ACTION FOR HEARING LOSS

Make a Sound Investment
Need for action on hearing loss

Unaddressed hearing loss poses a high cost for the economy globally.

$750 billion¹ annually

1 Annual cost of hearing loss¹
2 Annual combined health expenditure of Brazil and China²
3 GDP of the Netherlands²

¹ WHO estimates 2016, cost in International dollars
² In US dollars, source: World Bank report, 2015
Recommended actions

Decision-makers can address hearing loss by:

- Allocating suitable resources
- Integrating ear and hearing care into health systems
- Building human resource capacity
- Implementing early identification and intervention programmes
- Increasing awareness among all sectors of society
Inaction comes at a high cost\(^1\)

Annually, unaddressed significant hearing loss\(^3\) results in:

Health care system cost, other than the cost of hearing devices: **$67–107 billion**

Loss of productivity, due to unemployment and premature retirement: **$105 billion**

Societal cost, as a result of social isolation, communication difficulties and stigma: **$573 billion**

Cost of additional educational support to children with hearing loss aged 5–14 years: **$3.9 billion**

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\(^{1}\) WHO estimates 2016, cost in International dollars

\(^{3}\) greater than 50dB hearing threshold in better hearing ear
Evidence shows that it is cost effective to:

Prevent hearing loss by:
- Protecting against loud sounds
- Identifying and treating otitis media (ear infections)

Identify hearing loss early through screening of:
- newborns
- school children
- adults above 50 years

Provide rehabilitation together with support for continuous use of hearing aids

Improve access to cochlear implants

Captioning and sign language interpretation are effective in making information accessible to deaf and hard of hearing people.
Action benefits **individuals**

Interventions have a real impact:

‘Every day that goes by I thank God for the wonderful doctors who diagnosed my child’s hearing loss soon after he was born. I am ever so grateful for the great invention of cochlear implant, a miracle that has allowed my son to hear the world’.

Mother of Godrey, Russian Federation

‘As a child with no language, I often felt agitated, fearful and totally isolated. I had my first experience with sign language at the age of nine and it completely transformed my life. Now, I feel confident, complete and proud to have a language of my own!’

Halima, Uganda

‘Hearing aids have allowed me to re-enjoy life. I can enjoy music, I can speak with my children and family. I feel like all the colours have come back into my life.’

Javier, Guatemala

‘Captioning is a cost-effective and universal means of communication. As I am hearing impaired, captioning allows me to participate in meetings and discussions. It is also beneficial for those who can’t hear well in a noisy environment.’

Tuya, Mongolia
Interventions to address hearing loss result in:

- Financial savings and significant return on investment
- Increased access to education
- Greater employability and earnings which benefits the economy
- Lower costs related to depression and cognitive decline
- An integrated society

“In 2009 the Government of Philippines passed a legislation that has made universal newborn hearing screening mandatory across the country. This has resulted in a saving of 1.4 million pesos for each hearing impaired child receiving early intervention.”
Charlotte Chiong, Philippines

“Cochlear implantation not only improves quality of life but also translates into significant economic benefits for patients and the Canadian economy.”
(Monteiro et al, 2012)

“Cochlear implants significantly increase the quality of life of hearing impaired children in India.”
(Drennan et al 2015)

“In the United States, for each dollar invested to treat a hearing impaired child with cochlear implants, there is a return on the investment of US$ 2.07.”
(Penaranda et al 2012)
Hearing aids have allowed me to re-enjoy life

Captioning allows me to participate in meetings and discussions

My hearing loss could have been prevented had I simply turned down the volume

A cochlear implant has allowed my son to hear the world

Learning sign language has made me feel confident and complete

Detailed report can be accessed at:
www.who.int/pbd/deafness/world-hearing-day/2017/en