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.

EXPANDING ACCESS TO EAR & HEARING CARE SERVICES REQUIRES INVESTMENT.

Over a 10-year period, this promises a return of nearly US$ 16 for every US dollar invested.
Public health measures can **prevent** hearing loss caused by:

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

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.

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

- **Hear**ing 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.