

# EAR AND HEARING CARE



## WHO European Region

TODAY,

**196**  
MILLION

PEOPLE IN  
THE REGION  
LIVE WITH  
HEARING LOSS

BY 2050,

**236**  
MILLION

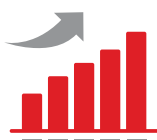
PEOPLE ARE  
PROJECTED TO HAVE  
PROBLEMS WITH  
THEIR HEARING



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