

Webinar

Increasing Cross Sectoral Collaboration in Advocacy Efforts for Ear and Hearing Care Services



16 January 2025



10 a.m. EST

Social Media Package

 International Federation on Ageing
 a contribution to the Decade of Healthy Ageing

Webinar
 Increasing Cross Sectoral Collaboration in Advocacy Efforts for Ear and Hearing Care Services

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Dr. Joshua Chodosh
Clinical Geriatrician and Professor of Medicine and Population Health at NYU Langone Health and NYU Grossman School of Medicine



Dr. Kathy Pichora-Fuller
Professor Emerita of Psychology at the University of Toronto and Adjunct Professor of Gerontology at Simon Fraser University



Dr. Sue Archbold
Co-Ordinator of the CI International Community of Action, CIICA, and Steering Committee, World Hearing Forum

Supported by Cochlear

Access to equitable and timely ear and hearing care services remains a significant challenge for many, especially older adults. For those aged 60+, hearing loss is not just a health issue—it’s tied to broader challenges like social isolation, dementia, and quality of life.

The International Federation on Ageing is hosting a webinar to explore how we can overcome these barriers together. As part of the initiative Increasing Cross-Sectoral Collaboration in Advocacy Efforts for Ear and Hearing Care Services, this event will provide actionable insights, strategies, and resources to empower stakeholders, particularly civil society organizations (CSOs). Join us by registering here: <https://shorturl.at/QEqWi>

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4/6 countries of interest **do not** include ear and hearing health care strategies in their National Dementia Care Strategies.

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A recent IFA initiative researching healthy ageing policies found that 4/6 countries of interest* do not include ear and hearing health care strategies in their National Dementia Care Strategies.

To learn more about the importance of integrating hearing and brain health policies, and the evidence between hearing loss and cognitive decline, join IFA’s upcoming webinar on January 16th, 2025: <https://shorturl.at/QEqWi> *Countries of interest included: China, Japan, South Africa, Saudi Arabia, The United Kingdom, and The United States.

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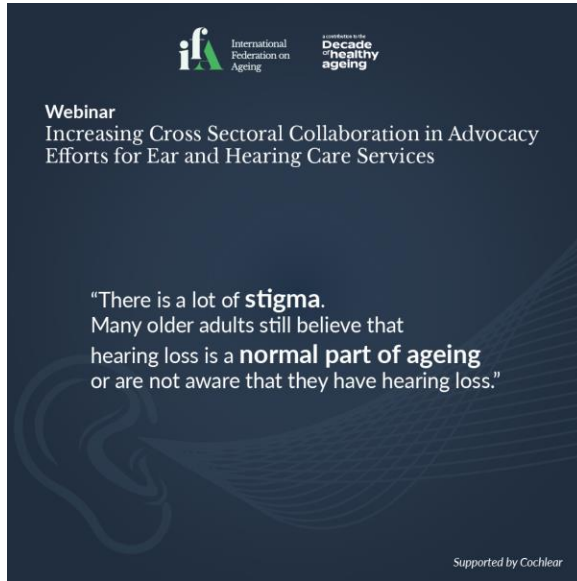
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Did you know
 over 2.5 billion people may face
hearing challenges by 2050?

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In a recent initiative, the IFA spoke with experts in the field of ear, hearing, and brain health across the world.

Here is what they had to say: “There is a lot of stigma. Many older adults still believe that hearing loss is a normal part of ageing or are not aware that they have hearing loss.”

“If you experience memory challenges or changes, or have early dementia, you need to be establishing routines around your hearing health and sensory access as much as possible, as this can only benefit your health later.”

Join IFA’s upcoming webinar on January 16th at 10:00 am EST, to learn more from experts in the field on the importance of evidence-based advocacy for hearing health and cognitive health. <https://shorturl.at/QEqWi>



Did you know that over 1.5 billion people globally experience some degree of hearing loss? By 2050, this number is expected to rise to 2.5 billion, impacting 1 in 4 people worldwide. Among older adults, the effects are even more profound—over 65% of those aged 60+ face hearing challenges that significantly affect their quality of life.

This growing public health issue demands urgent, cross-sectoral action. That’s why we’re excited to invite you to our upcoming webinar as part of the initiative Increasing Cross-Sectoral Collaboration in Advocacy Efforts for Ear and Hearing Care Services.

Register here to join us: <https://shorturl.at/QEqWi>