

# WORLD HEARING DAY



**Recognition of World Hearing Day  
as an International Day  
by the United Nations**

# Foreword from the Chairs



Co-Chairs  
World Hearing Day Workstream  
World Hearing Forum

## Mauro Menziatti and Snigdha Sarkar

CO-CHAIRS OF THE WORLD HEARING DAY WORKSTREAM,  
WORLD HEARING FORUM

It is with immense pleasure and a spirit of shared purpose that we introduce this booklet, which marks a pivotal moment in the global movement for ear and hearing care.

As Co-Chairs of the World Hearing Forum, a landmark initiative of the World Health Organization (WHO), we are deeply committed to elevating hearing health as a universal public health priority. Our vision is a world in which no person experiences hearing loss due to preventable causes, and that those with hearing loss can achieve their full potential through rehabilitation, education and empowerment. This movement is driven by the staggering reality that over 1.5 billion people worldwide currently live with some degree of hearing loss. These are not just statistics; they represent children facing educational barriers, adults experiencing social isolation and economic hardship, and older people at risk of cognitive decline.

### A Call for Global Recognition

Central to our global advocacy lies World Hearing Day, observed every year on March 3rd. Born from the 2007 Beijing Declaration, World Hearing Day has evolved into a powerful platform for raising awareness and promoting safe listening practices. The time has now come to amplify this impact. We stand at a critical juncture, advocating for the formal recognition of World Hearing Day as an Inter-

national Day in the United Nations calendar.

This is more than a symbolic milestone; it is a vital step to ensure sustained political commitment, mobilizing vital resources, and aligning hearing health with key Sustainable Development Goals, from Good Health and Wellbeing to Reduced Inequalities. Elevating World Hearing Day to an official United Nations observance will firmly establish hearing care as a human right on the global stage.

### Momentum and Collaborative Spirit

The momentum behind this initiative is truly global reflecting the profound social and economic burden of unaddressed hearing loss, which exceeds US \$980 billion annually. This campaign stands as a powerful testament to the strength of multisectoral collaboration driven by the commitment of United Nations Member States, the expertise of the World Health Organization and the World Hearing Forum, and the collective efforts of governments, civil society, parents' groups, academia, and the private sector working together to expand access to effective ear and hearing care interventions.

We invite all our partners and stakeholders to lend their voices and support to this historic effort. By securing United Nations recognition for World Hearing Day, we can drive coordinated global action, combat stigma surrounding hearing loss, and make measurable progress toward a future where every individual has access to the hearing care they need.

Let us embrace this opportunity to ensure that no one is left behind due to preventable or treatable hearing loss.

**"Hearing loss has often been referred to as an 'invisible disability', not just because of the lack of visible symptoms, but because it has long been stigmatized in communities and ignored by policy-makers.**

**Dr Tedros Adhanom Ghebreyesus**  
WHO Director-General

# About us

The **World Hearing Forum** (WHF) is a global network of stakeholders promoting ear and hearing care worldwide, established by the **World Health Organization (WHO) in 2017**. WHF members are committed to promoting, supporting, and facilitating the implementation of the World Health Assembly resolution WHA 78.7 on “Primary prevention and integrated care for sensory impairments including visual impairment and hearing loss, across the life course” (WHO, 2025) and supporting all Member States in this regard.

As an advocacy group, the WHF fills a critical gap by bringing a collective vision to advocacy and collaboration in the field of ear and hearing care for all. Through advocacy, collaboration, networking and knowledge exchange, the WHF is galvanizing action towards a world where no people experience hearing loss due to preventable causes and those who experience hearing loss can achieve their full potential through early identification and appropriate and timely management of their health condition.

The **World Hearing Day Workstream** is a dedicated working group within the **WHF**. This workstream is responsible for **coordinating and supporting activities related to World Hearing Day on 3 March every year**. The World Hearing Day workstream plays a crucial role in ensuring the success and impact of the annual event by facilitating collaboration among stakeholders, providing resources, and amplifying global awareness efforts.

## WORLD HEARING DAY WORKSTREAM MEMBERS

**Ozlem Konukseven**, MD, President of Istanbul Audiologist Society.

**Emilio Alonso-Mendoza**, CEO, Alexander Graham Bell Association for the Deaf and Hard of Hearing.

**Mauro Menzietti**, President of the National Association of Hearing Aid Specialists (ANA), Italy.

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**Snigdha Sarkar**, Co-Chair Global Coalition of Parents of Children who Are Deaf or Hard of Hearing (GPODHH).

**Fabius Schlicher**, Policy Officer for National and International Affairs, European Hearing Instrument Manufacturers Association (EHIMA).

**Prajeesh Thomas**, Assistant Professor in Audiology, All India Institute of Speech and Hearing, Mysuru India.

**Carole Willans**, President, International Federation of Hard of Hearing People.

# World Hearing Day through the years

## 2007

### World Hearing Day established

This was established and designated as the 'International Ear Care Day' through the Beijing Declaration. This was adopted during the '1st International Conference on Prevention and Rehabilitation of Hearing Impairment' held in Beijing, China and jointly hosted by the China Rehabilitation and Research Centre for Deaf Children and WHO. The date 3.3 was selected as suitable, as the numbers are representative of the two ears.



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## 2012

3 March was observed as International Day for Ear and Hearing care (IEHC), the first event notice was posted on the WHO website.



## 2016

### Theme: Childhood hearing loss: act now; here is how

3 March was observed as "World Hearing Day" (WHD). A report on Childhood Hearing Loss: Act Now, Here's How! was launched along with campaign materials in 6 UN languages. WHO activities were reported from countries, 12 international organizations and 12 organizations collaborated for the event held at WHO HQ. 35 countries reported 89 events.

[Campaign page](#) →

## 2013

### Theme: Healthy Hearing, Happy Life - Hearing Health Care for Ageing People

WHO release the updated data on hearing loss and also launched the new factsheet, factfile and FAQs. WHO produced the Report of International Ear Care Day with activities for countries highlighted. 7 countries reported 11 events.



© Dr. Amira Bakari

## 2017

### Theme: Action for hearing loss: make a sound investment

The theme drew attention to the economic impact of unaddressed hearing loss. A report on 'Economic impact of unaddressed hearing loss and cost-effectiveness of interventions' was released, highlighting that unaddressed hearing loss poses an annual cost of \$750 billion annually. The logo of WHO was developed through a competition organized and conducted by the IDe Institute, in collaboration with WHO. Along with WHO HQ, the regional offices also observed WHO activities.

In 2017, World Hearing Day was also established as a WHO-led health day through the WHA70.13 resolution. 57 countries reported 110 events.

[Campaign page](#) →



3 March 2017  
World Hearing Day

<http://www.who.int/mediacentre/news/2017/03/2017-world-hearing-day>

## 2014

### Theme: Ear care can avoid hearing loss

WHO launched the report on multi-country assessment of national capacity to provide hearing care at WHO HQ. Based on the theme WHO developed a media campaign through its website, social media and press briefing. A brief animation on ear care was also developed. First reporting format for IECD activities was used. 18 countries reported 25 events.



International Ear Care Day  
7 February 2014



## 2018

### Theme: Hear the future

The focus was on the statistical projections that predict a rapid increase in the number of people with hearing loss. 76 countries reported 113 events.

[Campaign page](#) →

## 2015

### Theme: Make Listening Safe

WHO released the estimates of adolescents and young adults who are at risk of developing hearing loss due to unsafe listening practices and launched the "Make Listening Safe" campaign. A planning template for activities on IECD were also made available for stakeholders. Over 20 countries and several international organizations reported IECD activities. 23 countries reported 54 events.

[Campaign page](#) →

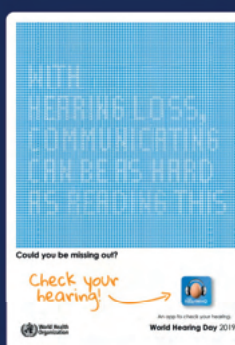




**2019****Theme: Check your Hearing**

WHO launched hearWHO, the mobile application for hearing screening based on digital-noise technology. With the support and collaboration of partners, Wiki4WorldHearingDay2019 was created to facilitate the improvement of Wikipedia content related to hearing, hearing health services, hearing testing and preventive and treatment interventions.

WHO small grants scheme was launched and 20 organizations received the grant to observe WHD. 80 countries reported 298 events.

[Campaign page](#) ➔**2020****Theme: Don't let hearing loss limit you. Hearing for life!**

The Basic ear and hearing care resource was launched along with information flyers. The hearWHO pro version for health workers was also launched. For WHD small grant scheme 153 applications were received, 20 organizations were awarded a grant of up to USD 800 to cover expenses related to activities to celebrate World Hearing Day. 107 countries reported 575 events.

[Campaign page](#) ➔**2021****Theme: Hearing care for ALL! Screen, Rehabilitate, Communicate**

Marked the launch of World report on hearing, WHO's activities, Hearingthon 2021 was observed, a 24-hour live event on Facebook for stakeholders, partners, and members to showcase their advocacy initiatives on the global platform. Events from 45 countries were showcased. Through WHO social media outreach 1.1 million people were reached globally. The announcement poster was made available in 6 UN and 14 non UN languages. For small grant, 133 applications were received of which 32 organisation from 29 countries were awarded. The World Hearing Forum, through its workstream on the World Hearing Day, supported the development of the WHO report of activities. 108 countries reported 684 events.

[Campaign page](#) ➔**To hear for life, listen with care!****2022****Theme: To hear for life, listen with care!**

Technical products related to the "Make listening safe" initiative were launched. It included Global standard for safe listening entertainment venues, mSafeListening handbook, and Media toolkit for journalists. The launch event was moderated by Ricky Kej and Lucy Kalantari, Grammy award-winning musicians. The WHD materials were made available in 22 languages. For the WHD small grants, 191 applications were received of which 49 organization from 27 countries were awarded. Through WHO social media, 4 million impressions were made globally. The World Hearing Forum launched the worldhearing.org website. 95 countries reported 497 events.

[Campaign page](#) ➔**2023****Theme: Ear and hearing care for all! Let's make it a reality**

The Primary ear and hearing care training manual along with community resources were launched. World Hearing Day campaign materials were available in 38 languages. WHO HQ and regional offices organized internal events for workforce in collaboration with staff health and well-being unit. 475 WHO workforce received hearing test. For the WHD small grants, 193 applications from 31 countries were received of which 21 organization were awarded. 108 countries reported 780 events.

[Campaign page](#) ➔**2024****Theme: Changing mindsets: Let make ear and hearing care a reality for all!**

Marked the launch of the Primary ear and hearing care training manual.

The campaign materials were made available in 42 languages.

38 Small Grants were awarded to organizations from 23 countries across various regions. A total of 625 events were held worldwide, including 349 events with hearing screenings, 301 events with policymakers, 346 events engaging traditional media, and 578 events with a social media presence.

[Campaign page](#) ➔**2025****Theme: Changing mindsets: Empower yourself to make ear and hearing care a reality for all!**

Building upon the previous year's theme, encouraging individuals to recognize the importance of ear and hearing health, this campaign aims to inspire them to change behaviour to protect their hearing.

[Campaign page](#) ➔

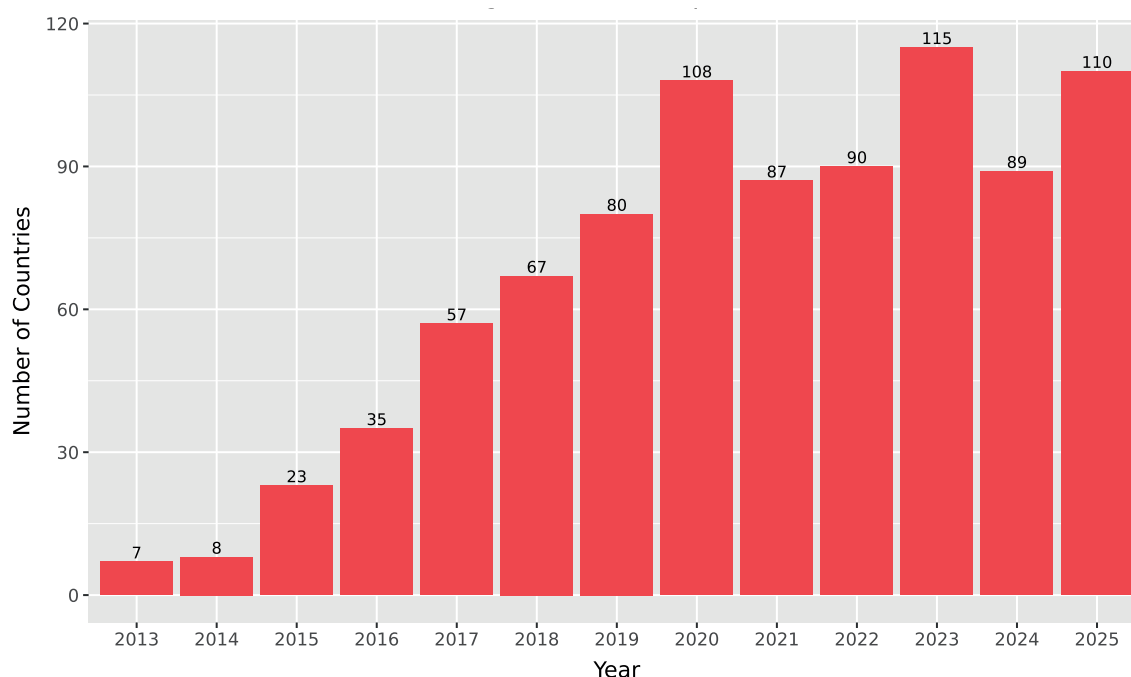
# World Hearing Day (3 March)

**World Hearing Day** is an annual global advocacy event organized by the WHO and observed on 3 March each year. World Hearing Day aims to raise awareness about hearing loss, promote ear and hearing care, and encourage preventive actions to reduce the impact of hearing impairments worldwide.

World Hearing Day was established and designated as the 'International Ear Care Day' in 2007 through the Beijing Declaration (WHO, 2025c) and adopted during the '1st International Conference on Prevention and Rehabilitation of Hearing Impairment'. As an international day, 3 March was observed as International Day for Ear and Hearing Care and announced on the WHO Website for the first time in 2012. Since then and without any interruptions, World Hearing Day and celebratory events have been organized all over the world for the past 12 years.

The total number of World Hearing Day events registered and/or reported over the past decade is illustrated in **Figure 1** (Source: *World Hearing Day*, 2025).





**FIGURE 1** Number of unique countries that have registered and reported WHD events in the past 12 years.

*Note.* At the time of this report, the 2025 data reflects the number of events registered in each country, rather than the number of events reported. For more accurate figures, please refer to the annual World Hearing Day Report.



# World Hearing Day 2025 Overview



566  
EVENTS



85  
COUNTRIES



256  
EVENTS USED  
TRADITIONAL  
MEDIA



111  
EVENTS WITH  
PARTICIPATION  
OF INFLUENCERS  
OR CELEBRITIES



415  
EVENTS USED  
SOCIAL MEDIA



190  
MEETINGS WITH  
INDIVIDUAL  
POLICYMAKERS



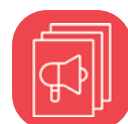
5  
SCREENINGS  
EVENTS  
USING  
HEARWHO



9576699  
SOCIAL MEDIA  
IMPRESSIONS  
REPORTED



245  
EVENTS WITH  
PARTICIPATION  
OF POLICYMAKERS  
OR AUTHORITIES



465  
EVENTS USED WHO  
EDUCATION OR  
PROMOTIONAL  
MATERIALS





259913  
PEOPLE  
SCREENED



420315  
TOTAL PEOPLE  
REACHED ACROSS  
IN-PERSON EVENTS



17  
EVENTS WITH  
TV SHOWS/  
ADVOCACY  
CAMPAIGNS



27  
TRAININGS



9  
STORYTELLING  
USED AS A MEDIUM  
OF ADVOCACY/  
AWARENESS



91  
EVENTS  
INVOLVING/  
REACHING  
STUDENTS



2  
PRIMARY HEALTHCARE  
WORKERS TRAININGS USING  
THE WHO PRIMARY  
EHC MANUAL



34  
EVENTS WITH  
RADIO TALKS/  
ADVOCACY  
CAMPAIGNS



160402  
LIVE EVENT  
PARTICIPANTS



# Objectives of World Hearing Day

According to the WHO (2025b), the objectives of World Hearing Day (WHD hereafter) are to raise awareness about hearing loss as a significant public health issue and to emphasize the need for early identification and intervention to prevent or effectively manage ear and hearing difficulties. The day also aims to encourage policy development that integrates ear and hearing care into national health systems, ensuring that hearing health is prioritized within broader healthcare frameworks. Additionally, WHD promotes safe listening practices to prevent hearing damage caused by excessive noise exposure, emphasizing the importance of preventive measures to protect hearing for individuals of all ages.

Key activities on WHD are public awareness campaigns on hearing protection and ear health, such as hearing screenings and free check-ups in various countries, scientific conferences and policy discussions about improving global hearing care, and media engagements and educational initiatives to spread knowledge and awareness about ear and hearing health.



The WHO's theme for WHD in 2025 was **"Changing mindsets: Empower yourself to make ear and hearing care a reality for all!"** This theme focused on fostering positive attitudes toward hearing health and encouraging individuals to take proactive steps in protecting their hearing.

In 2026, the WHD campaign will focus on school-aged children, based on the WHO's announcement of next year's theme: **"From communities to classrooms: Hearing care for all children."** The campaign has two imperatives: first, preventing avoidable hearing loss; second, ensuring early identification of and care for children with ear or hearing problems.

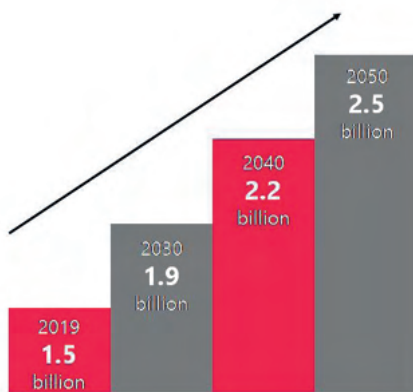






# Why is World Hearing Day important?

Hearing health is foundational to human development, communication, education, economic participation and wellbeing. The WHO estimates that over 1.5 billion people worldwide currently experience some degree of hearing loss, with at least 430 million requiring rehabilitation for disabling hearing loss, including 34 million children (WHO, 2025a; Figure 2). Unfortunately, these challenges disproportionately affect low- and middle-income countries (LMICs), where nearly 90% of people with disabling hearing loss reside, where hearing health services are often limited or inaccessible.



**FIGURE 2**

Number of people living with hearing loss globally

Hearing health is vital to people's ability to communicate, develop, learn, fully participate in society, and maintain overall quality of life and wellbeing. Disabling hearing loss has a measurable impact across economic, psychosocial and educational aspects at every stage of life, with lifelong consequences if left unaddressed. Unaddressed hearing loss, particularly when compounded by environmental and societal barriers, affects communication, learning, social

integration, and participation, undermining wellbeing and human potential across the life span (McDaid et al., 2021). Hearing loss in infants and young children disrupts critical periods of language acquisition, brain development, and early learning, affecting educational outcomes and long-term participation in society (WHO, 2021) (Brown & Chadha, 2024; Ching & Leigh, 2020; OMS, 2021).

Among adolescents, undetected or unaddressed hearing difficulties can reduce (3.2x) academic achievement, increase social exclusion, and contribute to mental health challenges, especially when linked to unsafe listening practices (Duchesne et al., 2025; WHO, 2021). Over one billion adolescents and young adults are at risk of permanent, avoidable hearing

loss due to unsafe listening practices (WHO, 2025a).

During adulthood, impacts include lower income, increased (1.98x) risk of unemployment, social isolation, loneliness, social exclusion and stigma, reduced independence and overall functioning, all of which significantly reduce people's quality of life and wellbeing (da Silva et al., 2023; McDaid et al., 2021). There is also an established link between hearing loss and cognitive decline, particularly in older adults, with growing evidence suggesting that early detection and intervention may play an important role against cognitive impairment and dementia (Lin et al., 2011; Livingston et al., 2020). Additional impacts of hearing loss in older adults include increased risk of depression, social withdrawal, and reduced independence. While age-related hearing loss is common, it should not be seen as an inevitable or untreatable part of aging. What is not normal is living with untreated hearing loss, which can significantly affect communication, emotional wellbeing, and quality of life. Normalizing help-seeking behavior and timely access to hearing care is, therefore, essential.

The cumulative effects of unaddressed hearing loss across the lifespan place growing pressure on health and social care systems and deepen social and economic inequalities. These patterns directly hinder progress toward achieving several of the UN's (2015) Sustainable Development Goals (SDG), highlighting the urgent need for global action on hearing health. While hearing health is most closely linked to **SDG 3, Good Health and Wellbeing**, its influence extends significantly further. For example, early identification and intervention are essential for supporting speech, language, and cognitive development, which are foundational to inclusive and equitable education (**SDG 4, Quality Education**). Without access to hearing care, children with hearing loss are less likely to attend school, complete their education, or thrive academically, especially in resource-constrained contexts.







Similarly, hearing loss negatively affects workforce participation and economic productivity, impeding progress on **SDG 8, Decent Work and Economic Growth**. Individuals with disabling hearing loss face barriers to employment and are more likely to earn lower incomes, contributing to broader patterns of social and economic exclusion. Unaddressed hearing loss places significant strain on social and healthcare systems, with a recent economic analysis reporting the lifetime cost of severe to profound hearing loss exceeding USD \$489,274 (*range*= \$377,518–\$616,519) per person over the lifetime (Cejas et al., 2024). The same economic analysis reported that nearly half of this lifetime cost is attributed to lost productivity, followed by 29% of educational costs, and 24% in medical costs and healthcare (Cejas et al., 2024). This economic burden is not only borne by individuals and families but also by health systems and national economies. Globally, the economic impact of unaddressed hearing loss is estimated to exceed USD \$980 billion annually, stemming from costs associated with health, education, lost productivity, and social exclusion (McDaid et al., 2021). The WHO and key stakeholders have highlighted the need for urgent action to address the global hearing health crisis through coordinated public health measures and services that are accessible to all.

Investing in ear and hearing care is not only a public health imperative, but also **cost-effective**. According to WHO World Report on Hearing (2021), for every USD \$1 invested in hearing care, there is a return of nearly USD \$16. This impressive *return on investment* stems from gains in productivity, reduced health and educational costs, and improved quality of life. In addition, hearing health intersects with the UN's **SDG 10, Reduced Inequalities**.

Disparities in access to hearing care reflect and reinforce existing social and economic inequalities. People living in rural areas, LMICs, and marginalised communities are less likely to access hearing assessments, devices, rehabilitation, counselling, and follow-up care. Without awareness and

targeted policy and investment, hearing loss will continue widening the inequality gap and perpetuating cycles of disadvantage. Importantly, much of the global burden of hearing loss is preventable. According to the WHO, nearly 60% of childhood hearing loss is caused by preventable conditions (WHO, 2016). Preventive strategies integrated into strengthened primary health care systems and universal health coverage, including routine immunisation, early detection and management of otitis media, safe listening practices, and avoidance of ototoxic medications, can significantly reduce incidence across the lifespan (WHO, 2021). Ensuring access to timely and adequate hearing technology (e.g., hearing aids, cochlear implants, and assistive technologies) is also critical. These interventions are cost-effective, scalable, and feasible even in low-resource settings, offering long-term benefits for individuals, communities, and health systems in reducing the long-term burden of hearing loss across the lifespan.

World Hearing Day, observed annually on 3 March, plays a critical role in promoting awareness, mobilizing resources, and encouraging multi-sectoral action. It brings together governments, civil society, academia, and consumer groups in a coordinated global effort to advance ear and hearing care. Recognising World Hearing Day would elevate its visibility and reinforce its alignment with several SDGs, underscoring the message that hearing health is not a luxury, but a human right and a public health priority. Let's make **ear and hearing care a reality for all!**

# Recognition of WHD as International Day by the United Nations

The negative social and economic impact of hearing loss is undeniable. Demographic changes and associated workforce shortages are creating additional pressure on stakeholders and governments all over the world to find solutions for all types of health conditions, including age-related conditions like hearing loss. While hearing loss is often expected to occur later in life, medical experts are observing an increase in hearing loss among younger populations beyond congenital conditions. This increase in the prevalence of hearing loss during childhood is likely associated with environmental factors, including congenital infections, the presence of chronic middle-ear pathology, noise exposure (e.g., lack of hearing and ear protection and care, use of high-volume settings while consuming multimedia content such as video games), and the use of ototoxic medication (Korver et al., 2017; Lieu et al., 2020).

Altogether, these reports highlight the critical nature of ear and hearing care across sectors and age groups. Hearing health plays a central role in the prevention of social isolation, depression and various comorbidities, the preservation and increase of individual life quality and well-being, and the access to education and economic success.

To emphasize the importance of hearing care in the context of growing global social, medical and economic challenges, the World Hearing Forum and the World Hearing Day Workstream have launched an initiative to recognize and celebrate WHD as an International Day in the United Nations calendar.

The inclusion of a special celebratory day in the **Official UN calendar** as an International Observed Day offers significant advantages, particularly in global recognition, advocacy, policy influence, and resource mobilization. UN endorsement ensures global attention, enhancing visibility and public awareness while providing a formal platform to educate individuals, organizations, and governments on the issue's importance.

A UN-recognized International Day strengthens **political and institutional support**, encouraging governments and policymakers to prioritize the topic in their agendas. It fosters commitments from UN agencies, Member States, and stakeholders to implement policies and initiatives. This recognition also boosts **advocacy and media coverage**, drawing attention from journalists, activists, and the public. Civil society organizations use it to push for policy changes and community engagement.

Being part of the **UN calendar grants access to resources and partnerships**, including UN-led campaigns, research, and best practices. It facilitates collaboration between governments, academia, and private-sector stakeholders, enhancing efforts to address the issue. Moreover, official recognition attracts **funding and investment** from international donors, governments, and private entities, supporting large-scale initiatives and awareness campaigns.

Beyond raising awareness, a UN-recognized International Day influences **long-term policy**, potentially leading to international resolutions and frameworks. The annual observance ensures continuous action, keeping the issue on the global agenda.

Recognizing and celebrating WHD as an International Observed day in the UN calendar would position **hearing health and ear care as a global public health priority**. Governments would be encouraged to integrate hearing care into national health policies, while international support and funding for related initiatives could significantly increase. Awareness campaigns would reach a broader audience, promoting **preventive measures and early interventions**. Official recognition would establish a strong foundation for sustainable global action, ensuring hearing care becomes a core part of public health strategies worldwide.





## WORLD HEARING DAY 2025

DO YOU KNOW?

51.5% OF 235 UP-PGH EMPLOYEES WERE FOUND TO HAVE MILD OR WORSE HEARING LOSS!  
MAJORITY OF RESPONDENTS KNEW THE NORMAL RANGE FOR VISION AND BLOOD PRESSURE,  
BUT ONLY 14.5% REPORTED KNOWING THE "NORMAL" HEARING LEVEL



健康聆听 无碍沟通——第二十六次全国爱耳

遵义市残疾人联



# How do International Days get recognized by the United Nations?

The **United Nations General Assembly** is the primary body that decides which International Days are officially included in the UN Calendar. **A Member State (or a group of Member States) must submit a draft resolution proposing the inclusion of a new International Day.** This resolution typically includes justifications, references to relevant global challenges, and endorsements from international organizations such as the WHO. The final decision rests with the General Assembly plenary session, where the resolution is put to a vote.

Once adopted, the UN Secretary-General, relevant UN agencies (such as WHO for health-related days), and civil society organizations work to implement, promote, and coordinate activities related to the newly designated International Day. The proposed Day is then added to the official UN calendar, and the UN encourages Member States, organizations, and the public to observe it annually.

The **Member State** submitting the proposal for the Inclusion of World Hearing Day as an International Day must formally present a draft resolution to the **President of the United Nations' General Assembly**. This submission can be made individually by the Member State or jointly with co-sponsors who support the initiative. The draft resolution should be prepared in written form, following the official UN format, and must be circulated among Member States before being considered. To maximize its chances of acceptance, the proposal should be introduced before the **United Nations General Assembly** session begins or at an appropriate moment during the session.

**If the General Assembly adopts the proposal, World Hearing Day will be officially recognized as an International Day in the UN Calendar every March 3.** This decision will serve as a global call to action for governments, international organizations, and civil society to promote awareness, prevention, and treatment of hearing loss. The resolution will encourage Member States, UN agencies, and the private sector to take active measures in raising awareness, developing policies, and allocating resources for hearing health programs. The WHO and other UN bodies will be expected to provide technical support and guidance for global initiatives related to hearing loss prevention and treatment. While United Nations General Assembly resolutions are non-binding, the recognition of WHD will have significant symbolic and diplomatic weight, influencing national policies, funding priorities, and public health strategies worldwide. Furthermore, it will provide a permanent platform for international collaboration, ensuring that hearing health remains a key component of the global health agenda.





# Why UN Member State Support is essential

To establish World Hearing Day as an International Day in the UN calendar, one or more UN Member States must formally submit a proposal to the United Nations General Assembly via the President of the General Assembly. Support from Member States is therefore a crucial step toward realizing this global recognition.

The World Hearing Forum greatly appreciates any UN Member States who are willing to spearhead or support this initiative. We also warmly invite all organizations, institutions, and stakeholders to help mobilize global interest and engagement.

We stand ready to provide any additional information, data, or technical input required, and remain at the disposal of interested stakeholders and representatives of UN Member States wishing to discuss the initiative. Thank you for your consideration.

Kind regards,



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Snigdha Sarkar, Co-Chair

World Hearing Day Workstream



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Mauro Menziatti, Co-Chair

World Hearing Day Workstream

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<https://www.who.int/campaigns/world-hearing-day/>



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