

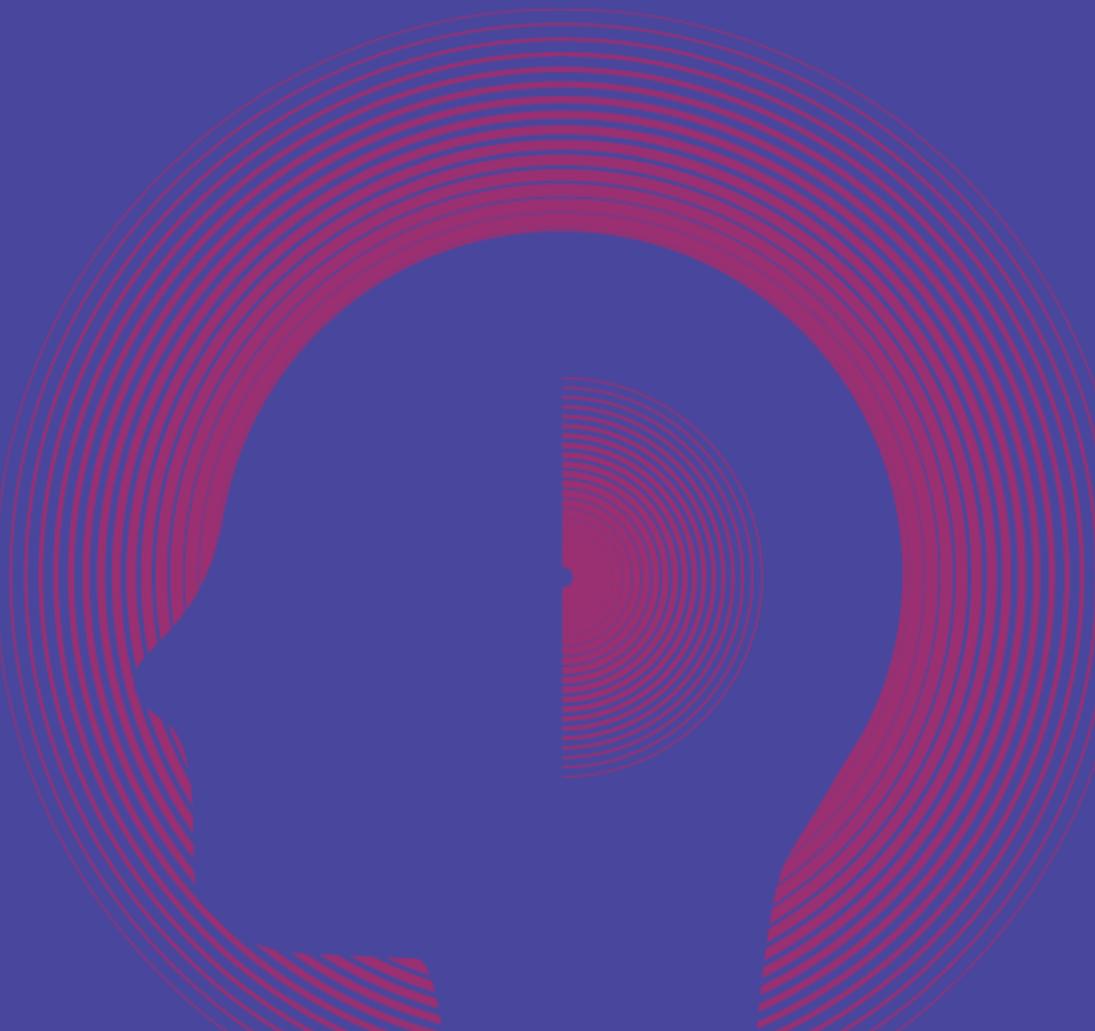


World Health  
Organization

75<sup>th</sup> Anniversary  
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.





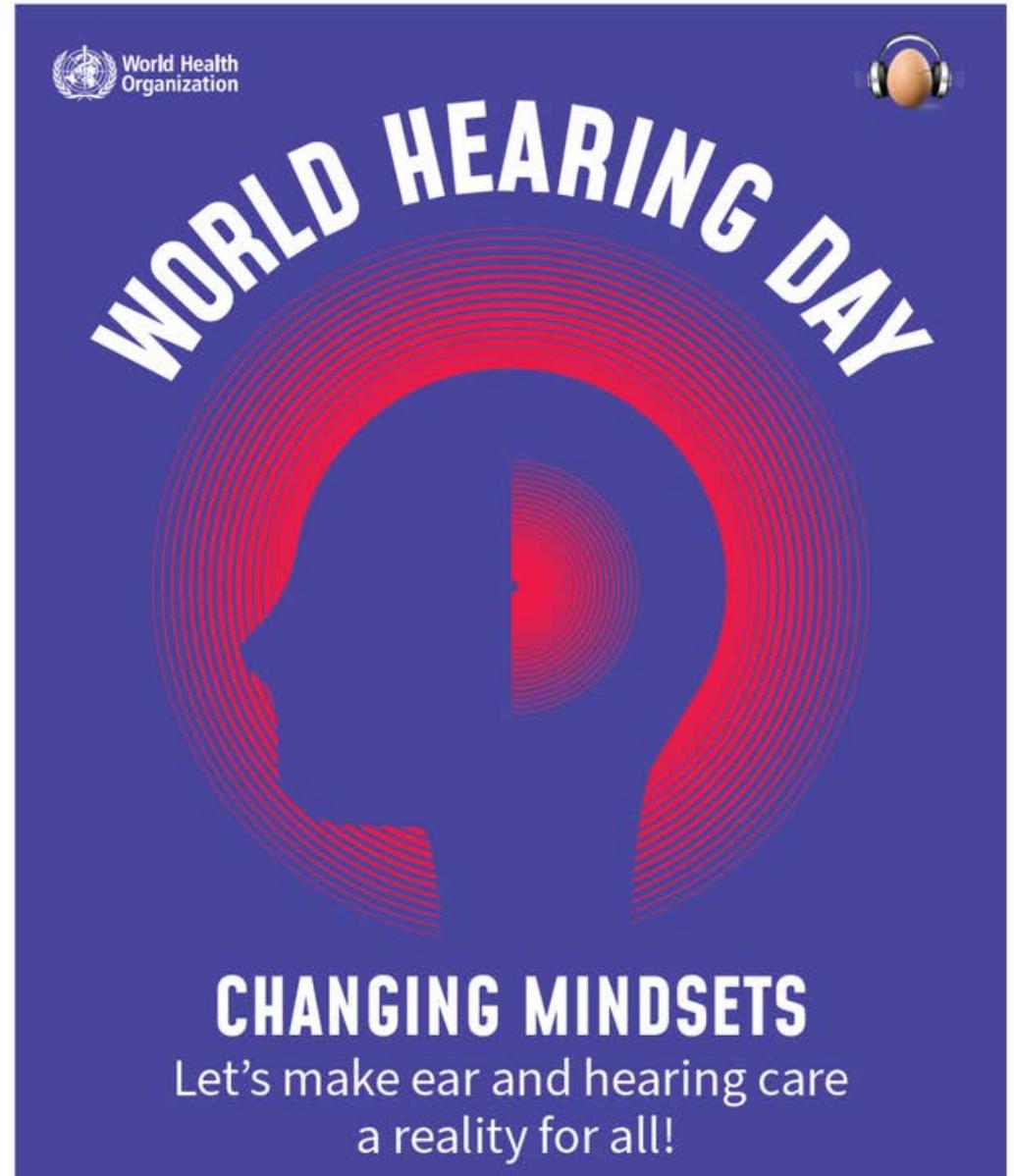
## Call to Action

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

- 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.



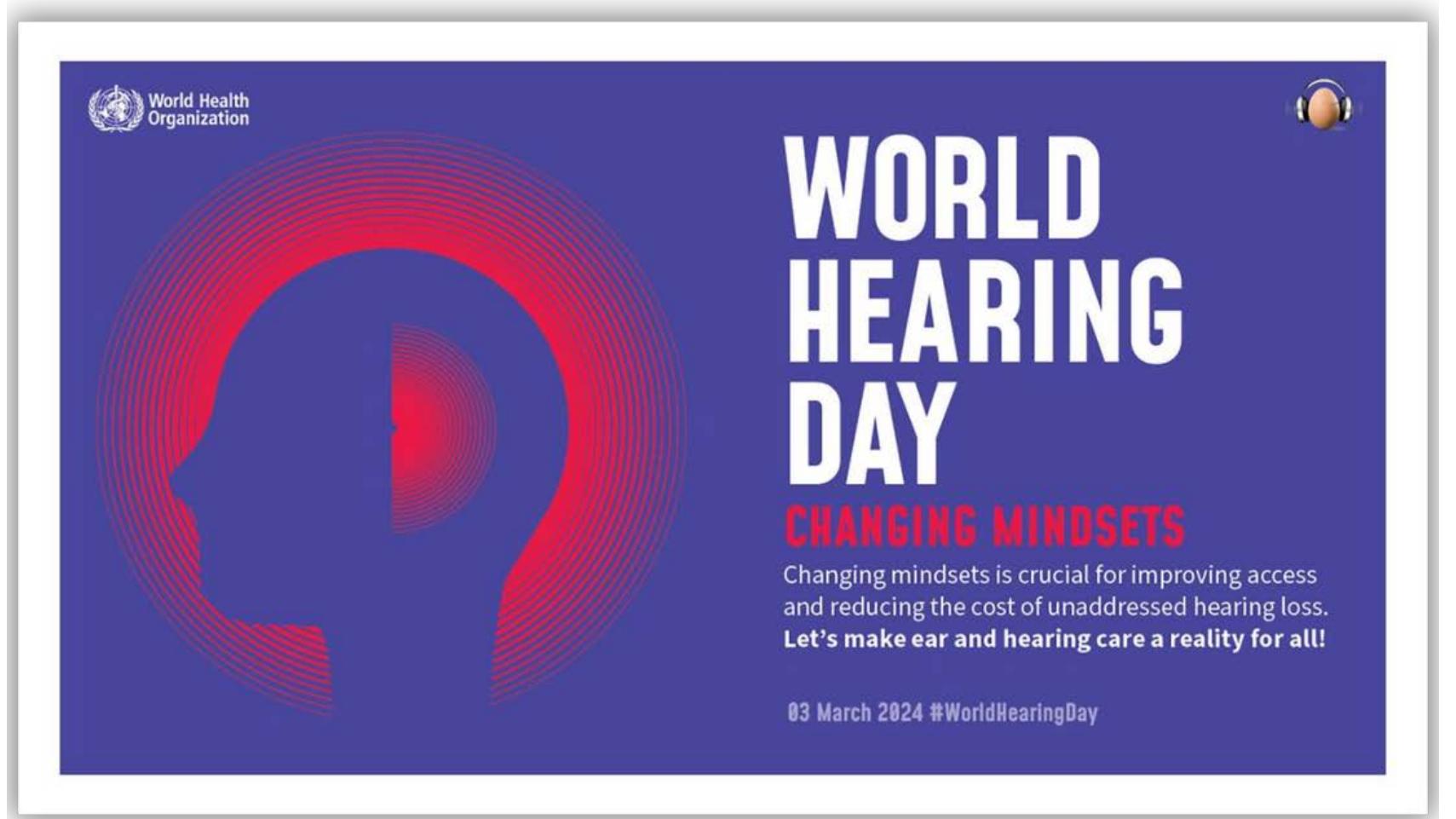
# Campaign materials



Arabic  
Chinese  
French  
Russian  
Spanish

**Available in 6 UN languages!**

# Campaign materials

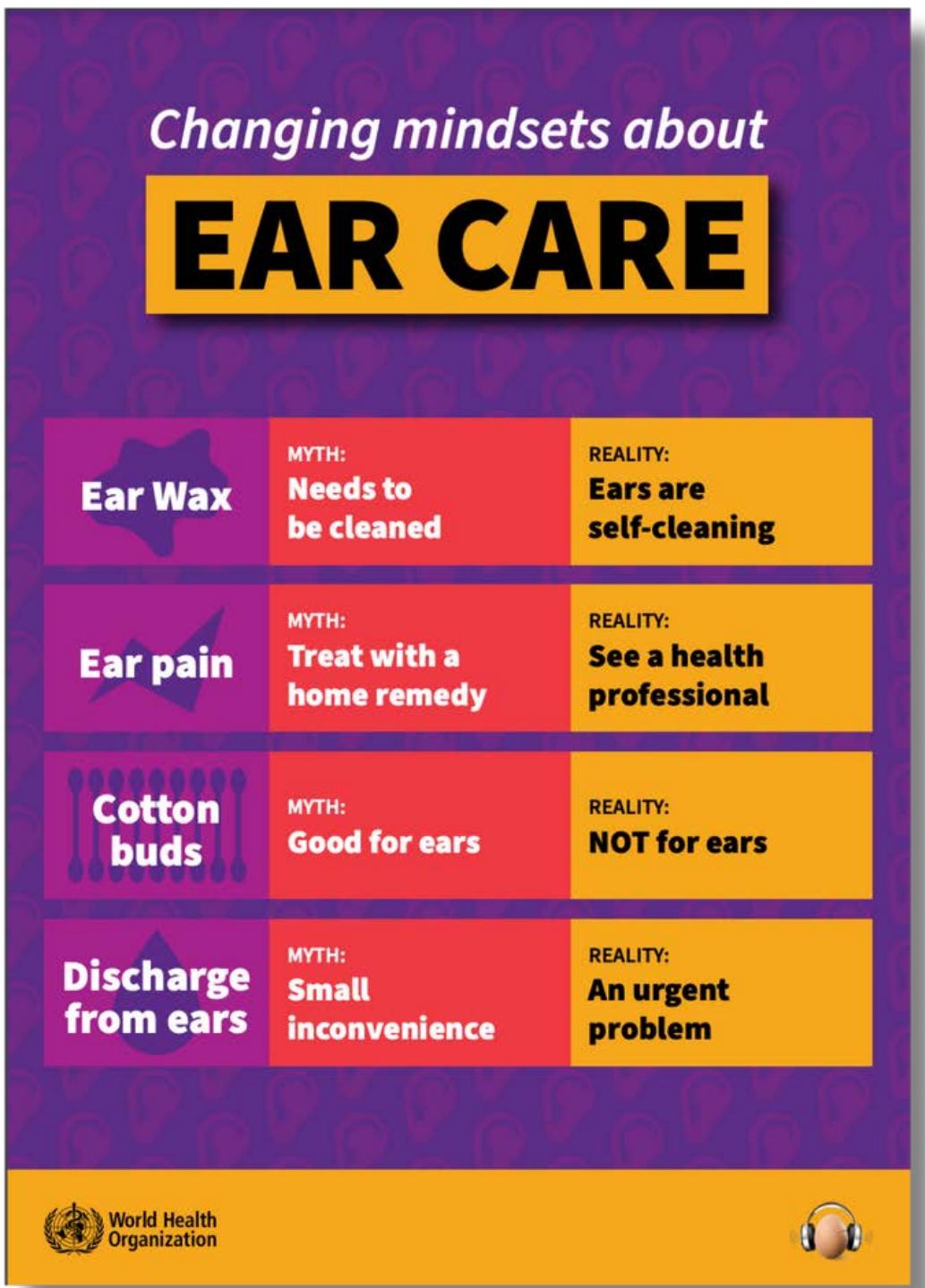


Web banner

Available in 6 UN languages!



# Campaign materials



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



Available in 6 UN languages!



# Campaign materials



Available in 6 UN languages!

# Campaign materials



Available in 6 UN languages!



# Campaign materials



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.

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.

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.

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

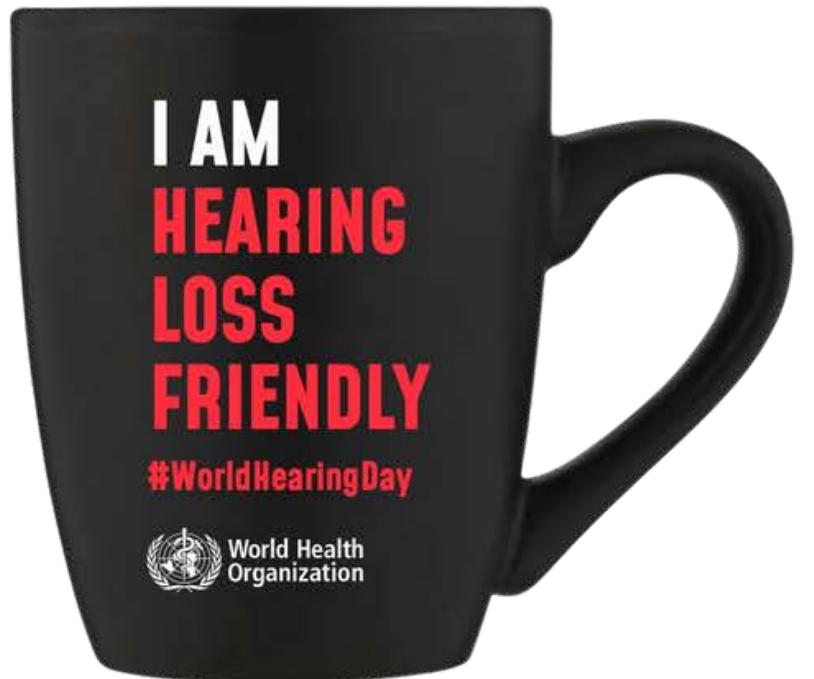
World Health Organization

Factsheet:  
Hearing loss and  
role of health  
care providers

Available in 6 UN languages!



# Branding materials



Mugs



Mobile card pouch



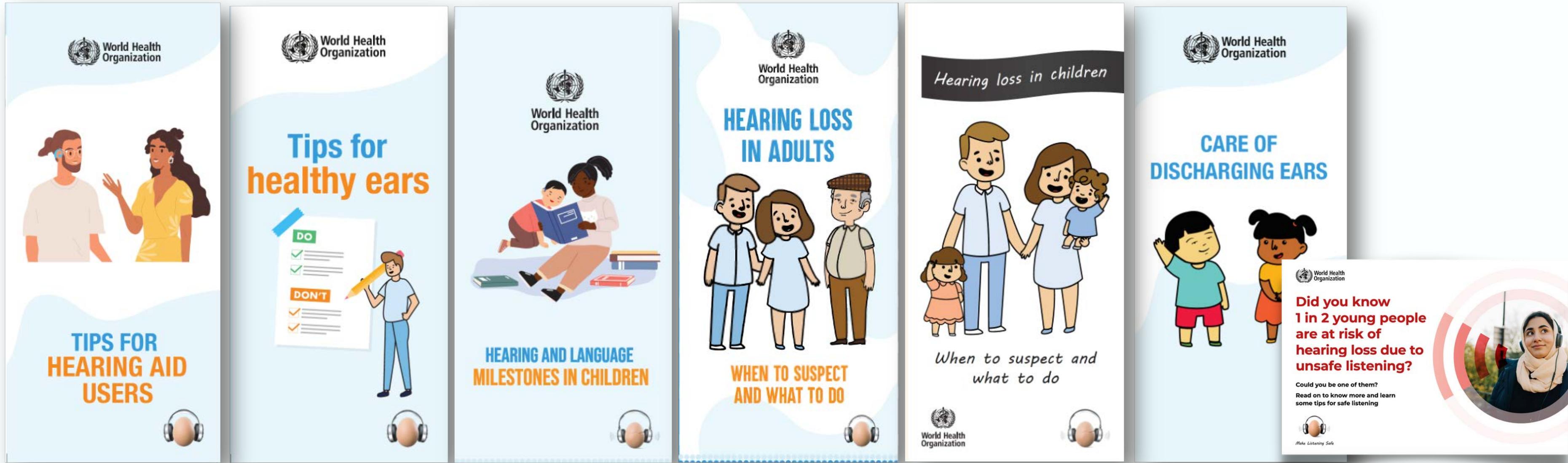
T-Shirt



Available in 6 UN languages!



# Community resources

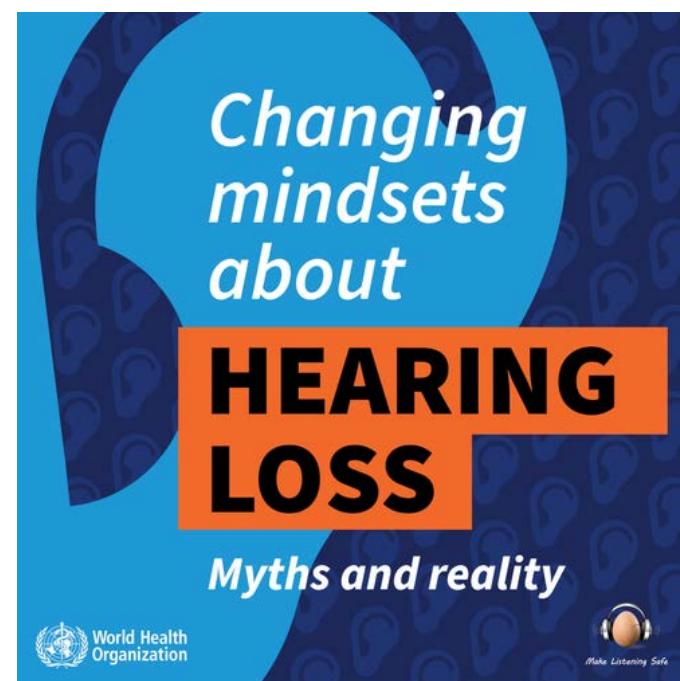


These information resources can be used to raise awareness on ear and hearing care within communities

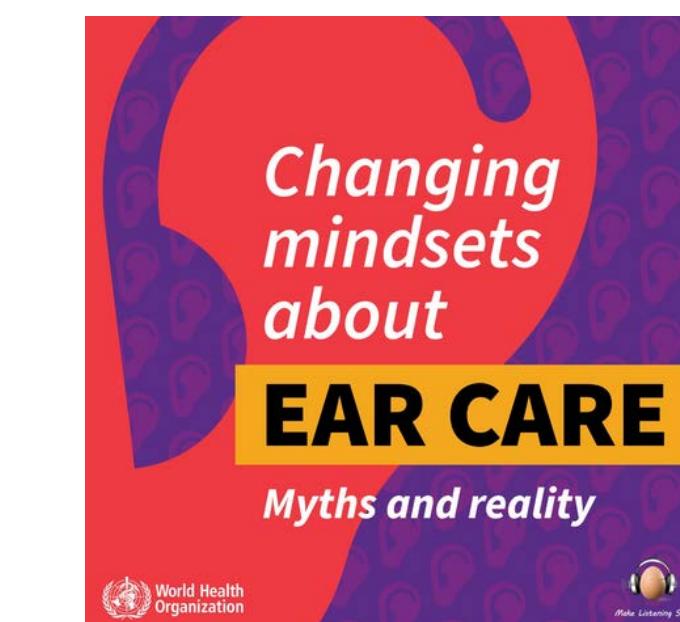


# Social Media

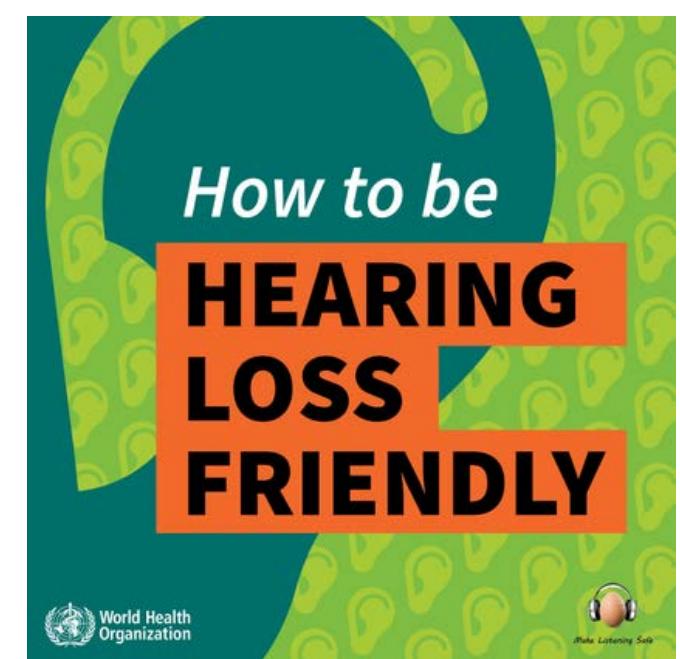
Under embargo



**Changing mindsets  
about hearing loss**



**Changing mindsets  
about ear care**



**How to be  
hearing loss friendly**

Please write to us at [whf@who.int](mailto:whf@who.int), if you wish you receive these\*.



**Under embargo**

# Videos



**Social media**



**Video**

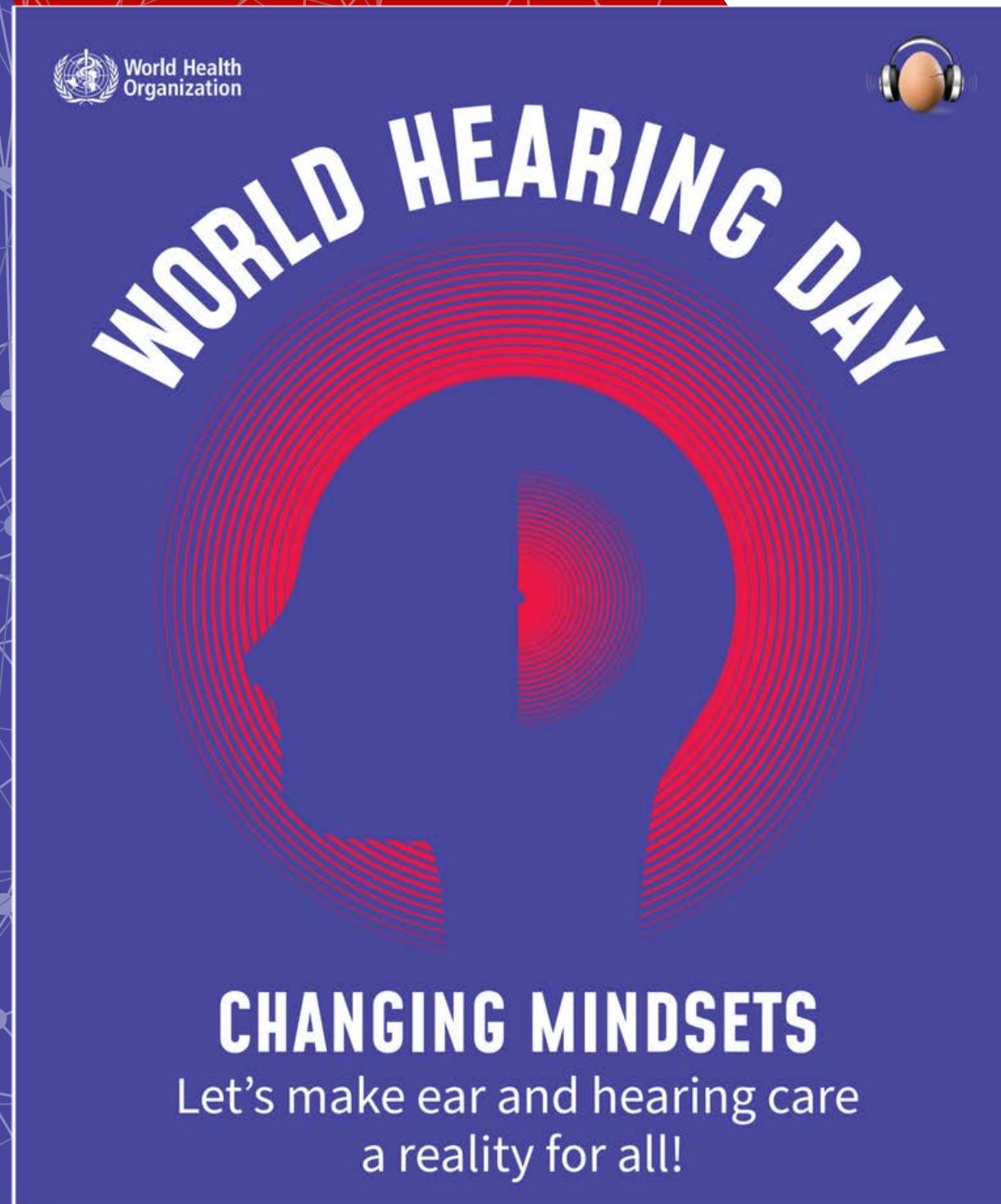


# The campaign materials are also available in the following languages!

- 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>

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CLICK HERE

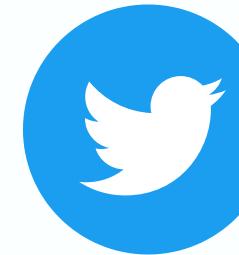


*Changing mindsets about*

## HEARING LOSS

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Tinnitus	MYTH: An annoyance	REALITY: Warning sign of hearing loss

World Health Organization



# 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

CLICK HERE



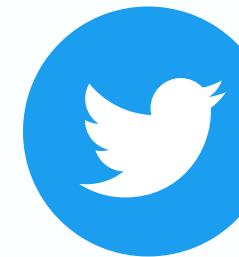
*Changing mindsets about*

## EAR CARE

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

World Health Organization

Make Listening Safe



# Click to Tweet

Prevalent misperceptions on ear care can result in problematic ear diseases.

Follow WHO's tips for healthy hearing to protect yourself

[#WorldHearingDay](https://shorturl.at/koHPS)

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

CLICK HERE



# On 3 March 2024

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

@who

[Facebook](#)

[Instagram](#)

[TikTok](#)

[Twitter](#)



**#worldhearingday  
#hearingcare**

Don't forget to use the  
hashtags!



**@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

A graphic on the right side of the slide featuring a network of interconnected nodes (dots) in shades of blue, red, and grey, set against a white background. The text 'And to tag us in your tweets!' is overlaid on this graphic in a white, sans-serif font.

And to tag us  
in your  
tweets!



# World Hearing Day Instagram Filter



The image shows a composite of three screens related to the World Hearing Day Instagram filter. On the left, a white card displays a purple smiley face icon with three stars above it, followed by the text 'HOW TO SAVE AND USE THE WORLD HEARING DAY INSTAGRAM FILTER.' in purple and red. Below this, another white card features a purple circular logo with a white profile of a person's head, and the text 'WORLD HEARING DAY' and '03 March 2024' in purple. On the right, a smartphone screen shows a purple-themed Instagram filter interface. The phone's status bar shows '9:41'. The main screen has a purple background with red wavy patterns. At the top, it says 'CHANGING MINDSETS'. In the center, there is a photo of a man with a beard and a woman smiling. Below the photo, the text 'WORLD HEARING DAY' and '03 March 2024' is displayed. At the bottom of the phone screen, there are icons for 'Try It', a camera, a location pin, and three dots. A hand icon with arrows at the ends of fingers is pointing towards the bottom right corner of the phone screen.

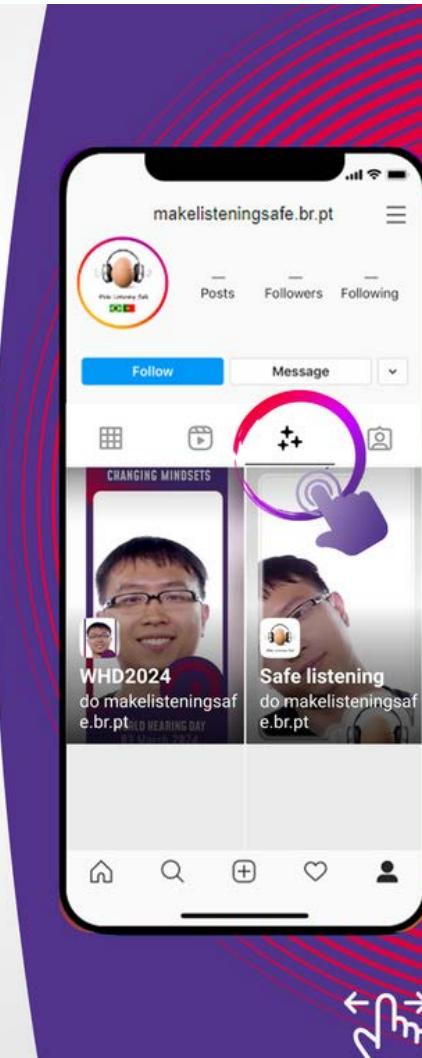
# World Hearing Day Facebook frame



# World Hearing Day Instagram Filter



- 1**   
VISIT THE PROFILE  
@MAKELISTENINGSAFE.BR.PT  
THE CLICK ON THE  
FILTER`S PAGE


- 2**   
CLICK ON  
THE WORLD  
HEARING  
DAY FILTER  
FOR A  
PREVIEW.


- 3**   
CLICK ON THE  
SAVE BUTTON  
TO GET IT.  
  
(Tipp: you can also try it!)



# World Hearing Day Instagram Filter



The image shows a composite of two promotional graphics. On the left, a purple callout box contains the text: "FROM NOW ON YOU'LL ALWAYS FIND THE FILTER IN YOUR GALLERY WHEN CREATING A NEW STORY, REEL OR LIVE." Above the box is a large number '4' next to a smiling face icon. At the bottom is a circular logo featuring a stylized profile of a person's head with a red-to-purple gradient. To the right, a smartphone displays an Instagram-style filter interface. The filter has a purple background with red and blue wavy patterns. The text "CHANGING MINDSETS" is at the top, followed by a photo of a man and a woman smiling. Below the photo are filter settings like "Aa", "∞", and "⊖". At the bottom of the filter screen, it says "WORLD HEARING DAY WHD2024 03 March 2024 de makelis...". A hand icon at the bottom right indicates how to apply the filter.

The World  
Hearing Forum  
Changemakers  
Facebook

Make  
listening safe  
LinkedIn

Make  
listening  
safe Twitter

World Hearing  
Day Wikipedia

World Hearing  
Day Website

**Our other  
social media  
channels**



Coming soon!

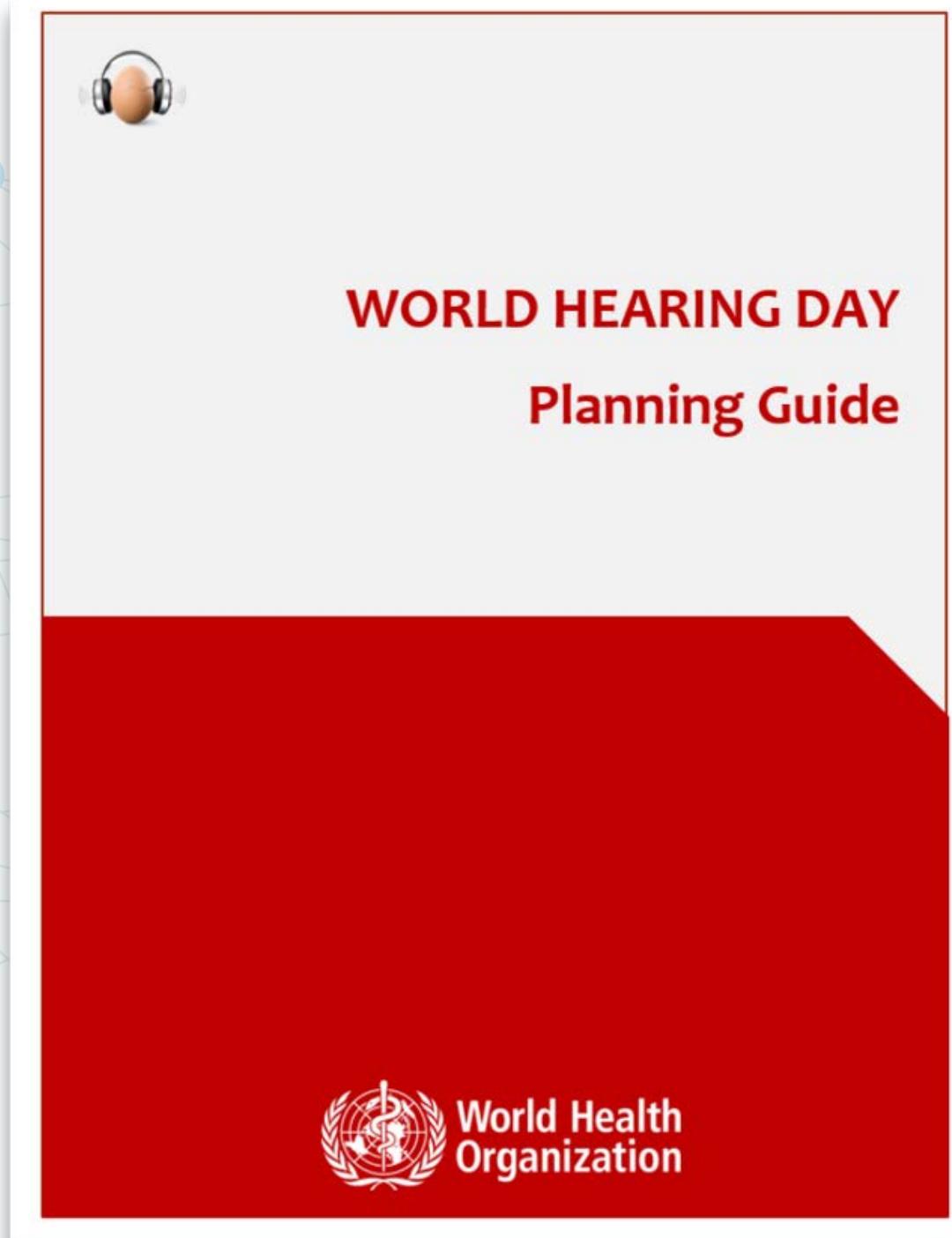


## HEARING AID SERVICE DELIVERY APPROACHES FOR LOW- AND MIDDLE-INCOME SETTINGS

- 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!

Register

Review the registered 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!



[Find out more about the WHF](#)  
**Apply now!**

In case of any  
concerns  
contact us at  
**[whf@who.int](mailto:whf@who.int)**





World Health  
Organization



# Ear and Hearing care for all!

