nearly 1 out of 10 could have hearing loss in 2050.
- However, this possibility can be avoided through:
 - prevention
 - timely and appropriate interventions



Factors responsible

Risk factors over one's life impact hearing

Some of these include:



- Genetics
- Maternal and childhood infections
- Ear infections
- Noise
- Ototoxicity

Many risk factors are preventable

Ear infections

- Approximately 330 million people affected globally
- Many of them experience disabling hearing loss
- This can be avoided by early diagnosis and treatment



Many risk factors are preventable

Ototoxic hearing loss

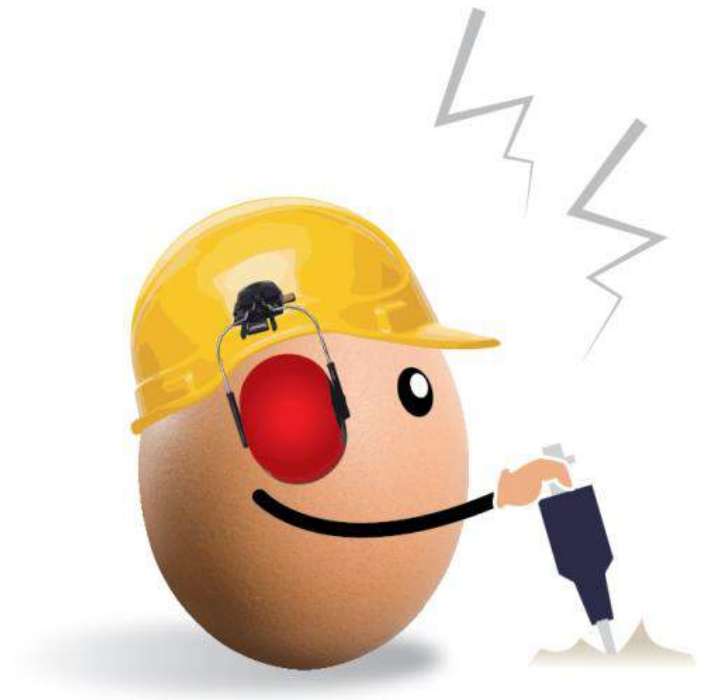
- Common ototoxic medications include:
 - Aminoglycosides
 - Chemotherapeutic agents
- They are powerful tools of medical care, but must be used wisely



Noise-induced hearing loss (NIHL)

Occupational

- The second-most common workplace related injury
- Some countries have implemented policy to prevent occupational NIHL
- Use of protective devices and regular audiological monitoring can reduce this risk



Noise-induced hearing loss (NIHL)



Recreational

- Over a billion young people are at risk of hearing loss due to the way they listen to music:
 - on personal music players
 - in entertainment venues (concerts, sporting events, bars)
- Increasing awareness and appropriate legislation can reduce this risk

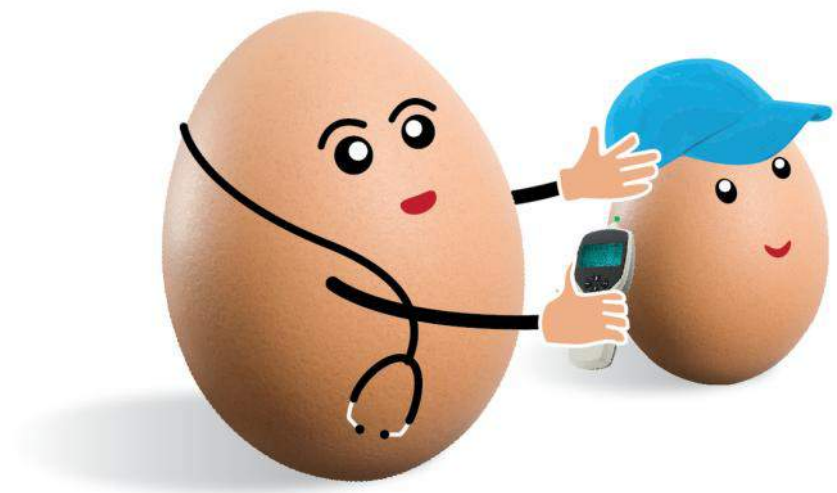
Read more:

<http://www.who.int/deafness/make-listening-safe/FAQs/en/>

Strategies to address hearing loss

Prevent: to halt the rise in prevalence

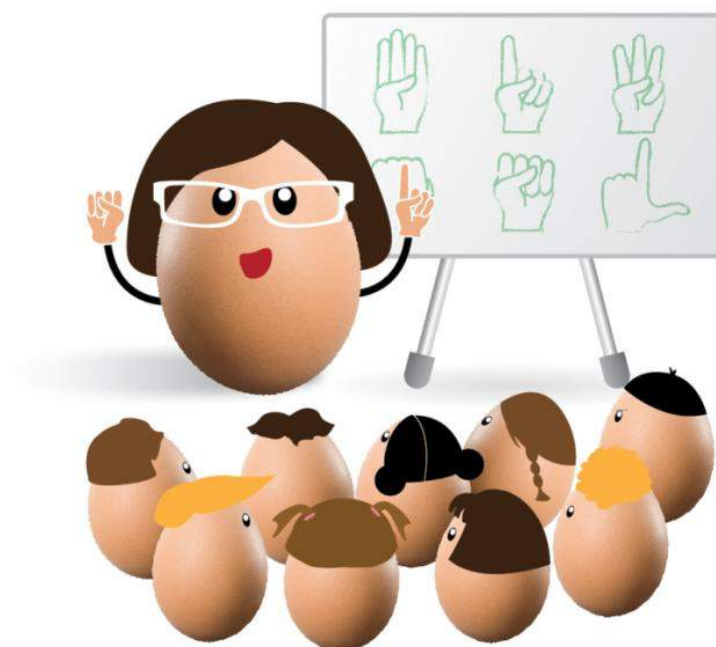
- Control of maternal and childhood infections through:
 - Vaccination; education of mothers
- Prevent hearing loss caused by ear infections
 - through early identification and treatment of ear infections
- Regulate noise exposure at work and at play
- Monitor use of ototoxic medicines



Strategies to address hearing loss

Identify & intervene: to reduce the impact of hearing loss

- Establish screening programmes in people at high risk
 - Babies
 - Schoolchildren
 - Older adults
- Provide ear and hearing care services for people with hearing loss or ear diseases
- Make hearing devices available and promote communication, through sign language and captioning



Actions for governments



- **Develop policies** that integrate ear and hearing care into primary health care systems as part of universal health coverage
- **Undertake advocacy** to raise awareness among policymakers and civil society
- **Build capacity** to address the human resource gap
- **Ensure access** to hearing devices and communication technologies

What role can you play?

As a health professional

- Educate on the risks
- Refer patients for tests or treatment
- Monitor patients taking ototoxic medicines
- Support those who need hearing devices or sign languages



What role can you play?

As part of civil society



- Advocate with policy-makers for resources for hearing care
- Disseminate awareness and behavioural change campaigns
- Engage opinion leaders and media
- Advocate for and support the government's screening and awareness programmes



What role can you play?

As a policy-maker

- Establish training programmes
- Make available high quality, affordable hearing devices and other communication services
- Adopt legislation on sound exposure



Conclusion

On the **World Hearing Day 2018**, WHO highlights that:

- concern is posed by the rising number of people with hearing loss
- this trend could be mitigated by identifying leading causes of hearing loss and implementing preventative actions
- with foresight, planning and implementation of good policies, we can limit the adverse impact of hearing loss around the world



Hear
the
future

... and
prepare for it

