

DON'T LET HEARING LOSS LIMIT YOU



Hearing for life



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5% or more of the European Region population has hearing loss



77% of those in need of hearing aids do not use one



All would benefit from hearing rehabilitation

59% of the disability attributed to hearing loss could be reduced if every individual in need uses a hearing device

Hearing rehabilitation

Hearing aids and cochlear implants

Auditory and speech rehabilitation

Sign language and communication

Assistive technologies and services

Benefits of hearing rehabilitation

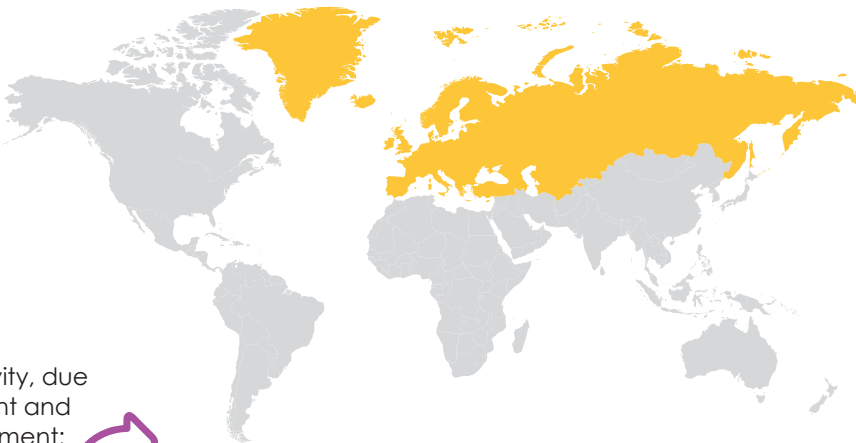
<p>Increased access to education</p>	<p>Greater employability and earnings which benefits the economy</p>	<p>Lower costs related to depression and cognitive decline</p>	<p>An integrated society</p>
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Cost of unaddressed hearing loss Over \$214 billion



Health care system cost, other than the cost of hearing devices:
\$12.6 billion

Loss of productivity, due to unemployment and premature retirement:
\$14.7 billion



Societal cost, as a result of social isolation, communication difficulties and stigma:
\$185.8 billion



Cost of additional educational support to children with hearing loss aged 5-14 years:
\$0.53 billion

Why the unmet need?



High cost of hearing aids and cochlear implants, batteries and care



Lack of workforce and services



Lack of awareness on the benefits of hearing rehabilitation



Stigma associated with hearing loss and use of hearing devices

How can the gap be bridged?



Develop and implement policies that can ensure easy access to high-quality, affordable and safe technologies and services.



Adopt affordable, high-quality products which comply with WHO's recommendations.

Refer to the "WHO preferred profile for hearing-aid technology suitable for low- and middle-income countries" for hearing aids.
<https://bit.ly/2tQIHx>



Provide hearing aids and cochlear implants as part of government-led services. Include these as priority assistive products made available within the country.

Test and implement effective service delivery models that do not exclusively rely on highly trained professionals e.g. tele-audiology; use of trainable hearing aids; direct-to-customer services; use of e- and m-health platforms; training of locally available manpower. Such service delivery models should be adapted to the needs and health system of the country.



Launch a communication campaign to de-stigmatize hearing loss through accurate and accessible information.

Empower persons with hearing loss through strengthening their associations and activities.




Reduce costs by measures such as: waiving import duties or taxes, pooled procurement, use of solar-powered batteries and locally-sourced materials.

Encourage research and innovation in design and delivery of hearing aids and cochlear implants within the country.




Country Action

Russia makes progress towards addressing hearing loss

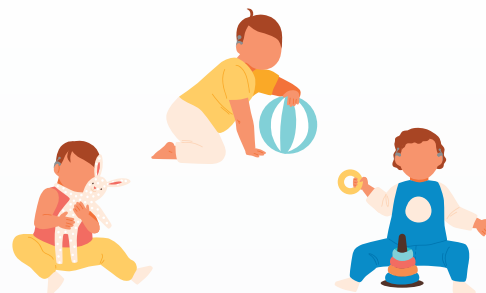


In 2008, the Government of Russia initiated a **universal newborn hearing screening programme** with the aim to ensure early intervention for all babies with hearing loss. Following this, hearing screening has been integrated into routine child care services across the country.


Babies with hearing loss are fitted with hearing aids or cochlear implants as required and rehabilitation services are provided.



Each year up to **1100 babies** across the country undergo cochlear implantation in one of the six federal centres, financed by the Federal budget.




In addition, **people of all ages can access hearing care**, including hearing testing, hearing aid fitting and ear moulds in regional audiological centres.



Each year, **120,000 hearing aids** are provided and paid for through the Federal Fund of Social Insurance.

These measures have contributed greatly towards ensuring that people of all ages have **access to the hearing care** they need.



In coming years, the government plans to take additional steps to **mitigate the rise in hearing loss** prevalence through preventative strategies.