EAR AND HEARING CARE



WHO European Region

TODAY,

196
MILLION

PEOPLE IN
THE REGION
LIVE WITH
HEARING LOSS

BY 2050,

236MILLION

PEOPLE ARE
PROJECTED TO HAVE
PROBLEMS WITH
THEIR HEARING

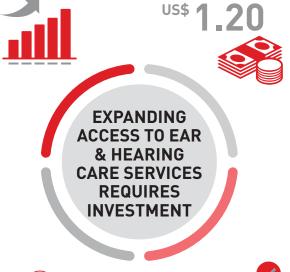


of people with hearing loss live in low-income and middle-income countries

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

Ear and hearing care

interventions are cost-effective



An annual additional

investment of less than US\$ 1.20 per person is needed

to provide ear and hearing care services

Hearing loss is expensive

to communities and

costs the region US\$ 225 billion annually US\$ IIII



Over a 10-year period, this promises

a return of nearly US\$ 31 for every US dollar invested

WHO/UCN/NCD/SDR 20.18

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