

EAR AND HEARING CARE



WHO European Region

TODAY,

196
MILLION

PEOPLE IN
THE REGION
LIVE WITH
HEARING LOSS

BY 2050,

236
MILLION

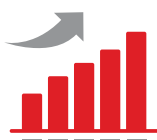
PEOPLE ARE
PROJECTED TO HAVE
PROBLEMS WITH
THEIR HEARING



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



US\$ 1.20



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\$ 225 billion



Over a 10-year period, this promises a return of nearly US\$ 31 for every US dollar invested