

WORLD HEARING DAY



(INTERNATIONAL EAR CARE DAY, 3RD MARCH 2017)

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OUTLINE

- INTRODUCTION
- THEME
- THE EAR
- COMMON EAR CONDITIONS/ DISEASES
- HEARING LOSS
- ACTION FOR HEARING LOSS
- MAKE A SOUND INVESTMENT
- CONCLUSION

INTRODUCTION

- International Ear Care Day was designated in April 2007 in Beijing China at the First international conference on prevention and rehabilitation of hearing impairment. (WHO)
- Renamed WORLD HEARING DAY in 2016
- Specific theme each year...

AIM



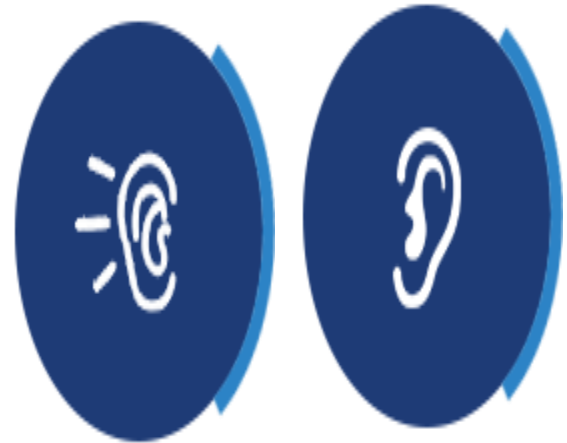
- To raise awareness on ear and hearing care across the world

(To promote prevention and rehabilitation of hearing loss)

WHY 3RD MARCH (3 . 3)

Annual advocacy on
3rd March (3.3)

3.3 represents the
shape of the two ears



THEME 2017

**ACTION
FOR
HEARING
LOSS**

World Health
Organization

Make a Sound Investment

3 March 2017
World Hearing Day
For more information and materials, visit
www.who.int/topic/2017/03/march-world-hearing-day/en

THEME CONT'D

- Draws attention to the economic impact of hearing loss.

THE EAR



EAR HYGIENE / CARE

- **Leave the ear alone**
- **Don't insert objects into the ear**
- **Don't use sharp objects in the ear**
- **Use earplugs around loud noises**
- **If ear is discharging, See your doctor**
- **Noise in the ear see your doctor**
- **Avoid drug abuse**
- **Treat URTI adequately**

Video: Don't insert objects into the ear (cotton buds)



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COMMON EAR CONDITIONS/DISEASES

- Otitis externa
- Acute otitis media
- Otitis media with effusion
- Chronic suppurative otitis media
- Vertigo
- Hearing loss

HEARING LOSS

- Diminished or loss of the ability to hear.

Types

- Conductive hearing loss
- Sensorineural hearing loss

CAUSES

- **Conductive hearing loss**

- Wax impaction

- Foreign body in external auditory canal

- Congenital – non development of external auditory canal (meatal atresia)

- **Sensorineural hearing loss**

- Congenital (from birth)

- Neonatal jaundice

- Infections

- Head injury- skull fracture

- Noise**

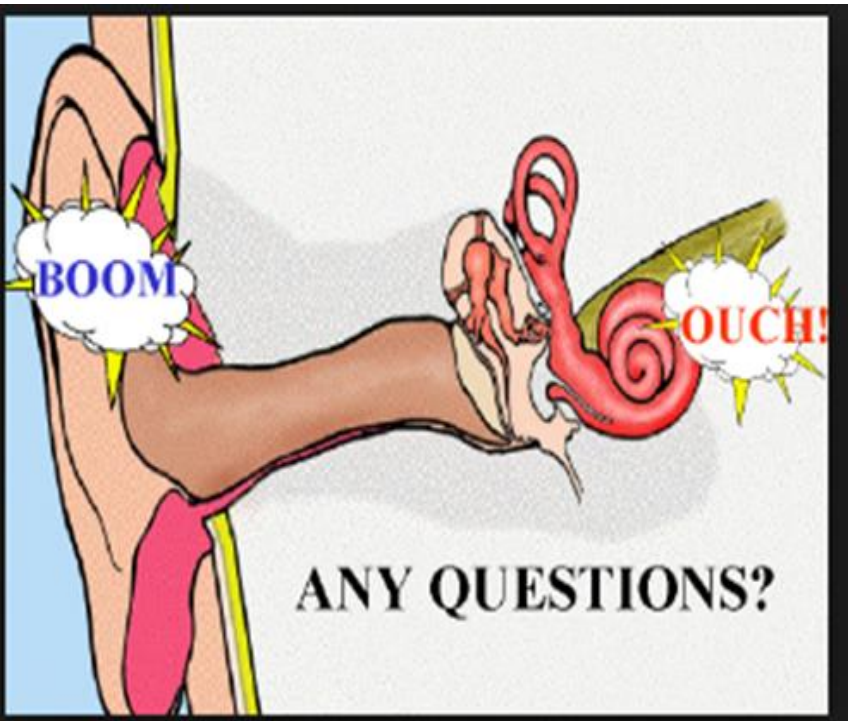
- Ototoxic drugs eg quinine, chloroquin, gentamicin

BEAD IN THE EAR

**Incidental
foreign body
in a student's
right ear
(study in 2015)**



WARNING SIGNS

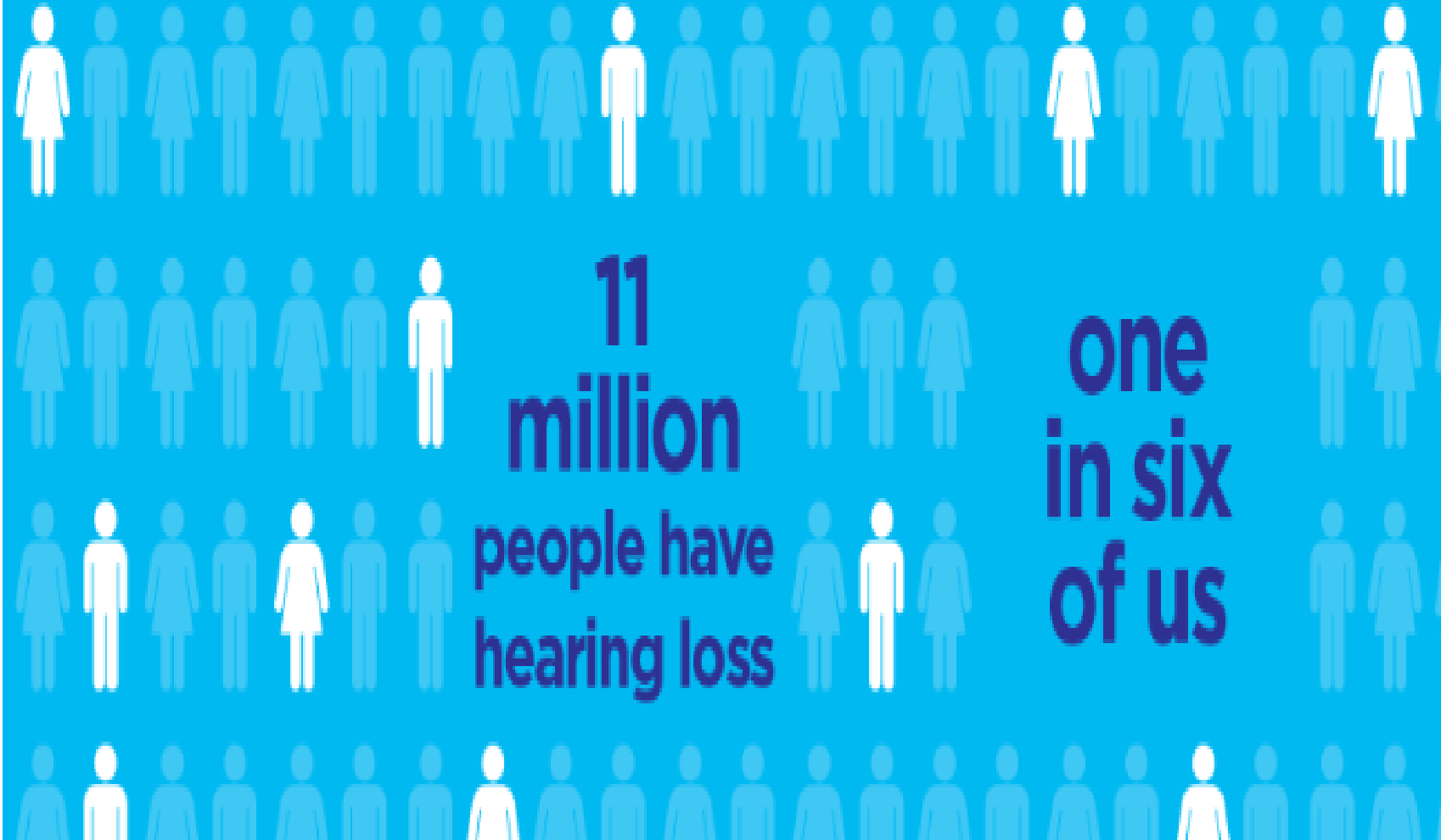


- Pain in the ear / Ear Discomfort
- Tinnitus
- Muffled sounds
- Difficulty understanding speech in a noisy environment
- Increasing the volume of your television

• Poor academic performance, reading

• Difficult speech acquisition

PREVALENCE AND IMPACT



PREVALENCE AND IMPACT

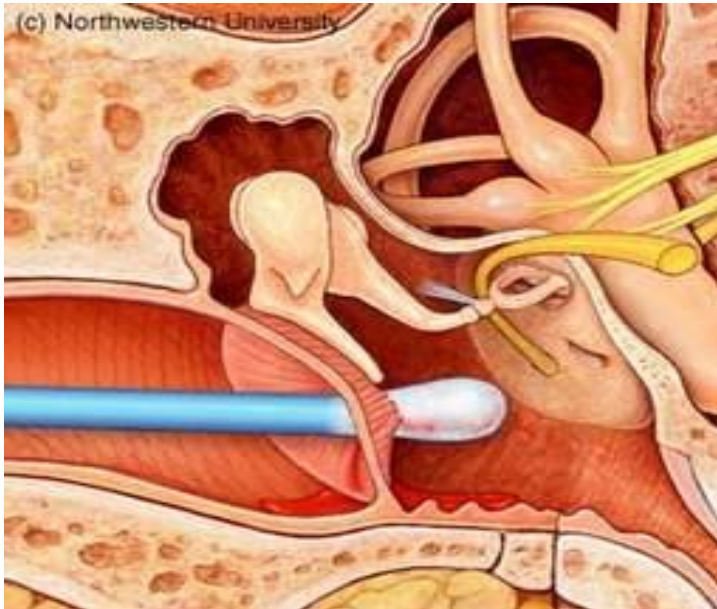
52 MILLION PEOPLE IN THE
EU HAVE HEARING LOSS



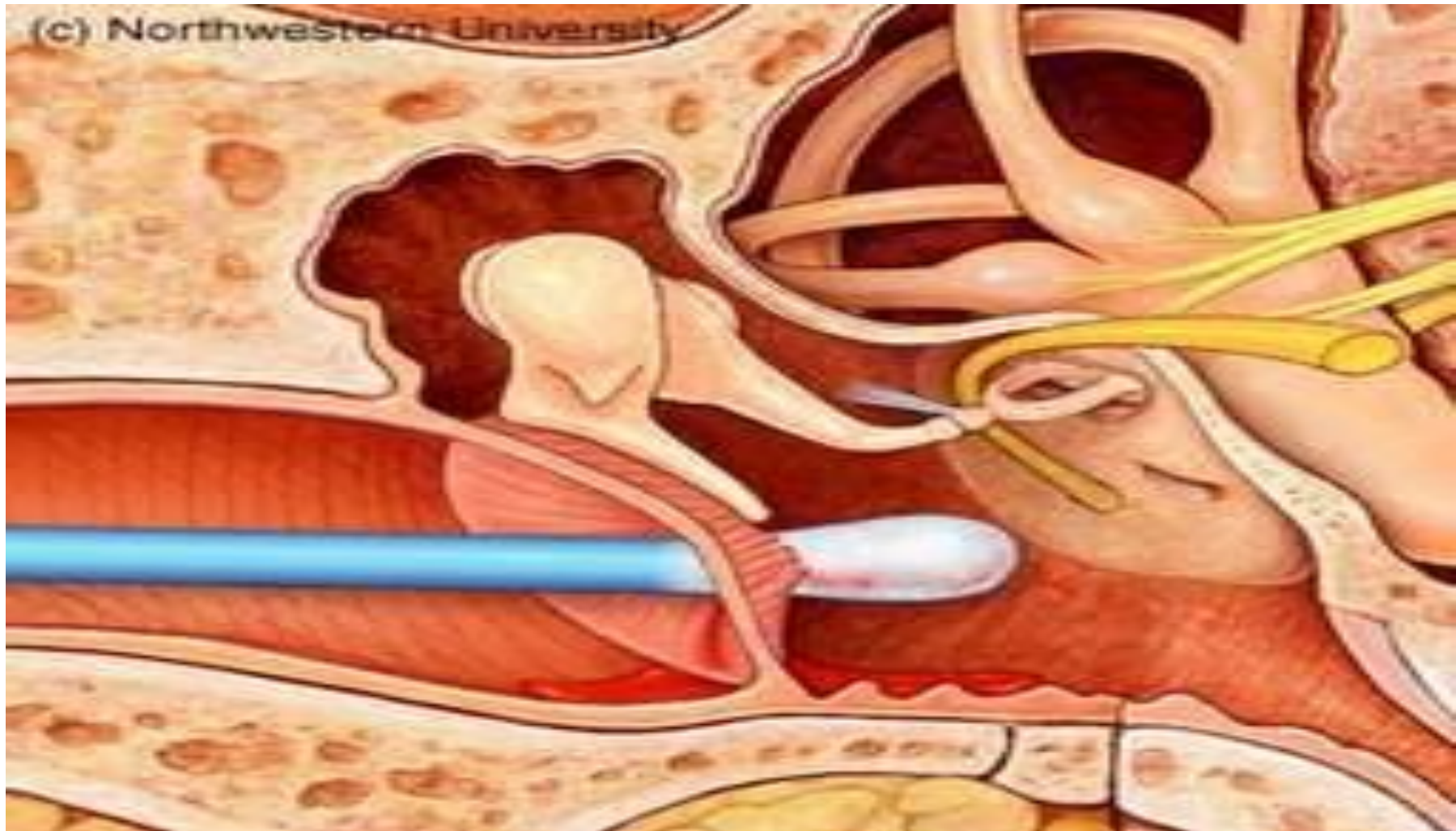
UNTREATED
HEARING LOSS COSTS
€178 BILLION
—EACH YEAR

PREVENTION OF HEARING LOSS

- Take medications only as directed
- Keep your ears dry
- Regular checkups
- Use earplugs around loud noises
- Turn the volume down
- Give your ears time to recover
- Stop using cotton swabs in your ears



Perforated tympanic membrane



ACTION FOR HEARING LOSS

- Awareness
- Screening programmes
- Early identifications
- Treatment
- Rehabilitation

MAKE A 'SOUND' INVESTMENT

- SAVE FOR YOUR HEARING
- MAKE MAJOR SAVINGS TO PREVENT AND TREAT HEARING LOSS
- Studies, Researches on Hearing loss, prevention and Treatment of hearing loss
- Provision of equipment for hearing evaluation
- Mandatory ear screening(policy makers))



CONCLUSION

- Go into the family / community
- Preach the good news of the WORLD
HEARING DAY
- With the Mission “to reach out to all
around you”
- And the Vision “that all may hear better.”

THANKS FOR LISTENING



Make Listening Safe.
Once you lose your hearing,
it won't come back!