

Improving access to services and technologies for hearing care



M.S. Information session on World Hearing Day 2022

3 March 2022

Hearing loss is on the rise

TODAY,

1

IN

5

PEOPLE
WORLDWIDE
LIVE WITH
HEARING LOSS

BY 2050,

1

IN

4

PEOPLE ARE
PROJECTED TO HAVE
PROBLEMS WITH
THEIR HEARING

Many more are at risk

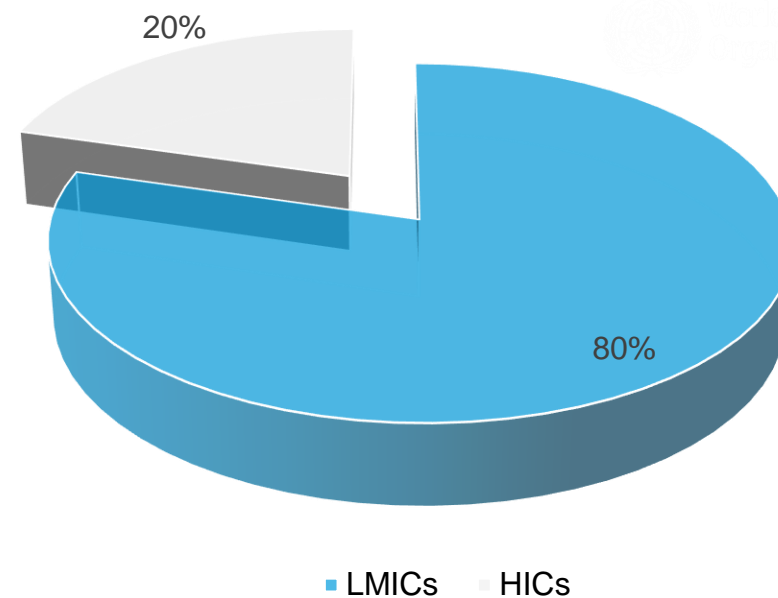
1.1
BILLION

at risk of permanent hearing loss due to recreational listening at loud volumes

200
MILLION

with middle ear infections that can be prevented and treated

Most people with hearing loss do not have access to the interventions they need



When unaddressed, hearing loss impacts many aspects of life



Cost of unaddressed hearing loss



US\$
980 billion

Hearing across the life course is possible through



1 Prevention

2 Early identification

3 Care and Rehabilitation

**To hear for life,
listen with care!**

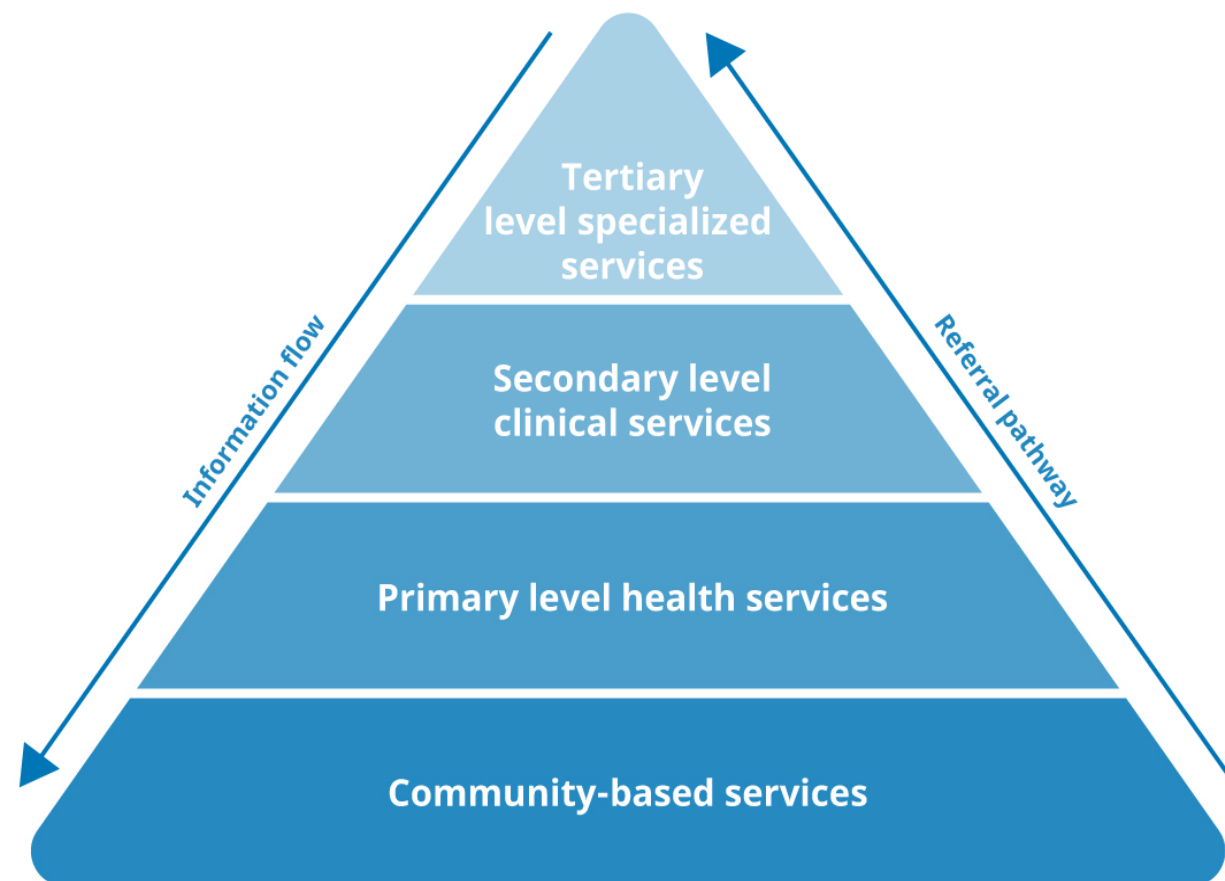


**Hearing loss due to loud
sounds can be prevented**

#worldhearingday

**Prevention of
hearing loss**

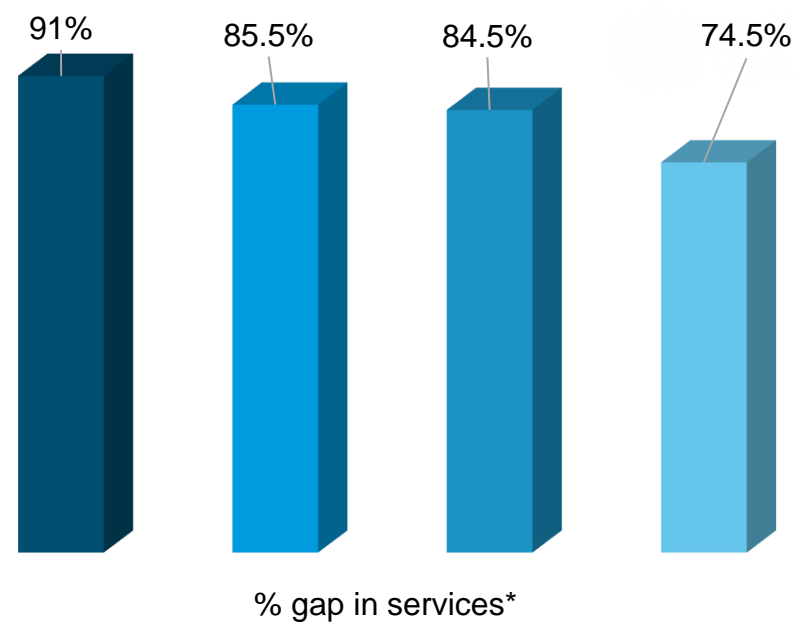
Early identification, care and rehabilitation services across the continuum of care



A close-up photograph of a young boy with short, dark hair, smiling and looking slightly to the right. He is wearing a blue t-shirt and a white hearing aid device in his left ear. The background is blurred, suggesting an indoor setting.

**Access to hearing
aids and implants:
a growing need**

Globally, over 400 million people can benefit from hearing aids and implants



**Bridging this gap
requires a holistic
approach**



**Through innovative
service delivery models
as part of healthcare
systems**



ATscale
GLOBAL PARTNERSHIP FOR
ASSISTIVE TECHNOLOGY

Make hearing aids and implants accessible for all, as part of hearing care services within national health systems

Thank You!