



75 HEALTH FOR ALL

World Hearing Day 2024

Communication toolkit



2024

Changing mindsets: Ear and hearing care for all! Let's make it a reality

World Hearing Day 2024 will focus on overcoming the challenges posed by societal misperceptions and stigmatizing mindsets through awareness-raising and information-sharing, targeted at the public and health care providers.

With the theme "**Ear and hearing care for all!**", we focus on ensuring access to ear and hearing care services to all who need it, as an essential health service.



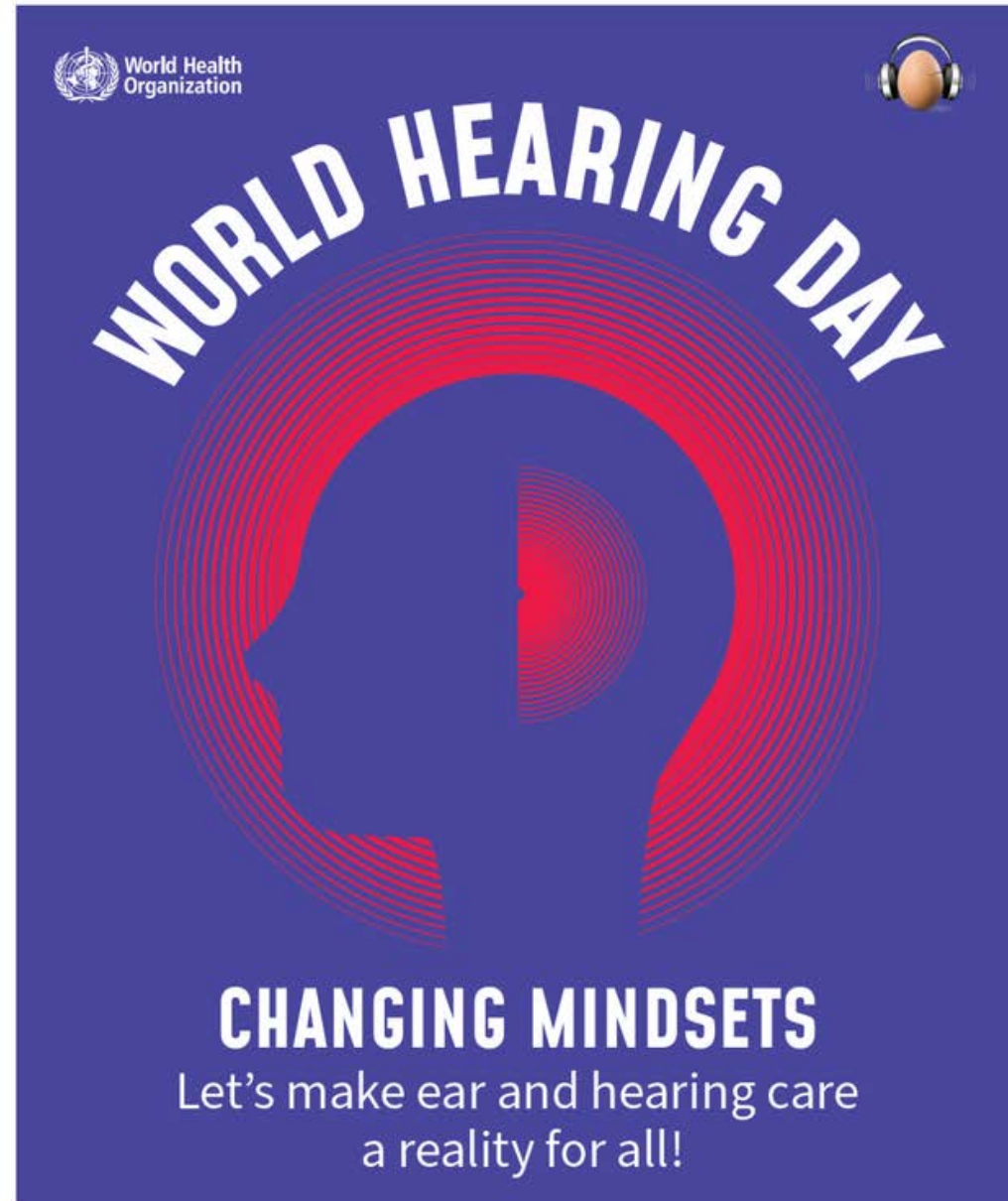
Call to action for governments, industry partners, and civil society!

Call to Action

- 1 Globally, over 80% of ear and hearing care needs remain unmet.
- 2 Unaddressed hearing loss poses an annual cost of nearly US\$1 trillion globally.
- 3 Deeply ingrained societal misperceptions and stigmatizing mindsets are key factors that limit efforts for preventing and addressing hearing loss.
- 4 Changing mindsets related to ear and hearing care is crucial to improving access and mitigating the cost of unaddressed hearing loss.



Campaign materials



Changing mindsets is crucial for improving access and reducing the cost of unaddressed hearing loss

03 March 2024 #WorldHearingDay

Announcement
poster

Arabic

Chinese

French

Russian

Spanish

Available in 6 UN languages!



Campaign materials



Available in 6 UN languages!



Campaign materials

Changing mindsets about

EAR CARE

 Ear Wax	MYTH: Needs to be cleaned	REALITY: Ears are self-cleaning
 Ear pain	MYTH: Treat with a home remedy	REALITY: See a health professional
 Cotton buds	MYTH: Good for ears	REALITY: NOT for ears
 Discharge from ears	MYTH: Small inconvenience	REALITY: An urgent problem

World Health Organization 

Poster-
Changing
mindsets about
ear care

Available in 6 UN languages!



Campaign materials

Changing mindsets about
HEARING LOSS

 Hearing loss	MYTH: Old age	REALITY: Can happen at any age
 Hearing loss	MYTH: Inevitable	REALITY: Preventable
 Hearing aids	MYTH: Don't work well	REALITY: Better hearing, better life
 Hearing aids	MYTH: Too expensive	REALITY: Investment in quality of life
 Tinnitus	MYTH: An annoyance	REALITY: Warning sign of hearing loss

 World Health Organization 

Poster
Changing
mindsets
about hearing
loss

Available in 6 UN languages!



Campaign materials

HOW TO BE HEARING LOSS FRIENDLY

Tips for when you are with a person with hearing loss:

-  Find good lighting and face the person so they can easily watch you speak.
-  Speak clearly and slowly. Don't shout!
-  Do not exaggerate lip movements when speaking.
-  Speak one at a time.
-  Reduce background noise or move to a quieter setting.
-  Avoid saying "I'll tell you later".
-  Include them in all activities.

World Health Organization 

Poster-
How to be
hearing loss
friendly.

Available in 6 UN languages!



Campaign materials



Available in 6 UN languages!



Campaign materials



Badge:
people with
hearing loss

Available in 6 UN languages!



Campaign materials



Available in 6 UN languages!



Campaign materials

HEARING LOSS AND ROLE OF HEALTH CARE PROVIDERS



THE PROBLEM

 Globally more than **1.5 billion people** experience some degree of hearing loss. Of these, an estimated **430 million have disabling hearing loss**, a number that could rise to **over 700 million by 2050**.

 Globally, less than 20% of those in need of ear and hearing care access the services they need. **Unaddressed hearing loss poses an annual cost of nearly US\$ 1 trillion**. This includes costs related to health care, education, productivity losses, and societal costs.

 The prevalence of **disabling hearing loss increases exponentially with age**, rising from 15.4% among people aged in their 60s, to 58.2% among those aged more than 90 years. Unaddressed hearing loss may be responsible for over 8% of cases of dementia among older adults.

 In children, almost **60% of hearing loss is due to causes that can be prevented** through measures such as immunization, improved maternal and neonatal care, screening for, and early management of, otitis media.

 Globally, less than 20% of those in need of ear and hearing care access the services they need. **Unaddressed hearing loss poses an annual cost of nearly US\$ 1 trillion**. This includes costs related to health care, education, productivity losses, and societal costs.

 There is a **global shortage of hearing care specialists** such as audiologists and ENT specialists. This shortage is greater in low- and middle-income countries, where the need for these services is highest.

COMMON CAUSES OF HEARING LOSS, MOST ARE PREVENTABLE

Many of the causes can be prevented

- genetic factors
- hypoxia or birth asphyxia
- low-birth weight
- hyperbilirubinemia
- perinatal infections
- meningitis
- ototoxic chemicals and medications
- smoking
- nutritional deficiencies
- ear or head trauma
- otitis media
- exposure to loud sounds
- ageing

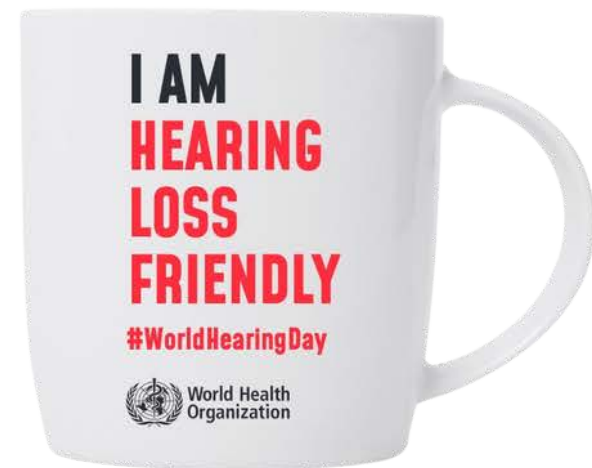
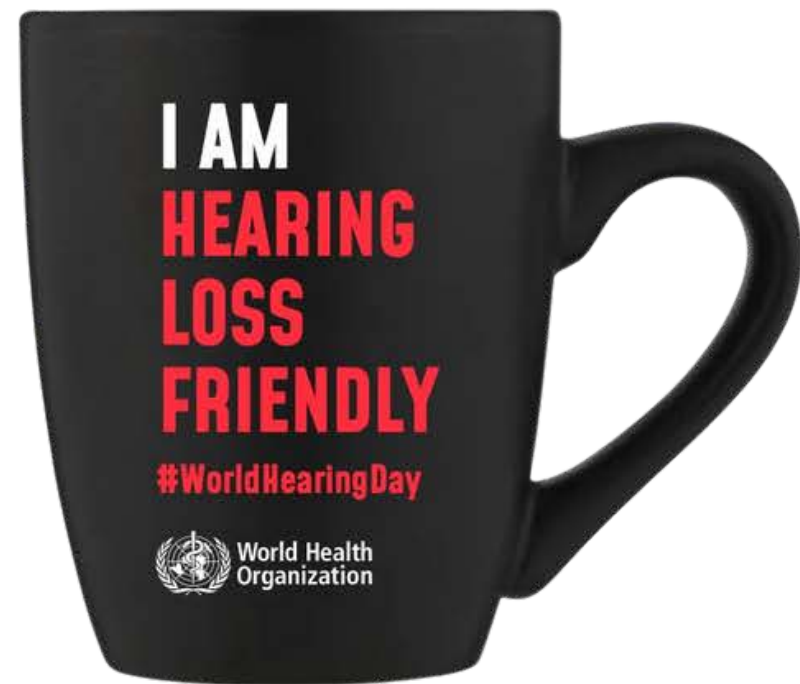


Factsheet:
Hearing loss and
role of health
care providers

Available in 6 UN languages!



Branding materials



Mugs



Mobile card pouch

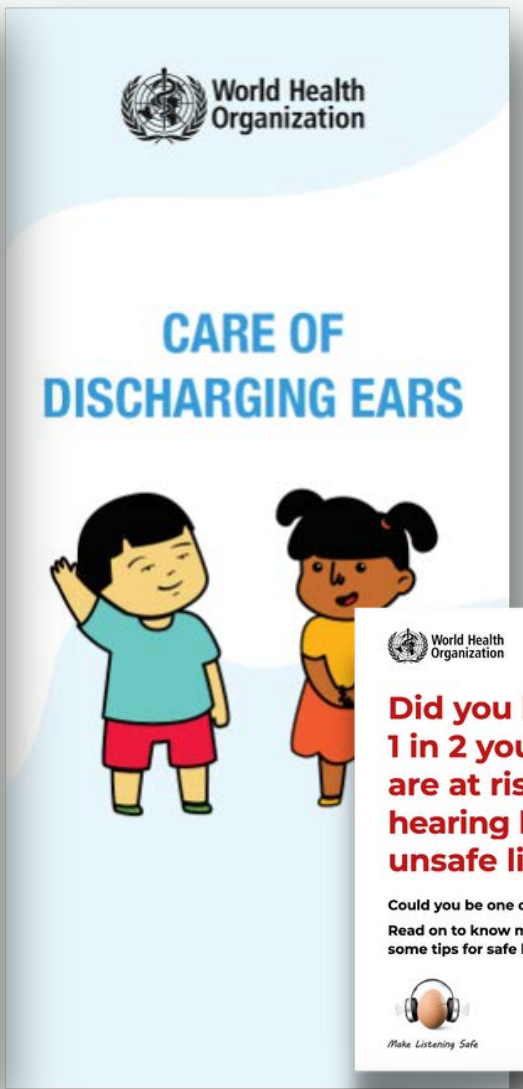
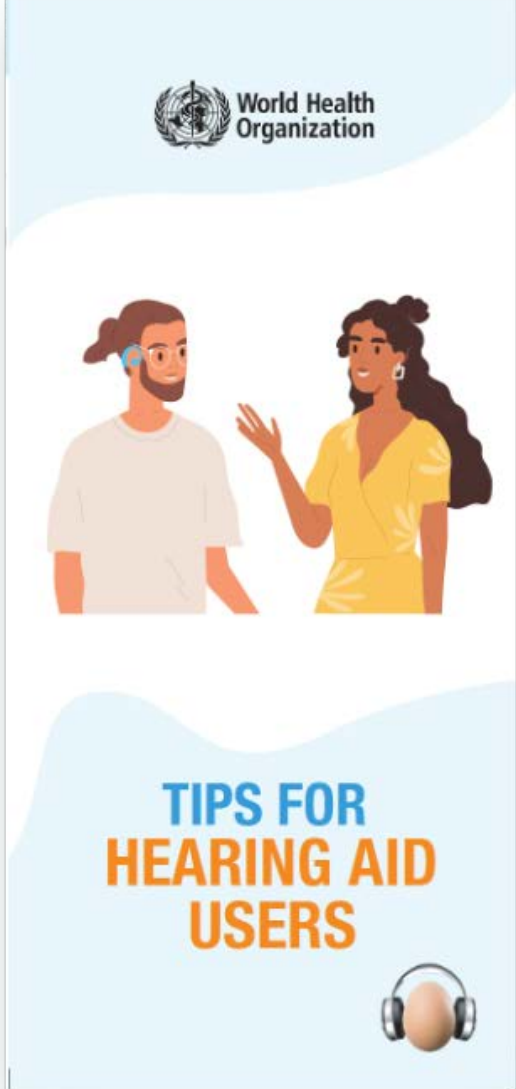


T-Shirt

Available in 6 UN languages!



Community resources

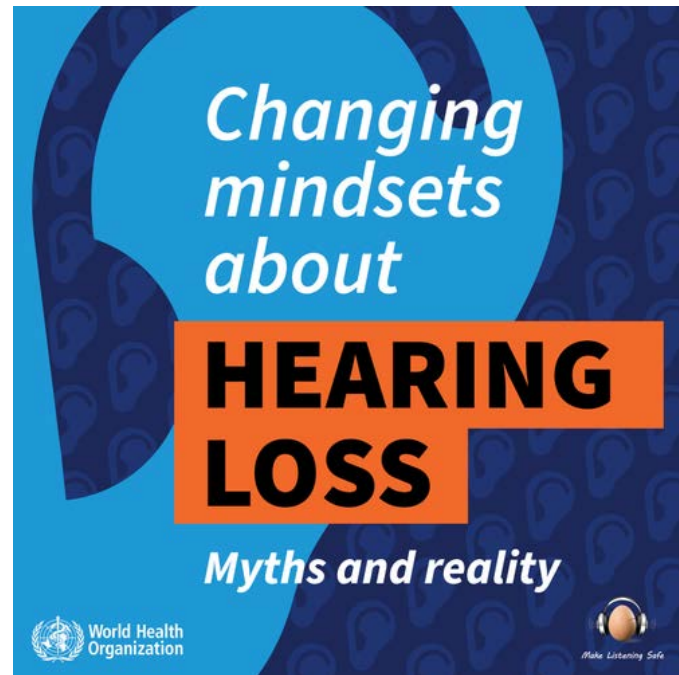


These information resources can be used to raise awareness on ear and hearing care within communities

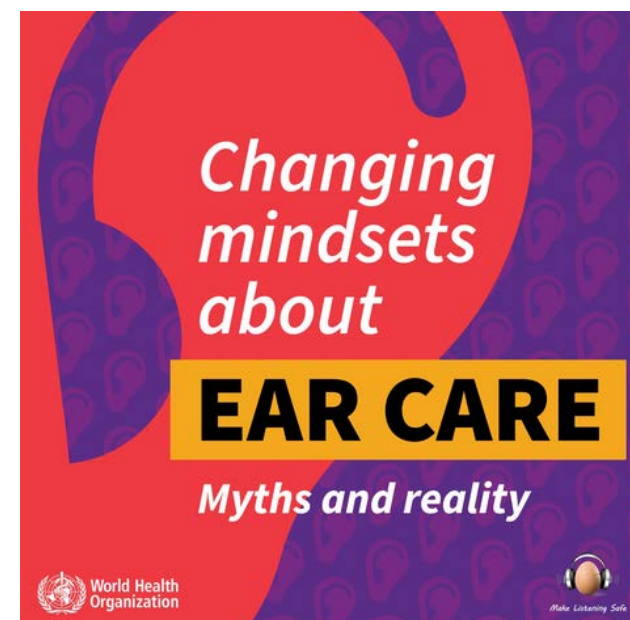


Social Media

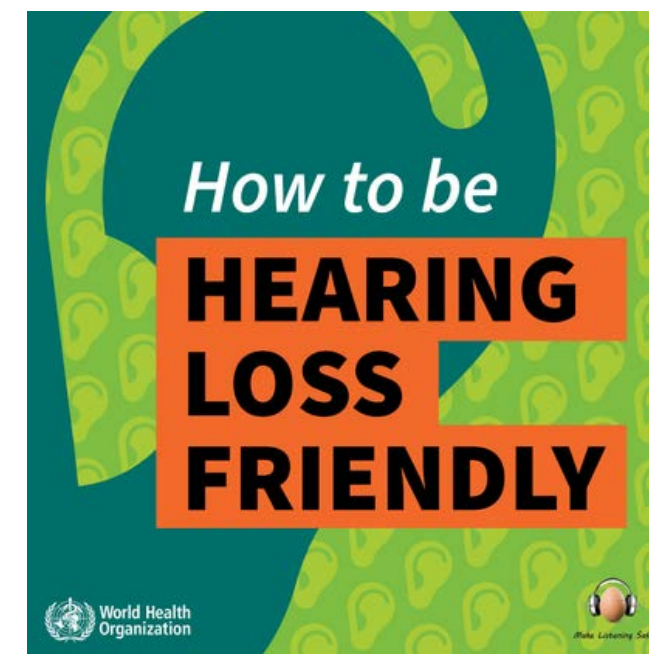
Under embargo



Changing mindsets
about hearing loss



Changing mindsets
about ear care



How to be
hearing loss friendly

Please write to us at whf@who.int, if you wish you receive these*.



Under embargo

Videos



Social media



Video



The campaign materials are also available in the following languages!

- Afrikaans
- Armenian
- Bemba
- Bengali
- Dutch
- Georgian
- German
- Greek
- Hindi
- Indonesian
- Iranian
- Italiano
- Japanese
- Javanese
- Kiswahili
- Korean
- Lithuanian
- Malay
- Maltese
- Nepali
- Noruegan
- Persian
- Polish
- Portuguese
- Romanian
- South African
- Swahili
- Swedish
- Thai
- Telugu
- Tonga
- Turkish
- Urdu
- Vietnamese

[Click here to access the WHD24 materials in these languages](#)

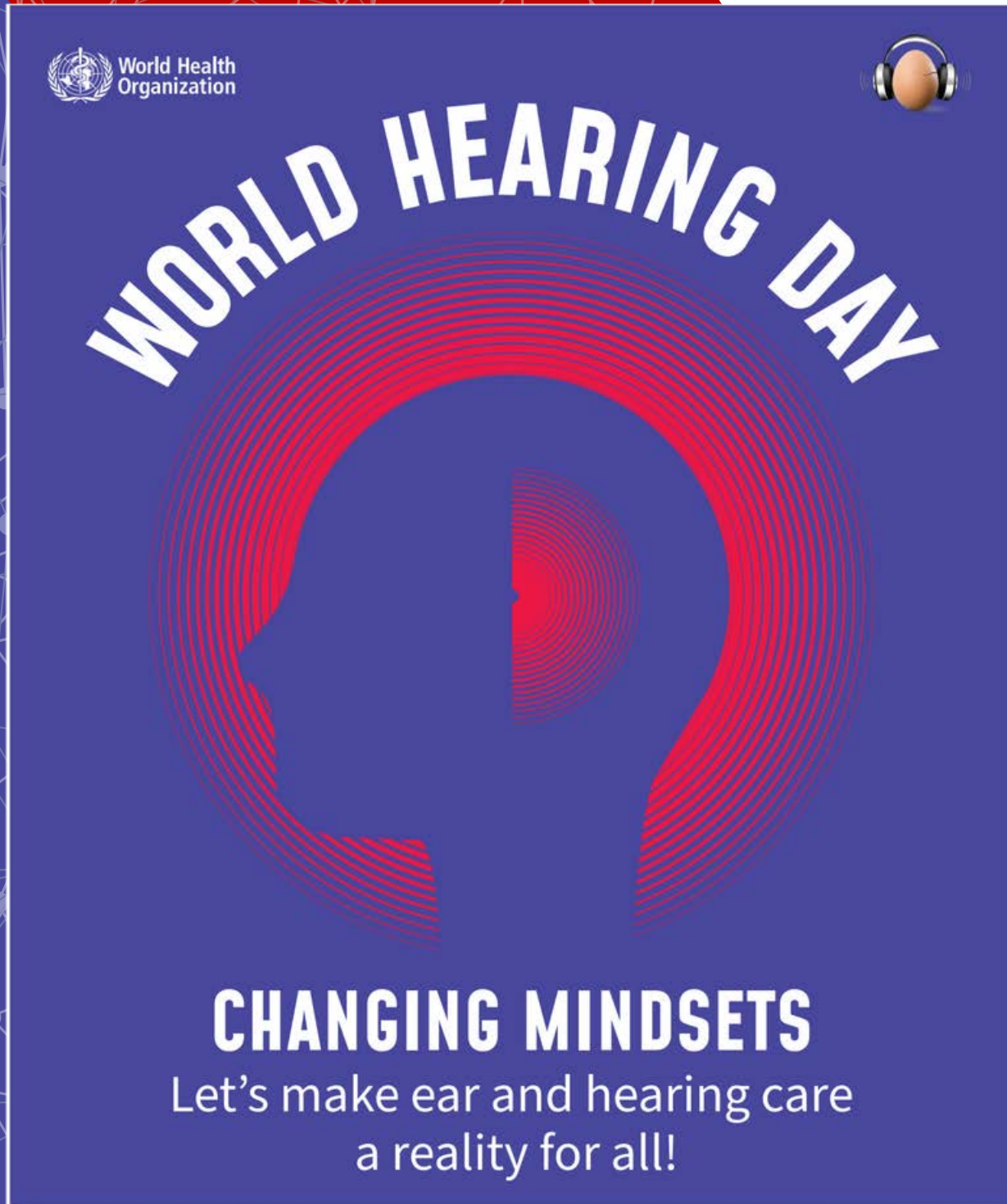




Click to Tweet

#WorldHearingDay 2024 aims to overcome challenges to #hearingcare posed by societal misperceptions and stigmatizing mindsets through awareness-raising and information-sharing.

Learn more <https://shorturl.at/qOU02>



CLICK HERE





Click to Tweet

Changing mindsets related to hearing loss and #hearingcare is crucial to improving access and mitigating the cost of unaddressed hearing loss.
#WorldHearingDay



Changing mindsets about
HEARING LOSS

Hearing loss	MYTH: Old age	REALITY: Can happen at any age
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Hearing aids	MYTH: Too expensive	REALITY: Investment in quality of life
Tinnitus	MYTH: An annoyance	REALITY: Warning sign of hearing loss

World Health Organization





Click to Tweet

Prevalent misperceptions on ear care can result in problematic ear diseases. Follow WHO's tips for healthy hearing

to protect yourself

<https://shorturl.at/koHPS>

#WorldHearingDay

Learn more <https://shorturl.at/qOU02>

Changing mindsets about

EAR CARE

Ear Wax	MYTH: Needs to be cleaned	REALITY: Ears are self-cleaning
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Discharge from ears	MYTH: Small inconvenience	REALITY: An urgent problem

World Health Organization  *Make Listening Safe*

CLICK HERE



On 3 March 2024

Share and retweet @WHO's posts and tweets about the #WorldHearingDay

@who

Facebook

Instagram

TikTok

Twitter



Don't forget to use the
hashtags!

#worldhearingday
#hearingcare



@WHO

The World Health Organization

@MikkelsenBente_

Bente Mikkelsen
Director of Department for NCD, WHO

@AlarcosC

Alarcos Cieza
Head of Sensory Functions, Disability and
Rehabilitation Unit, WHO

@shellychadha1

Shelly Chadha
Technical lead, Ear and Hearing Care, WHO

@makelistenings1

Make Listening Safe initiative

**And to tag us
in your
tweets!**



World Hearing Day Instagram Filter



HOW TO SAVE
AND USE THE
WORLD HEARING DAY
INSTAGRAM FILTER.



WORLD HEARING DAY
03 March 2024



World Hearing Day Facebook frame



World Hearing Day Instagram Filter




1 

VISIT THE PROFILE
@MAKELISTENINGSAFE.BR.PT
THE CLICK ON THE
FILTER'S PAGE

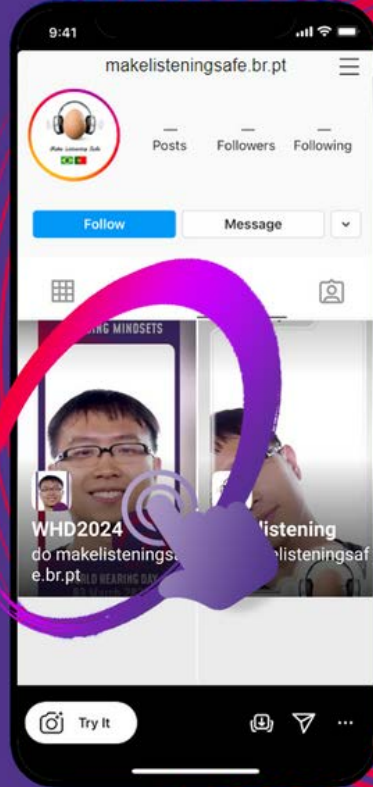


WORLD HEARING DAY
03 March 2024





2 


CLICK ON THE WORLD HEARING DAY FILTER FOR A PREVIEW.




WORLD HEARING DAY
03 March 2024




3 

CLICK ON THE SAVE BUTTON TO GET IT.

(Tipp: you can also try it!)



WORLD HEARING DAY
03 March 2024



World Hearing Day Instagram Filter



4 🌟😊

FROM NOW ON
YOU'LL ALWAYS
FIND THE FILTER IN
YOUR GALLERY
WHEN CREATING A
NEW STORY, REEL
OR LIVE.

 **WORLD HEARING DAY**
03 March 2024

The World
Hearing Forum
Changemakers
Facebook

Make
listening safe
Linkedin

Make
listening
safe
Twitter

**Our other
social media
channels**

World Hearing
Day Wikipedia

World Hearing
Day Website



Coming soon!

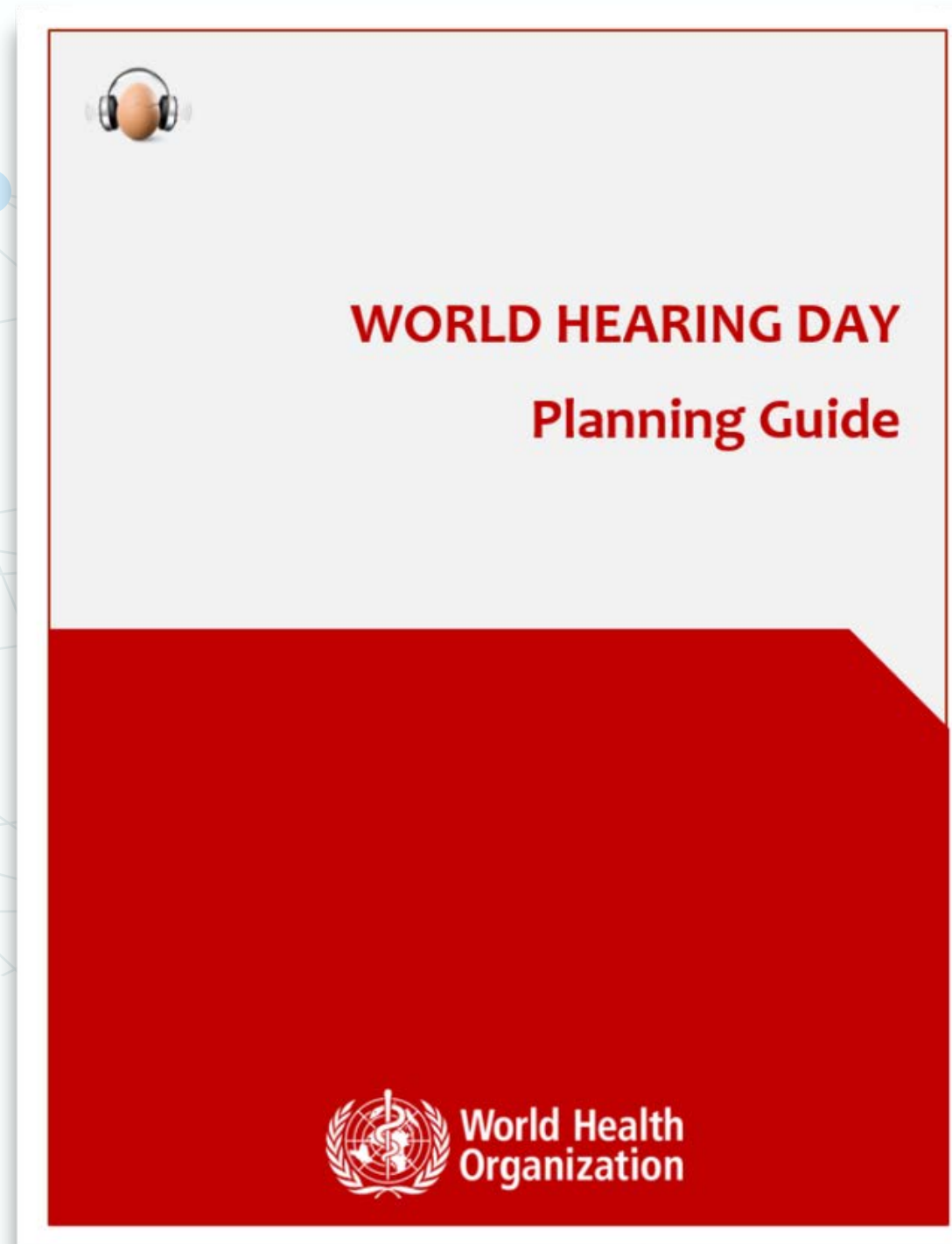
HEARING AID SERVICE DELIVERY APPROACHES FOR LOW- AND MIDDLE-INCOME SETTINGS



- This document is intended for use by people primarily in resource-limited settings who plan to implement a programme for the delivery of hearing aid services.
- The document provides practical information for facilitating the assessment of hearing, the fitting of hearing aids and follow-up of children aged above five years, adults and older adults



Plan your event for WHD 2024



World Hearing Day

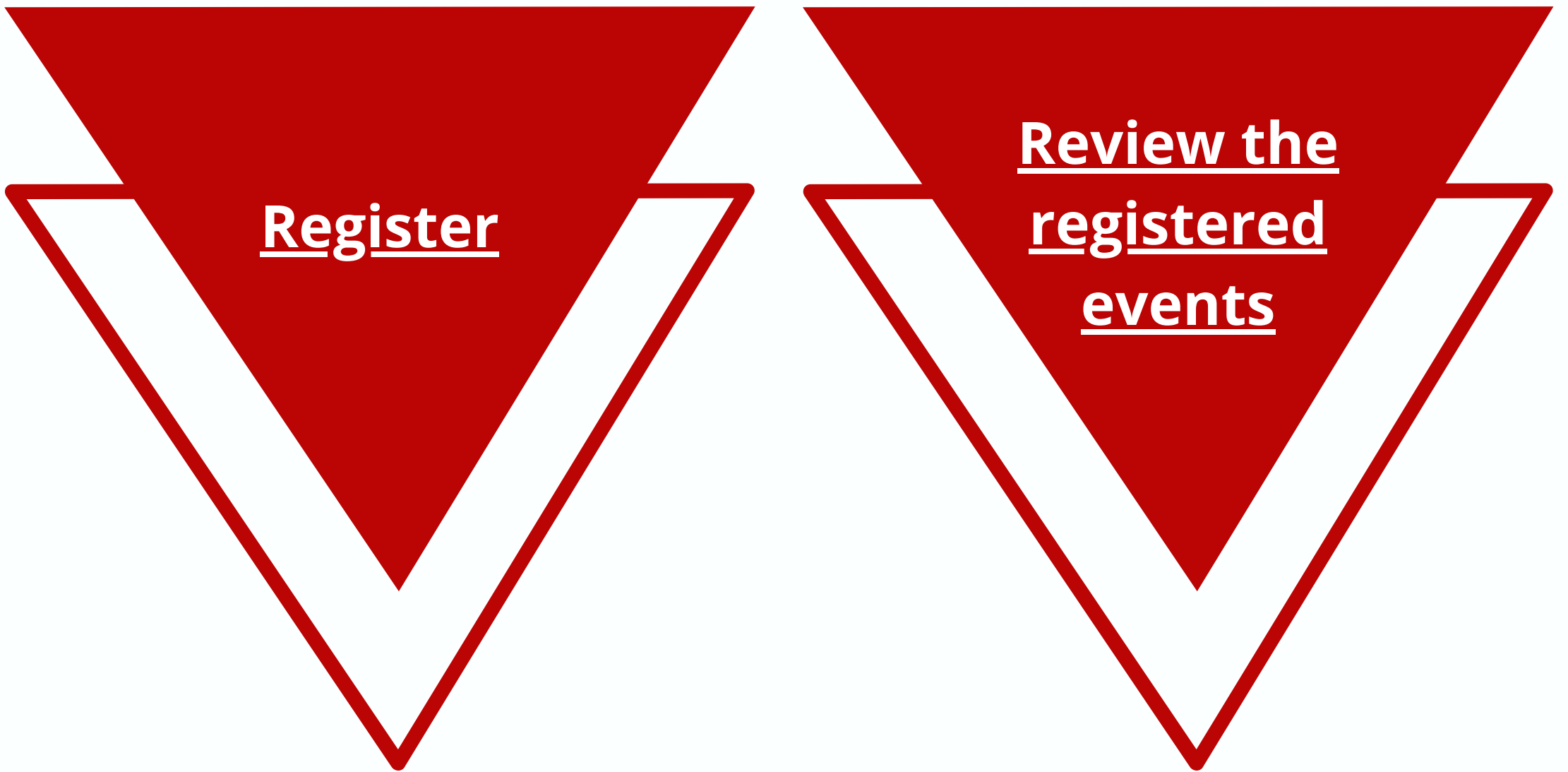
Ideas for events

- Art competition to depict perceptions and reality around use of hearing devices
- Photo competition showcasing the use of hearing devices
- Use of hearWHO app competition
- Social media campaign with testimonials from influencers, such as sharing hearWHO scores
- Video series showcasing positive experiences of people with hearing loss, at work and during travel.
- Hackathons for innovators to develop new technologies
- Exhibition of hearing devices of different colours and types
- Outreach by local celebrities to address common myths around hearing loss
- School dress-up events and essay competitions to involve children
- Happy hearing fairs where kids play listening games and learn about hearing
- Online badges for schools supporting World Hearing Day activities





Register your activities and events!



Submit your WHD activity report!

You can submit your report of activities using the same registration credentials- reporting page will be activated after 14 March 2024.



Promote ear and hearing care in primary health multiple times this year!

7 April: World Health Day

27 April: International Noise Awareness Day

1 October: International Day of Older Persons

10 October: World Audiologist Day

12 December: International Universal Health Coverage Day



Become a member of the
World Hearing Forum to
promote global action for
ear and hearing care!

In case of any
concerns
contact us at
whf@who.int



Find out more about the WHF
Apply now!





World Health
Organization

75

HEALTH
FOR ALL

Ear and Hearing care for all!

