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## Press release - EHIMA

### Virtual Lunch Debate at the European Parliament on 1 March 2023

**Brussels, Belgium, March 2023.** The Third of March is World Hearing Day. On this day each year, the World Health Organization (WHO) raises awareness about the need for better hearing health worldwide. This year, WHO has chosen the slogan “Ear and Hearing Care for All!” for the event.

In Europe, the World Hearing Day campaign kicks off on the 1<sup>st</sup> of March with the annual Virtual Lunch Debate at the European Parliament, an event jointly organized by EHIMA and its partners AEA, EFHOH and EURO-CIU.

In 2023, the debate focuses on the importance of preventing hearing loss and improving hearing care. The event is being hosted by MEP David Lega (Sweden, EPP) who will be joined by Shelly Chadha (WHO), Mark Laureyns (AEA), Lidia Best (EFHOH), Teresa Amat (EURO-CIU), Patrick D’Haese (EHIMA) and Ariane Laplante-Lévesque (WHO Europe).

Registrations are open. The interested public can join the event on 1 March, 12.30-14.30h, on Zoom by [registering here](#). More information can be found on the infographic to the right.

The infographic is a blue-bordered box containing event details. At the top, it features logos for AEA (European Association of Hearing Aid Professionals), EFHOH (European Federation of Hard of Hearing People), EUROCIU, and EHIMA. The main title is "Virtual Lunch Debate 'EAR AND HEARING CARE FOR ALL!' Let's make it a reality" with the host "MEP David Lega (Sweden, EPP)". The date and time are "Wednesday 1<sup>st</sup> of March 2023 12:30-14:30h CET". A smaller box on the right says "Virtual Lunch Debate European Parliament" and includes a "WORLD HEARING DAY 3 MARCH 2023" graphic with the slogan "EAR AND HEARING CARE FOR ALL! Let's make it a reality!". At the bottom, logos for EPP (European People's Party) and the European Parliament are shown.

**Virtual Lunch Debate**  
**"EAR AND HEARING CARE FOR ALL!"**  
Let's make it a reality  
Host: MEP David Lega (Sweden, EPP)

**Wednesday**  
**1<sup>st</sup> of March 2023**  
**12:30-14:30h CET**

**Virtual Lunch Debate**  
**European Parliament**

**WORLD HEARING DAY**  
3 MARCH 2023

**EAR AND HEARING CARE FOR ALL!**  
Let's make it a reality

**epp** European People's Party  
Parlamentum Europaeum

- Welcome & Introduction – MEP David Lega (Sweden, EPP)
- Ear and Hearing Care for All – World Hearing Day - Shelly Chadha WHO
- Adult hearing screening in Europe - Patrick D’Haese EHIMA
- Hearing Care Access in Europe – Lidia Best EFHOH & Teresa Amat Euro-CIU
- Why and how to avoid the consequences of untreated hearing loss - Mark Laureyns AEA
- The importance of Quality Hearing Care and Rehabilitation in Europe. Ariane Laplante-Lévesque WHO Europe
- Debate - All
- Conclusion – MEP David Lega

### The European Hearing Instrument Manufacturers Association (EHIMA)

The European Hearing Instrument Manufacturers Association (EHIMA) represents the world’s major hearing instrument manufacturers, offering smart hearing aid and implant solutions for



people living with hearing loss. Members of EHIMA develop, manufacture and market hearing instruments on a large scale in one or more countries in Europe as well as exporting their products worldwide.

### **Key Facts on Hearing Loss**

- 1 in 10 of the total EU population states a hearing loss.\*
- Only 1 in 3 of the hard of hearing people uses hearing instruments.\*
- Untreated hearing loss costs EU28 each year 185 billion €. \*\*
- Hearing instruments help to reduce these costs. \*\*

Source: \*EuroTrak; \*\*Bridget Shield (2019): Hearing Loss – Numbers and Costs, Brunel University London; both available at [www.ehima.com](http://www.ehima.com)

### **Press Contact**

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