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BSHAA WEBINAR	Title: World Hearing Day 2017: Cost, Cost-Effectiveness and Public Hearing Health Approach
	When: March 2nd 2017; Time: From 18.00 to 19.00 (GMT)
SPEAKER	Dr Shelly Chadha, M.B.B.S., M.S.(Otolaryngology), Ph.D.
	Technical Officer, Prevention of Deafness and Hearing Loss, World Health Organization, Geneva, Switzerland (chadhas@who.int)
LEARNING OBJECTIVES	<ol style="list-style-type: none">1. To share information regarding estimation of global costs of unaddressed hearing loss.2. To outline evidence regarding cost-effectiveness of interventions3. To share the public health aspects of hearing care and outline research needs.
ABSTRACT	<p>Unaddressed hearing loss has an adverse impact on many aspects of life including language development, cognition, communication, education, employment, psychological wellbeing and social integration. Most of these have economic consequences, for individuals, governments and the society as a whole.</p> <p>WHO estimates that 60% of hearing loss (among children) can be prevented through public health measures and all (adults and children) who have hearing loss can benefit greatly from early identification and appropriate interventions.</p> <p>Evidence shows that actions for prevention of hearing loss and screening for early identification are cost effective. The use of hearing devices, including hearing aids and cochlear implants has a positive impact on quality of life and can result in economic benefits to both, the individual and the society. Understanding the costs associated with hearing loss as well as the potential for saving are useful pieces of information that help policymakers allocate resources.</p> <p>The World Health Organization has focussed on hearing loss as a public</p>

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health problem and works with the aim of making ear and hearing care accessible to all. Its activities focus on advocacy to increase global awareness on this subject as well as technical support to national governments and partners for planning, implementing and monitoring ear and hearing care strategies.

SPEAKER'S PROFILE

Dr Shelly Chadha is a native of India. She was trained as an otolaryngologist at the University of Delhi, India and subsequently undertook doctoral studies in public health at the same university.

Prior to joining WHO in 2011, she was working as a Professor of Otolaryngology at the Maulana Azad Medical College in New Delhi, India. Also, she served as a member of the national committee for development of National Programme for Prevention and Control of Deafness in India.

She has long-standing experience in policy development for hearing care. She was closely associated with the development of the Sound Hearing 2030 initiative and served as an advisor to CBM.

Shelly oversees WHO's work on prevention of deafness and hearing loss including advocacy for prioritisation of hearing care; technical support to countries for development of hearing care strategies and development of tools and guidance.



FURTHER INFORMATION

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