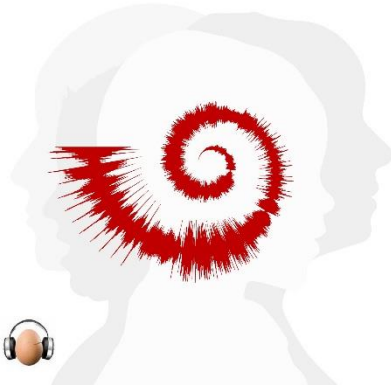


World Hearing Day, 2021 Hearing Care for All

Advocacy for Cochlear Implant services



**WORLD REPORT
ON HEARING**



Sue Archbold, PhD, Hon LLD



WORLD HEARING DAY 2021

Today the **WORLD REPORT** on **HEARING**

- 1 in 5 people worldwide live with hearing loss
- Unaddressed hearing loss costs US\$980 billion annually
- Recommends timely hearing aids and implants
- Ear and Hearing care to be integrated into health care systems
- We have here our Action Plan on Hearing Loss and..
- <https://www.england.nhs.uk/publication/what-works-guides-action-plan-on-hearing-loss/>



WORLD HEARING DAY 2021

What about cochlear implantation?



We know:

- ▶ CI is safe, effective and cost-effective
- ▶ User satisfaction is high

So much of my
previous life
has been
restored...

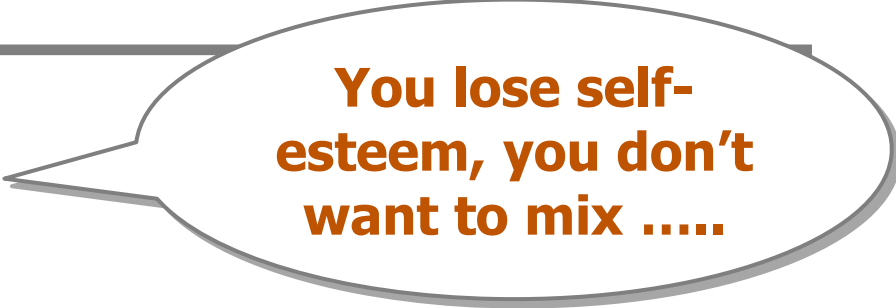


- ▶ **But**
- ▶ Only 5-10% of those in high income countries who could benefit receive one (*De Raeve et al 2016; Sorkin and Buchman 2016; Raine et al 2016; Vickers et al 2016*)
- ▶ Particularly true for adults who are not seen as a priority

Why this gap after over 50 years of implantation?

Our global survey about the barriers to CI:

- ▶ Lack of awareness of the impact of hearing loss and deafness
- ▶ Lack of awareness of the impact of CI
- ▶ Leads to lack of referrals for CI and lack of funding
- ▶ Hearing and CI not seen as priority – particularly in the Pandemic (*Archbold and Lamb, 2020*)
- ▶ **Rehabilitation and life-long support for CI often lacking may lead to lack of benefit**
- ▶ **For adults lack of hearing screening as part of health screenings**

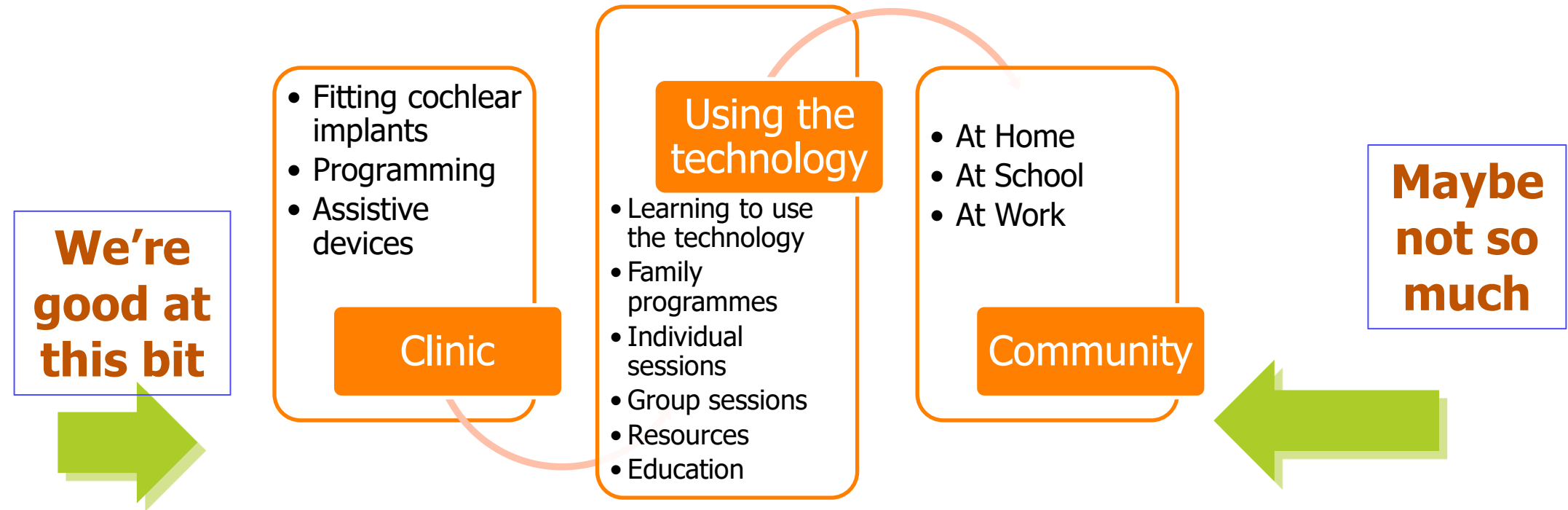


You lose self-esteem, you don't want to mix

Improving access to the latest technologies requires..

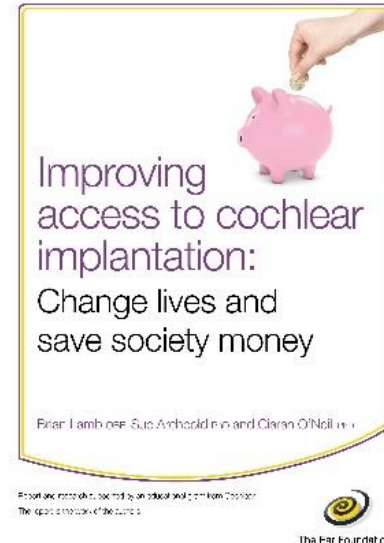
- **Information** – which needs up to date, accessible, evidence-based – across sectors, including public, professionals and decision makers
- **Access** – which needs to be informed and easy: and often isn't
- **Opportunity** – which needs choices, expertise and funding
- **Life long management** – which needs choices, expertise and funding and to be delivered in the community

So....Making the technology work in the community...at home and school and work for life.....for ever!!



How do we change this? The value of user and family led research and advocacy work

- NICE relaxed the criteria for CI after a campaign providing new evidence - from users, professionals and industry: **Adult CI ACTION Group**
- **We need consistent funding and processes to implement the criteria**
- Other countries routinely provide bilateral implants for adults and implant those with single-sided deafness
- Adult hearing screening should be incorporated into health screening to enable timely hearing aids and implants
- **Spending money on hearing care changes lives and saves society money (WHO)**
- **CIICA – CI advocacy groups working together globally to close that gap in provision and lifelong aftercare! GO TO www.ciicanet.org**



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