Ear and hearing care interventions are cost-effective.

Unaddressed hearing loss is expensive to communities worldwide and costs governments US$ 980 billion annually.

An annual additional investment of less than US$ 1.40 per person is needed to provide ear and hearing care services.

Over a 10-year period, this promises a return of nearly US$ 16 for every US dollar invested.

The majority of people with hearing loss do not have access to interventions.

Nearly 80% of people with hearing loss live in low-income and middle-income countries.

Today, 1 in 5 people worldwide live with hearing loss. By 2050, 1 in 4 people are projected to have problems with their hearing.
Public health measures can **prevent** hearing loss caused by:

- Noise and loud sounds
- Birth complications
- Ototoxic medicines and chemicals
- Otitis media (middle ear infection)
- Vaccine-preventable diseases such as meningitis

At every stage in life, hearing loss can be **addressed** through systematic screening to identify hearing loss early in:

- Newborn babies and infants
- Pre-school and school-age children
- People exposed to noise or chemicals at work
- People receiving ototoxic medicines
- Older adults

**In children**, 60% of hearing loss can be prevented. **Over 1 billion young adults** are at risk of permanent, avoidable hearing loss. **Across life**, **good ear hygiene** will prevent many causes of hearing loss. **TIMELY AND APPROPRIATE CARE CAN BE PROVIDED THROUGH EFFECTIVE INTERVENTIONS SUCH AS**:

- Medicines and surgery
- Hearing aids and implants
- Rehabilitative therapy
- Sign language access
- Hearing assistive technology
- Captioning services

**Universal access to quality ear and hearing care is possible through**:

- **HEARING SCREENING & INTERVENTION**
- **EAR DISEASE PREVENTION & MANAGEMENT**
- **ACCESS TO TECHNOLOGIES**
- **REHABILITATION SERVICES**
- **IMPROVED COMMUNICATION**
- **NOISE REDUCTION**
- **GREATER COMMUNITY ENGAGEMENT**

**KEY RECOMMENDATIONS**

- **DEVELOP EVIDENCE-BASED POLICIES**
- **PROVIDE WORKFORCE EDUCATION & TRAINING**
- **PROMOTE TASK-SHARING ACROSS WORKFORCE & TELEHEALTH SERVICES**
- **INCLUDE HEARING TECHNOLOGIES AS ESSENTIAL ASSISTIVE PRODUCTS**
- **MONITOR EAR AND HEARING CARE (EHC) INDICATORS THROUGH NATIONAL HEALTH INFORMATION SYSTEMS**
- **PRIORITIZE IMPACT-ORIENTED RESEARCH**
Governments must act now to overcome barriers to integrate ear and hearing care in national plans as part of universal health coverage.

By working together, we can reach the 2030 milestone target to increase coverage of ear and hearing care services by 20% worldwide.

Delivering on this target is an urgent and essential priority. It will improve the health and well-being of people everywhere and help us achieve Sustainable Development Goal 3, and ultimately a world in which no one – no child, no adolescent, no adult – is left behind.