



# *Action Plan On Hearing Loss*

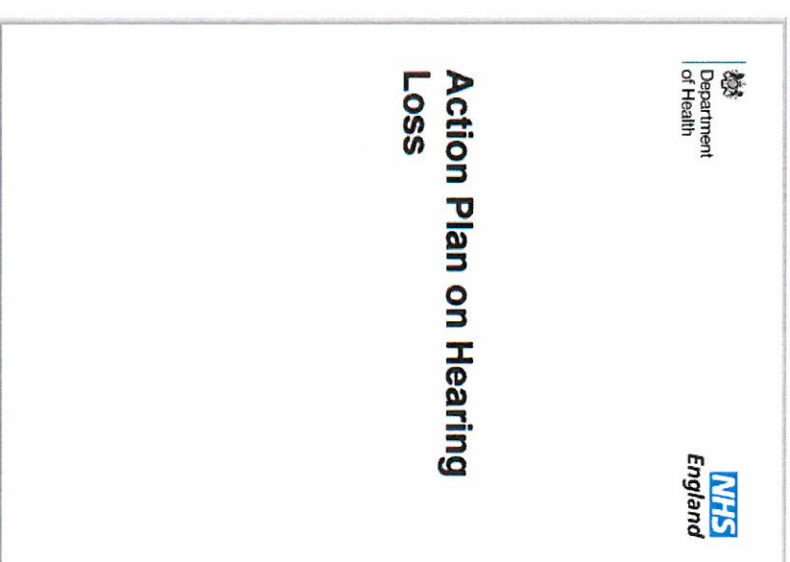
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**Action Plan on Hearing Loss**  
**Programme Lead**

30<sup>th</sup> October 2017



# The Action Plan on Hearing Loss

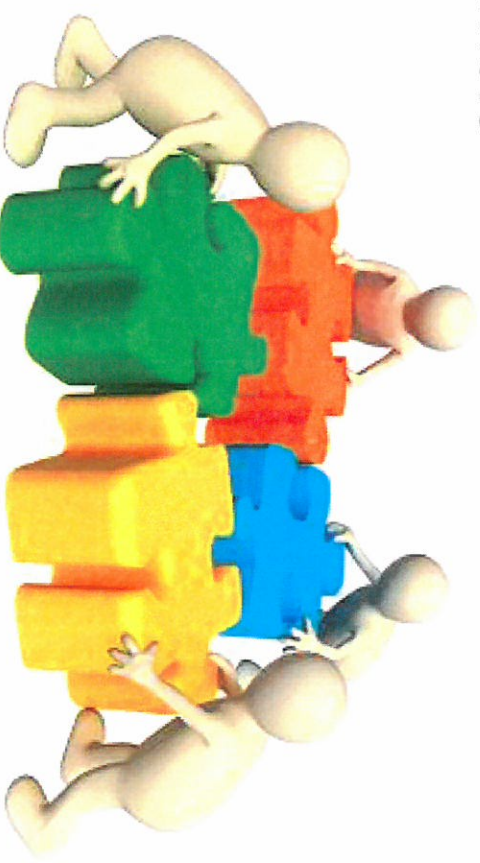
- Jointly published by the Department of Health & NHS England in 2015
- Tackles the rising **prevalence** and personal, social and economic **costs** of uncorrected hearing loss and the variation in **access** and **quality** of services experienced by people with hearing loss
- To achieve the plan's objectives NHS England established a collaborative programme with active involvement of key stakeholders



***Co-ordination is essential to make effective use of constrained resources across the sector***

# Underpinning values of the Action Plan

- Recognises the **impact** of deafness and hearing loss for individuals and society as a whole
- Accepts that hearing loss is **not just a health issue**
- Societal impact requires an **integrated approach** across public, private and third sectors
- **Encourage Action** and **Promote Change** across all public service sectors and at all ages



# The personal impact of hearing loss

- **Physical and Mental Health**
  - Major but often unrecognised condition
  - Social isolation due to hearing loss and more likely to develop depression
  - Growing body of evidence suggesting link to dementia
- **Access to services**
  - Difficulties such as GP appointments
  - Lack of services that are deaf aware or have interpretation services
- **Economic impact**
  - Hearing loss can lead to people retiring early
  - Wider societal impact of lost productivity and unemployment



# Tips to promote effective hearing and communication management

- Understanding needs & challenges
- Promoting effective hearing & communication management
  - Detecting hearing loss early
  - Looking out for signs of hearing loss
  - Including hearing management in the care plan
  - Training care staff
  - Managing the environment
- Communication tactics to support conversation



# Continuing system pressure points

- Lack of integration across sectors
- Quality variation and inequality of service provision
- Low levels of engagement with interpretation & translation services
- Person centred approach not always in place
- Silo working across teams and organisations



# Moving forward with the APOHL

- Collaborative programmes of work, aligned with NHS England's Five Year Forward View, led by key delivery groups
  - Improved Commissioning
  - Living Well
  - Early Diagnosis
  - Research and Innovation
  - Prevention

# APoHL outputs 2016/17

- Publication of Commissioning Framework to CCGs
- Development and approval of Joint Strategic Needs Assessment (JSNA) toolkit to support local health and wellbeing boards
- Publication of the 'What Works' Guides
- Hosted a taster session for evidence based prevention



## In summary

- Hearing loss continues to be **a growing challenge** in England and requires concerted effort and action from a wide range of stakeholders
- We have **made progress** since the publication of the APHL in 2015
- NHS England is committed to providing clinical leadership, system oversight
- There is work still to be done: **Encourage action** and **promote change** across all public service sectors and at all ages





# Prevention of Hearing Loss

**Clare Forshaw**

Head of Centre for Health,  
Health and Safety Executive



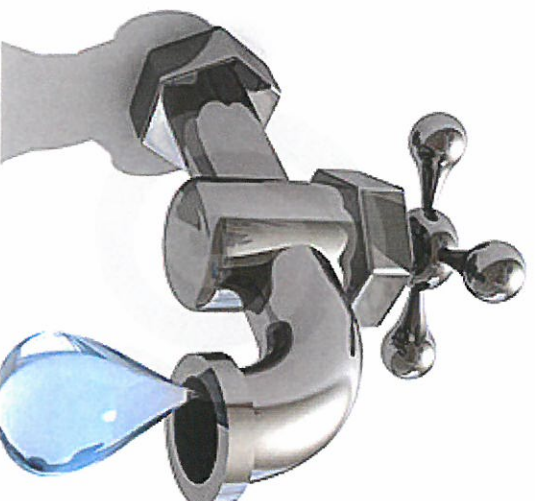
# Prevention; the Key to the Future

- All tertiary interventions are unsustainable without intervention at source
- Prevention is integral to a successful plan and to make a real difference
- Prevention and intervention is at the heart of what HSE bring to a wider system approach to tackling ill health and influence at the workplace

# New Ways of Communicating

- Identified a lack of consistency across the system in persuasive evidence based messaging
- To make a difference we can coordinate targeted messaging to specific audiences

Consistency → Understanding → Behaviour Change





# Sounds Expensive?

**It is.....**

## **£25 billion every year**

Estimated cost for UK in lost productivity and unemployment due to hearing loss (International Longevity Centre 2015)

**£400m**

Costs of insurance claims for noise-induced hearing loss – increase of 250% (ABI, Tackling the Compensation Culture – Noise Induced Hearing Loss Claims 2014)

# Sounds Expensive? It isn't....

**Costs reduced by 50% - 80%**

typically through simple engineering noise control measures as opposed to applying palliative measures (HSE, Sound Control, HSG138 , 1995)

## **Self-Financing**

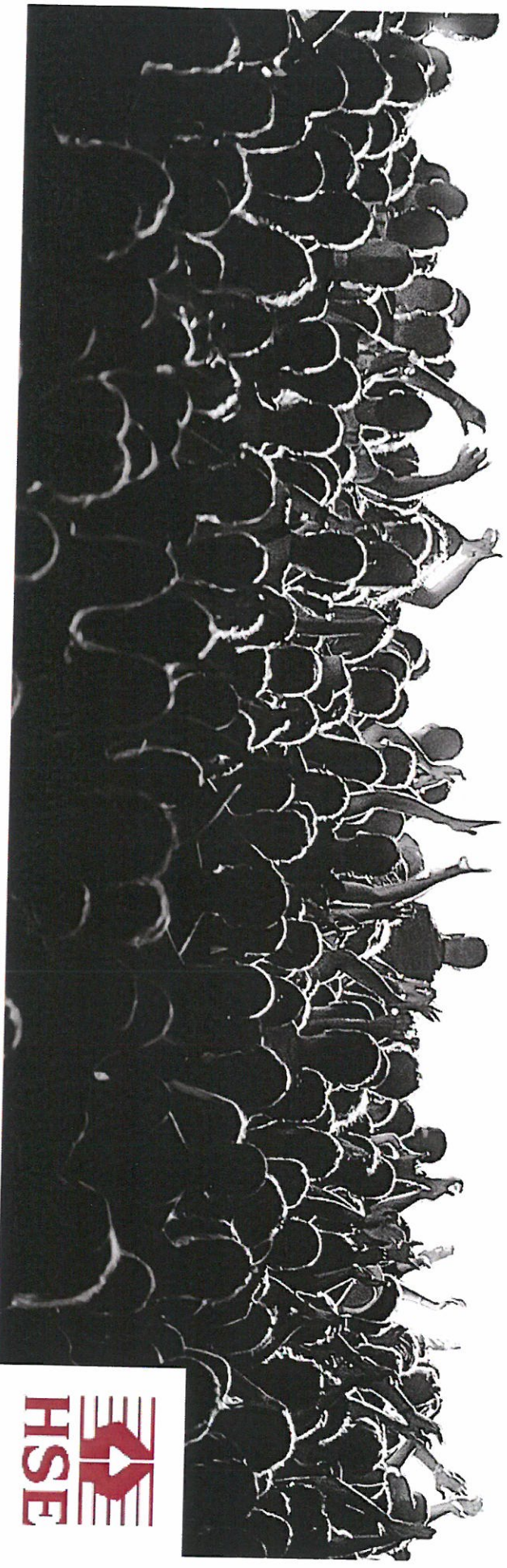
best practice applications can reduce both costs and noise levels sufficiently to make the projects self-financing by eliminating need for personal protection equipment ((HSE, Sound Control, HSG138 , 1995)

# Novel application of a familiar test

- Oto Acoustic Emissions Testing (OAE)
- Standard Newborn hearing screening test
- Has demonstrated potential as an earlier indicator of damaging exposure to noise
- Both scientifically and as an influencer on behaviours
- Want to explore what is the value and the practical issues
- Want to raise awareness – workshop?.....

# New Ways of Educating – Dangerous Decibels

- As a nation we have an unhealthy relationship with sound and noise
- We pick up social cues throughout our lives
- These are reinforced and lead to an ignorance of the harm that is being caused





# In Summary

- So an ambitious project based on a sound call for action
- Wide reaching opportunities and impact can be achieved
- Cross system approach – all pulling together in one direction