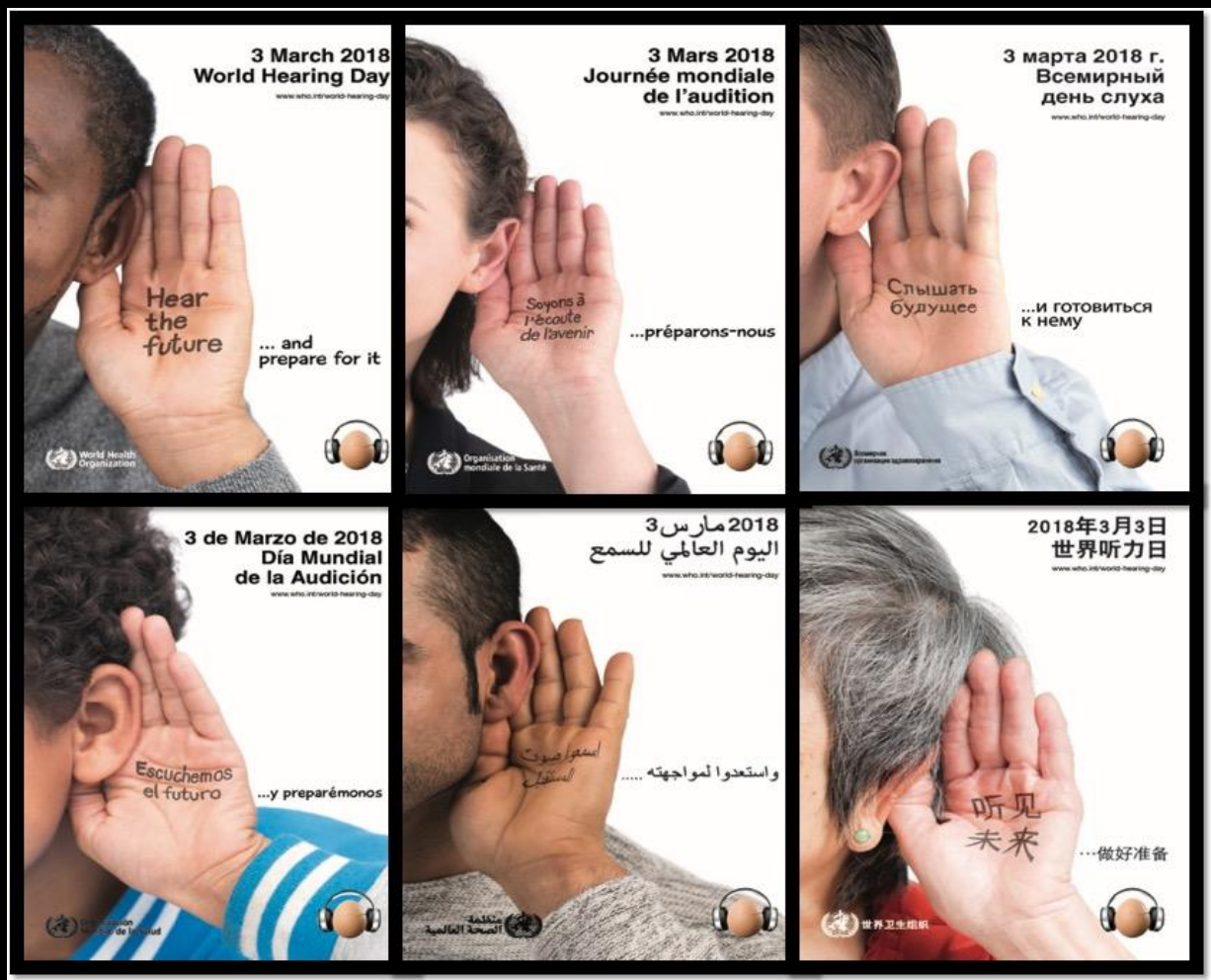


World Hearing Day

3 March 2018

Report of activities



World Health
Organization

INTRODUCTION

World Hearing Day is an annual advocacy event observed on 3 March. The aim of this day is to raise awareness regarding hearing loss, and to promote ear and hearing care at national and community levels across the world. Every year, this day addresses a specific theme, and to reflect this, activities are carried out by WHO and its partners.

'Hear the future' was World Hearing Day's 2018 theme inspired by the statistical projections that predict a rapid increase in the number of people with hearing loss. To date, approximately 466 million people are affected by hearing loss. This figure is expected to be closer to 900 million by 2050. By focusing on preventative measures and management strategies to ensure access to the necessary rehabilitation services, we aim to address this anticipated rise in the prevalence of hearing loss globally. To mark this day of 'World Hearing Day', health advocacy and promotional activities on hearing loss were held by WHO Headquarters, WHO Regional Offices, Member States, collaborating centres and other partners.

For World Hearing Day 2018, WHO developed and released a series of informational resources including:

- World Hearing Day Report: addressing the rising prevalence of hearing loss.
- Brochure
- Infographic
- Posters
- Banner
- Facebook live event and social media

All materials were prepared in Arabic, Chinese, English, French, Russian and Spanish.

On March 1 2018, WHO HQ held a press



briefing at the Palais des Nations in Geneva, which drew attention to the anticipated increase in the prevalence of hearing loss around the world, in the coming decades. Preventative strategies to stem the rise were summarized and steps were outlined to ensure access to the appropriate rehabilitation services, communication tools and products for people with hearing loss. A news alert was issued and can be viewed [here](#). World Hearing Day was widely covered by the press and media around the world.

WHO-HQ also held a seminar on 2 March to discuss 'Hear the future.' Dr Soumya Swaminathan opened the session and highlighted the importance of hearing care as a key part of universal health care. The World Hearing Day theme 'Hear the future' was introduced. Relevant information was shared on projected incidence of hearing loss by the year 2050. Dr Mohan Kameswaran from India delivered the keynote address on 'Policy implementation (for ear and hearing care): case studies from India'.



AUSTRALIA

The Australian Hearing Hub, part of Macquarie University in Sydney, marked World Hearing Day with a media campaign to raise hearing awareness and highlight the importance of maintaining hearing health. They promoted hearing research through an online news channel, radio, staff and student newsletters, banners and social media- reaching over 6,000 people .

A 4-day workshop was held in Sydney at the Macquarie University Centre for Implementation of Hearing Research on 'Planning and implementing hearing healthcare: from global to local solutions for hearing health professionals, researchers and advocates nationwide. The workshop was led by world-renowned public health expert Prof. Andrew Smith, and included presentations from experts in Indigenous hearing health screening, the WHO global programme, health economics and implementation. It was an informative event with around forty participants. The group work and networking event fostered future collaboration opportunities to improve hearing health.

Over three days, Advanced Hearing WA in Busselton organized staff hearing screening and information sessions on hearing loss identification and prevention, dangerous noise levels and hearing protection at the public hospital and city council, reaching up to 400 people.

The HEARing Cooperative Research Centre (CRC) published social media posts on Facebook, Twitter and LinkedIn to promote World Hearing Day, reaching 8500 people. These posts used WHO's World Hearing Day materials to promote

both the WHO Hear the Future seminar live link and the WHO press release.

Cochlear Australia held various events around Sydney reaching over 350 people, excluding those over social media. In collaboration with the Royal Victorian Eye and Ear Hospital and the Victorian Government, a hearing loss awareness dinner was held to inform local leaders about hearing loss. Three celebratory events for World Hearing Week also took place with opportunities to hear from specialists in hearing loss, manufacturers and customers. They also celebrated the opening of a second Cochlear Care Centre in Geelong and the hosting of staff screening in their Sydney office.

Additionally, in a joint partnership under the Smart Hearing Alliance, ReSound and Cochlear showcased a new cloud based eco-system that provides an innovative hearing care experience by remote fine tuning displaying the power of hearing with both ears.

BANGLADESH

Society of Otology, Central Hearing Care Center, the Su-Shastho Foundation and the National ENT and Head-Neck Cancer Foundation of Bangladesh celebrated the World Hearing Day through the organization of a large, colourful rally in Dhaka. The rally was followed by an awareness session on the theme 'Hear the future' at the Bangabandhu Sheikh Medical University in Dhaka.



Discussions focussed on 'Hearing Problems in Bangladesh, Noise Pollution and Its Control' and speakers included the Vice-Chancellor of the Banglabandhu Sheikh Mujib Medical University, WHO country office representative, doctors, an environmental activist, a social worker and media representatives. A free health camp was also organized, offering free hearing tests to participants. Reports and stories

published in mainstream media reached an estimated 16 million people in the country.

The Centre for Disability in Development (CDD) organized outreach activities in 22 unions across 13 districts of the country. Activities included interactive awareness sessions, inclusive sports, a quiz competition, a drawing competition, a cultural programme and dance choreography at the National Institute of ENT. Nearly 8000 people were reached through these grass-root activities including students, teachers, self-help groups and government representatives. Translated and locally adapted versions of WHO messages and materials were used. CDD developed a guideline regarding the use of the awareness materials in the work-field.



BELGIUM

The **Independent Information Centre for Cochlear Implantation (ONICI)** in collaboration with Rob Beenders (a member of Parliament) pushed through the acceptance of a resolution in Flemish parliament on March 1, 2018 concerning actions on the prevention of hearing loss and tinnitus. The resolution detailed 9 main action points, which included a focus on awareness campaigns on noise induced hearing loss, the promotion of scientific research on prevention of (noise induced) hearing loss, and the introduction of national hearing screening at school age.

Special Olympics, Arteveldehogeschool, HoGent, Universiteit Gent, Katholieke Hogeschool Vives, Thomas More, and KU Leuven, organized a study day on hearing and intellectual disability to commemorate the WHD. Plenary sessions and workshops were offered to students of audiology over the Flemish part of Belgium.

BRAZIL

The **Dangerous Decibels Program** disseminated information to raise awareness about the harmful effects of loud noises on hearing to schools and local communities, reaching over 2,000 children and adults. Questionnaires were also held to gauge communities' understandings on the effect of loud noises on hearing.

A private clinic, **FOPI**, ran [an online campaign](#) to inform the public of WHO's

publication on '10 facts of deafness'. Complementing this, a 'Dangerous Decibels' awareness session also took place for 60 school students, aged 9 to 15 years old, in São Paulo.

BRUNEI

The **Department of Otorhinolaryngology at the Ministry of Health** held a high profile advocacy and awareness programme for World Hearing Day officiated by the Minister of Health. An exhibition was held on the various local organizations involved in all aspects of public hearing health, including special education units and occupational health services. A [commemorative video](#) involving various hearing health experts was shared as part of the wider social media campaign. Young children were engaged in learning activities on sound and hearing through puppet shows and games. Free ear examinations and audiology consultations were offered. The event drew a total number of 300 visitors (adults and children).



CAMBODIA

Raksa Koma Foundation and Hope Cambodia held a large [awareness event](#) at the Koh Pich City Hall, attended by 500 participants including those from government, local NGOs and UN organizations. The event raised awareness on hearing and ear healthcare and the needs of people with hearing loss. [Media presence](#) ensured the event was disseminated across the country by multiple TV channels.



CANADA

Communicaid for Hearing Impaired Persons (CHIP) employed social media platforms to raise awareness on noise induced hearing loss. They sent a press release out to local media and also wrote letters to federal leaders asking for their support on CHIP initiatives.

CHIP also launched a pop-up to share promotional material and information on

noise induced hearing loss, as well as distributing pins to encourage wearers to turn down their music.

The **Newfoundland and Labrador Chapter of the Canadian Hard of Hearing Association** offered free hearing screenings and provided hearing health information kit on prevention, identification and treatment of hearing loss. Those who failed the screening were provided with information on accessing further assessment and treatment. World Hearing Day materials were shared in articles, TV, radio and social media provincially.

Speech Language and Audiology Canada worked with partner organizations to promote World Hearing Day through social media, highlighting the importance of hearing health. The campaign reached over 5,000 people.



CHILE

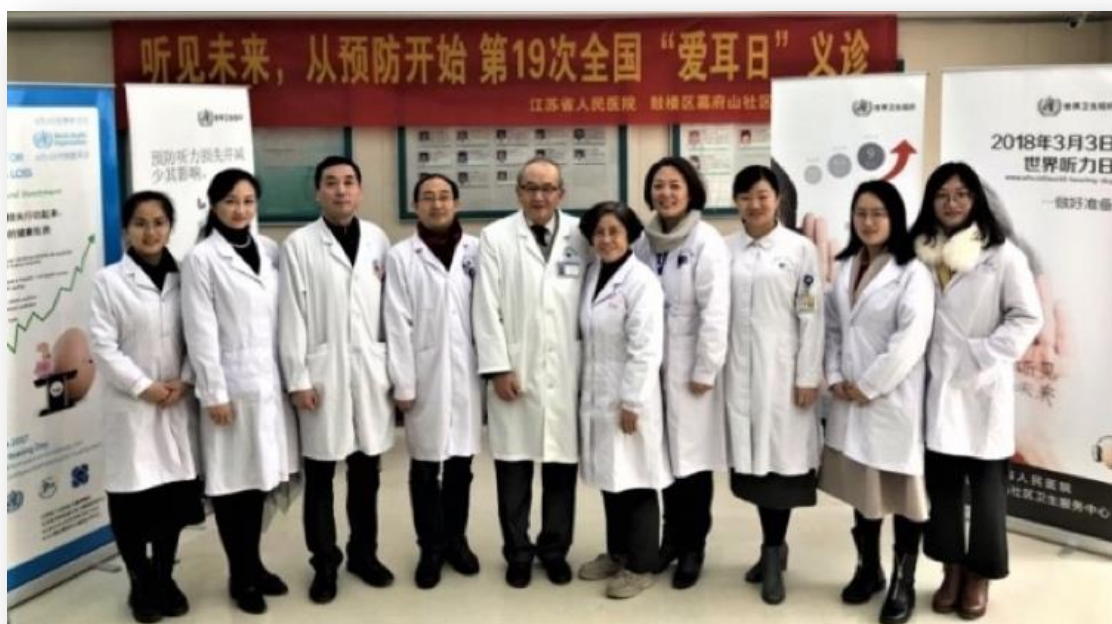
The Ministry of Health together with the Pan American Health Organization (PAHO), JUNAEB and other professional bodies led education events at 6 schools. They were taught about hearing loss, acoustic trauma, and noise exposure from headphones and background noise. Posters were distributed around schools, universities and departments of Otolaryngology around the country, which were shared on social media, reaching up to 300 people.



CHINA

This year a joint group of over 5,000 people from **15 government ministries and departments**, including the **Ministry of Education** and three **WHO Collaborating Centres**, undertook nationwide activities. These included advocacy events over 100 news media networks, reaching an estimate of 100 million people throughout China. The

programme for integration of Ear and Hearing Care into primary health care in the **Mufushan district health centre** Nanjing was launched. Ear and hearing consultations were provided in **Yuxin community health centre** and **Wanguanji village health centre** in Suqian, Jiangsu Province.





The China Rehabilitation Research Centre for Hearing and Speech Impairment (CRRCHSI) celebrated World Hearing Day by hosting a charity concert at the National Grand Theatre in Xicheng Qu, attended by 13 host ministries and 2000 participants. The concert is used to advocate for hearing and ear care. A special contribution award was presented to the National Grand Theatre and the National Symphony Orchestra for their efforts towards the cause. Three other concerts were also held in Shanghai, Zhejiang and Xinjiang. An educational camp was undertaken to inform people regarding ear and hearing care through mass media, which reached nearly 280 million people across China. Hearing screenings and free consultations were provided across the country.

The Macau Deaf Association celebrated by initiating a series of activities that will run for 6 months for strengthening hearing loss awareness and sharing best practices for provision of assistive technologies to hard of hearing individuals, such as induction loop systems and sign language translation. They also shared WHO World Hearing Day materials via the

local networks and social media, as well as launching a forum to better understand how deaf and hard of hearing individuals receive information during natural disasters and other mass emergencies. This will be used to create policies for disaster prevention.

Cochlear China published a video conducted by key local media, the local Cochlear centre and the China Rehabilitation Research Centre for Hearing and Speech Impairment to illustrate the whole process of CI surgery, mapping and speech habitation to promote advocacy and improve awareness of hearing loss and its treatments.

Beijing Institute of Otolaryngology organized a variety of activities including campaigns over a great number of media networks including fifteen newspapers, a series of public lectures on prevention of hearing loss. These events were held for communities around Beijing Tongren Hospital and offered a charity clinic and tele-medicine consultations in inner Mongolia.

To commemorate the date, **Charity Alliance for Hearing-impaired Children** delivered a 2 hours lecture online, for parents of children with Cochlear implants



and hearing aids. The role of the family in the child's rehabilitation process and the WHD materials were the main theme of the lecture.

COLOMBIA

The **Ministry of Health** of Colombia launched a national campaign aiming to reach all actors working in the field of ear and hearing care, with a special focus on the Health Sector. The objective of the campaign was to promote hearing health across the life course by implementing specific health promotion strategies within the primary health care system and available health care programmes. Following this initiative, health care providers, universities and NGOs organized different events as hearing screening sessions, talks, workshops and advocacy activities that included the dissemination of the World Hearing Day materials.

Valle University marked the day by organizing awareness activities. Experts delivered a number of lectures on ear and hearing health. Information materials were distributed. Students at the **University of Santander** created and distributed advocacy materials, including stickers, brochures and posters to celebrate the World Hearing Day at their campus.



Foundations and health care providers such as **CINDA Foundation** and **Mediglobal IPS** in Bogota organized 3 empowerment workshops for teachers and families providing specific strategies to promote children's with hearing loss academic development and social inclusion. Each event was attended by participants coming from mainstream schools and families from the capital city and nearby provinces





DENMARK

An event was held in Danish Parliament focussing on hearing loss and how to improve treatment in the Danish healthcare system. **William Demant** and **Oticon** organized the event alongside partnering organizations. Talks were held on hearing loss and audiology. Exhibits from different brands within hearing healthcare were present. The events were shared widely over social media and the public were encouraged to seek hearing test.

COSTA RICA

The **Ministry of Health** of Costa Rica reached an estimated 5,000 people through their media event sharing the World Hearing Day materials of both WHO and PAHO.

CZECH REPUBLIC

The **Czech Society of Otorhinolaryngology's** department for Phonetics and Audiology organized a debate about hearing on a nationwide public TV channel and local radio station. Two large local lectures took place on World Hearing Day and education materials were distributed in nationwide outpatient clinics.

EGYPT

The Egyptian Audiology and Vestibular Medical Society (EAVMA) highlighted the issues with increasing hearing loss figures at their society meeting and organized a series of stands and leaflet distribution run by NGOs in two mega shopping malls in Cairo and Alexandria.



FIJI

The **Frank Hilton Organization** organized free hearing screening and ENT clinic in Fiji. In the week up to the event, posters were distributed to all of the 'special schools' and the screening was promoted. As part of the awareness campaign a

promotional video was created and played on local television and radio featuring a local celebrity. Mass media awareness featured coverage of the event, as well as interviews with the ENT surgeon responsible for the service provision.

FRANCE

The **Journée Nationale de L'Audition association (JNA)** promoted the issue of tinnitus to government and the general population. They emphasized the importance of taking prevention measures to address the problem of noise-induced hearing loss from loud venues. A survey released on World Hearing Day highlighted the scale of noise-induced hearing issues among all age groups. JNA also organized other events on the same theme in Quebec, Canada in May 2018.

GEORGIA

The Charities **AI IA** (a rehabilitation centre) and the **Aures Foundation** held hearing week to draw public attention to hearing loss, while highlighting to the state about the necessity of preventative measures and the development of rehabilitation services for people with hearing loss.



Activities undertaken included school lectures on noise-induced hearing loss, a [Facebook post](#) with personal hearing loss testimonials and booklets distributed containing hearing loss information, reaching up to 500 people. A memorandum was also signed between AIIA and a leading Head and Neck Clinic to promote pediatric hearing services.

GERMANY

The **German Hearing Instrument Manufacturers Association (BVHI)** raised awareness on World Hearing Day by launching a nationwide campaign led by the German Federal Health Minister over print, TV, radio and online media. Across Germany, 3700 hearing care professionals, acousticians and ENTs offered free hearing tests and launched individual activities. Their [national online platform](#) served as central information hub of the campaign. The campaign patron was the German Federal Health Minister.

Mimi Hearing Technologies GmbH and BARMER Health Insurance organized a German national and worldwide campaign on hearing health allowing people to test their hearing with a CE certified smartphone hearing test to promote hearing loss prevention. An interactive map was used to visualize hearing ability around the world based on test user results. An event was held in Berlin which included partners from Beyerdynamic and Deutsche Tinnitus Stiftung. The famous German artist LEA performed at the Mimi World Hearing Day event.

The German Society of Audiology and the Association Good Hearing organized

free public lectures during their Annual Congress to celebrate World Hearing Day, and conducted hearing screenings in their mobile laboratory in the city of Halle.

educational hearing health workshops were held for the teachers. Hearing aids were fitted and donated to those who needed them.

GHANA

the WHD by organizing a media campaign at the local level to raise awareness about hearing loss, causes and preventive actions. Visits to different institutions in Kumasi were also carried out to raise awareness and sensitize the general public.

Centro Audiológico Auris organized an awareness campaign addressing general risk factors for hearing loss with a strong focus on noise exposure. The event included outreach through media and sensitizing visits to universities and high-schools in Honduras.

GREECE



The Clinical Psychoacoustics Lab and APD Clinic of Aristotle University of Thessaloniki posted videos to social media on World Hearing Day to raise awareness on hearing impairment, with special focus on Auditory Processing Disorder, a lesser known type of hearing impairment.



GUATEMALA

The **Smiles that Listen Foundation** travelled to rural communities in Guatemala to offer audiological services over three days. Screening was performed for over 4,000 school children and

HAITI

The **Centre for Assistance to People with Hearing Problems (CAPPA-Deaf-Haiti)** and the **National Association of Trainers and Interpreters in Sign Language (SANFIL)** conducted a public awareness campaign on the risk of carnival noises and the Rara period. Medical staff participated in radio broadcasts, via Whatsapp and over text messages, sharing the message 'Hearing: a capital to protect' which reached over two million Haitian people.

The **Christian Blind Mission (CBM)** organized an ENT health fair and community awareness events in Port Au Prince, Haiti. During the fair, local ENT doctors provided free consultations and medications, raised awareness about ear and hearing care and hearing disability, and distributed WHO World Hearing Day flyers.

INDIA

In a concerted effort, The Ministry of Health and Family Welfare, together with **Maulana Azad Medical College, Lady Harding Medical College, Safdarjung Hospital** and the **Society for Sound Hearing** organized an ear awareness session and hearing screening camp at the offices of the Ministry of Health in New Delhi. Over 350 ministerial staff were screened and counselled regarding ear and hearing care.

Sir Gangaram Hospital in New Delhi, in partnership with the **Asha Speech and Hearing Clinic** organized a media briefing on the World Hearing Day to inform the public about hearing screening and the benefits of early intervention for hearing loss. Promotional materials were distributed via print and social media.

The All India Institute of Medical



Sciences (AIIMS) conducted community awareness camps in their hospital and distributed free hearing aids to those in need, in collaboration with Widex Limited.

The **All India Institute of Speech and Hearing** organized an awareness rally on Hearing Care in Mysore district of Karnataka. A hundred young national service scheme (NSS) volunteers led the rally which was held in the busy central district. Over 10,000 people participated. Leaflets were distributed on hearing care, noise induced hearing loss and prevention of hearing loss. The rally was widely covered by the local press.

Anwesha Kolkata. Conducted a poster competition in five schools and raised awareness through two tableaus on hearing care, which were supported by the Kolkata traffic police. Information leaflets were distributed to educate the public on ear care and hearing loss. Deaf and hard of hearing children participated in the campaign by sharing their experiences. They reached over five thousand people with activities for World Hearing Day

On the same day, a rally was also organized with the support of **B.K. Roy Foundation and Peerless Hospital**, in partnership with other disability-focused NGOs to raise awareness on hearing health, with the theme 'Hear the Future.' The rally was joined by the Commissioner of Disabilities for West Bengal and the Mayor in Council. Two radio broadcasts were released on main channels and a [short movie clip](#) on noise pollution was shared widely across social media platforms. On March 5, Anwesha Kolkata organized a hearing screening camp for children at The Refuge orphanage.



The **Andhra Pradesh Audiologist Speech and Language Pathologist Association (APASLPA)** conducted many free hearing screenings and a hearing awareness camp over two days.



Ascent ENT Hospital, Dr. Dhabhi ENT Hospital, Sri Ganapathi Sachchidananda (SGS) Center for the Rehabilitation of Communication Impaired, HoH Foundation, Shravya Speech and Hearing Centre, KIMS Hospital Cochin, Sound of Silence Programme, Dr. Rao's ENT Hospital, The Ear and Sinus Clinic, ASCOMS Hospital, AURED, Coimbatore Speech and Hearing Clinic and Sweekar Academy of Rehabilitation Sciences commemorated the day by organizing

different awareness campaigns among the general population and by offering ear and hearing screening free of cost to everyone, with a special focus on children and elders. The WHD materials were also distributed as part of the awareness campaigns.

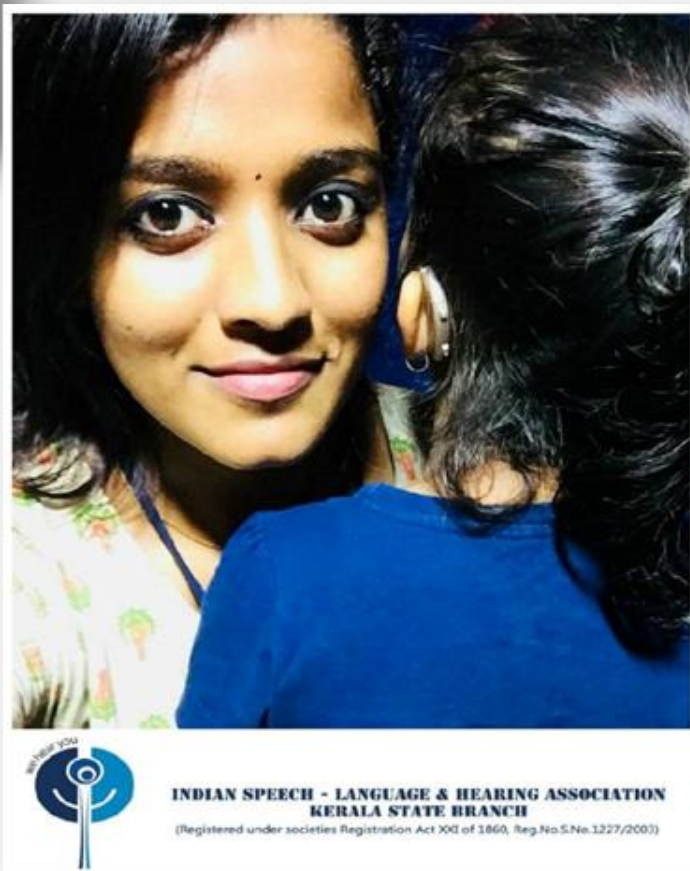


The Centre for Audiology and Speech Pathology (CASP), Government Medical College Kozhikode, Kerala Social Security Mission in collaboration with the Govt of Kerala, India celebrated World Hearing Day with multiple activities. The programme was inaugurated by the Honorable Minister for Health, Family Welfare and Social Justice and attended by many dignitaries. A keynote address was delivered with the theme 'Hear the future.' Eighty peech processors of Cochlear Implant systems were distributed free of cost as part of the celebration. The initiative concluded with an awareness programme, held by the Government Medical College, for the public and healthcare professionals. The Hon Minister visited the Kannur district newborn hearing screening centre and

gifted rattles to newborns delivered on 3 March.

An education session was also organized for nurses at the Government Medical College on the main WHO messages of early identification, prevention and management of hearing loss.

Cochlear India Pvt Ltd ran an integrated marketing campaign using transmedia storytelling across multiple platforms on World Hearing Day, designed to raise awareness of and stimulate discussion around hearing loss and the need for hearing tests for



children, especially newborns. Leading up to this event, a survey was conducted to gauge parental awareness on hearing loss in children and a communications pack

was distributed to educate parents on issues relating to hearing loss.

At **Manansa Cochlear Implant Centre**, advocacy and awareness sessions were held to update all recipients of Cochlear Implants on how it works and its benefit in improving quality of life for those with hearing loss. **Ear Science Centre in Hubli** also conducted a public hearing screening camp.

Indian Speech Language and Hearing Association (ISHA) in association with Kerala Union of Working Journalists and Calicut Press Club held a public awareness campaign on 'Hear the future'. The ISHA Kerala State Branch organized a selfie contest competition on the World Hearing Day theme. An awareness programme was also organized by the Calicut Press Club and attended by more than 80 journalists. All major news agencies covered this programme with the involvement of several celebrity figures, which led to wide media coverage ([facebook page](#)). Specialists in various areas held lectures about hearing physiology and preventative measures to conserve hearing.

The Josh Foundation organized a dance performance with over one hundred children with hearing loss from seven schools as part of Cultures of India, relating to the theme of 'Hear the Future'. The Josh Foundation activities were broadcasted by several national media stations.

The Kodagu Institute of Medical Sciences' department of ENT ran orientation sessions for medical students on hearing-related issues. Patients attending the outpatient department were also provided with WHO materials on the World Hearing Day theme. Two lectures were given on hearing loss and its rising prevalence, treatment options and prevention. The importance of screening and hearing protection was emphasized.

The National Programme for Prevention and Control of Deafness (NPPCD) held events across the state of **Assam** and **Andaman & Nicobar** for World Hearing Day. At the state level an advocacy meeting was held along with three hundred participants. At the district level,



awareness and advocacy events reached an estimated **4000** people. Hearing screening camps were also held in multiple districts. An art competition was held for children with the theme 'Noise pollution and its effects' and 'ear care'.

The department of Audiology and Speech Language Pathology (TAMIL NADU) at the SRM Institute of Science and Technology organized a 3-week long hearing day programme, which reached over 20,000 people. Events involved free hearing screening sessions, the provision of hearing aids to those in need, a community awareness walk, where over 5,000 information leaflets were distributed. A professional workshop on the usage of technical hearing instruments such as OAE screeners, BERA screeners, and other advanced instruments was conducted.

The Government of Chattisgarh, under the aegis of the **National Programme for Prevention and Control of Deafness** held screening camps which benefitted

approximately 2000 people. Orientation sessions were organized to train ANMs (health workers) in ear and hearing care. A rally was organized and awareness materials were distributed to the general public. Media outreach was undertaken through local newspapers.



INDONESIA

The Ministry of Health of Indonesia in collaboration with the **National and provincial committees for the Prevention and Management of Hearing Loss and Deafness; the Indonesian ORL-HNS Society; and the Society for Sound Hearing**, conducted activities over a month to mark the World Hearing Day. A number of local governments and NGOs organized events in all provinces across the country reaching nearly **a million** people. To raise awareness, local committees organized a number of educational sessions for the general public, school children and health workers in each province. Hearing screening was undertaken for babies, pre-school and school children, youth and elderly in all parts of the country. Services for wax removal were offered and hearing aids were fitted for the many of those who were in need. NGOs and schools distributed WHO materials to local committees across Indonesia to raise awareness on hearing loss. Following advocacy efforts on the Day, ten new local



committees for ear and hearing care were established.

World Hearing Day 2018 was celebrated at **Dr Cipto Mangunkusomo National Hospital** over two weeks. Posters and banners were put up around the local area and a media conference was held. Dr Shelly Chadha of WHO spoke in their online seminar along with other experts on the 2018 World Hearing Day theme 'Hear the Future'. Hearing health was also promoted on a national TV and a radio station. Ear examinations and information sessions were held at a local school for the hard of hearing as well as talks on noise-induced hearing loss at two other local schools.



IRAN

The ENT, Head and Neck Research Centre (a WHO Collaborating Centre) and the Ministry of Health held free hearing screenings and community awareness sessions in schools, hospitals, industrial workplaces, shopping centres, train stations and mosques. Public policy sessions and advocacy events were held in thirty-one provinces of Iran in collaboration with the ministry of education, the social and cultural department of municipality and the environmental and occupational health centre to raise public awareness in ear and hearing care for World Hearing Day. WHO materials were translated into Persian and distributed to



the department of health in all universities, hospitals and other allied organizations.

IRAQ

Iraq participated in the World Hearing Day celebrations for the first time, designating it as the National hearing day. Activities were organized at the national level, with the involvement of the Directors of Health in several states. WHO posters were disseminated to health workers and hospital staff. Screenings took place for elderly residences with visits by ENT specialists. Health education on hearing loss took place at several schools with an emphasis on hearing care and protection.



IRELAND

Specsavers campaigned for World Hearing Day in a newspaper column highlighting the issues of noise induced hearing loss and tinnitus.

ISRAEL

The non-for-profit organization '**Bekol – Organization of Hard of Hearing People in Israel**' led activities to promote World Hearing day in Israel. Efforts were focused on advocacy, screening, service provision and raising community awareness on hearing loss. Educational programmes took place in several schools with a focus on raising awareness about hearing loss in children and helpful ways to communicate with people who are hard of hearing. Further awareness was raised through News media and online social networks, which featured information from audiology committee from Bekol. Information sessions were held for the Ministry of Welfare and Social Services. Hearing screening sessions were held at several centres within hospitals and universities.

ITALY

The Italian non-profit organization '**Nonno Ascoltami!**' promoted 'Hear the future' through a 'Meeting of Experts' roundtable session focussed on prevention of hearing loss. Over 200 guests and 60 specialist doctors attended the event. A manifesto of hearing loss prevention was signed attesting commitment to WHO's campaign messages. The Ambassador of Prevention 2018 was Lino Banfi, a famous actor with hearing loss, who launched the campaign #aveteaffereto? (meaning #got it?) targeting young people and hearing loss prevention. A memorandum of understanding was also signed between 'Nonno Ascoltami!' and key Italian institutions in health and prevention to combine efforts and to commit to reciprocal cooperation. During the event 'Giornata dell'Udito' the Association "Nonno Ascoltami!" presented the book "Io sento – il mondo dell'udito visto dai bambini" (I hear – the hearing world seen by children) that gathers more than 50 drawings produced by a group of school children. Following this initiative,



The Research Institute for Maternal and Child Health Burlo Garofolo of Trieste selected 'Hear the Future' as part of its monthly newsletter theme.

IVORY COAST

The **Ministre de la Salubrité, de l'Environnement et du Développement Durable** commemorated the World Hearing Day in Yamoussoukro with support of the **Ivorian Organization for Speech and Hearing (OIPA)**. Placed under the patronage of the former Prime Minister, Charles Konan Banny, the World Hearing Day brought together guests of the NGO OIPA, in the auditorium of the modern high school Mamie Adjoua of Yamoussoukro. The celebration was marked by a conference on the theme of "hearing impairment from birth to old age", followed by free screening. OIPA's mission is to eradicate disability related to speech, hearing and ENT disorders. It raised awareness about the effects of noise pollution on hearing and highlighted preventative measures to reduce the risk of noise-induced hearing loss.

JAPAN

The **Oto-Rhino-Laryngological society of Japan** organized World Hearing Day events across 47 prefectures of Japan. Activities included free consultations, hearing screening and lectures on hearing loss and deafness. Awareness materials were displayed, media outreach was

undertaken and hearing aids were provided to mark this day.

KENYA

The M.P. Shah Private Hospital in Nairobi held free ear and hearing screening and ENT check-ups for 350 children at the local primary school for World Hearing Day. The day was concluded with health education for the teachers and pupils on ear and hearing care held by an audiologist. WHO materials were distributed among the pupils and staff members.



Operation Ear Drop Kenya in collaboration with key stakeholders (Kenyatta National Hospital, CBM Kenya



and University of Nairobi) organized large scale public health activities including free hearing screening, free treatment of ear conditions, health education, referral and follow up. A lecture on World Hearing Day 2018 theme 'Hear the Future' was held, calling for partners and stakeholders, such as the Ministry of Health to integrate hearing and ear care into health systems, and to ensure ongoing professional training and access to technology. They also distributed advocacy materials, such as t-shirts and posters and held media interviews, reaching millions. CBM Kenya donated funds which were used to print advocacy materials and purchased drugs and medical supplies to cover about 70 patients who were screened.

The **Aga Khan Hospital** in Kisumu arranged several activities over a week targeting civil society and professional groups. The activities included health talks in primary schools on hearing protection. A free screening programme was provided to 189 people through a questionnaire assessment (Hearing Handicap Inventory), history evaluation and clinical examination. Hospital services (Pure tone audiometry, CT scan and Ear syringing) were provided to patients at a discounted rate and fourteen patients underwent assessment of hearing using Audiometry. An educational talk, as a part of CME programme, was presented to health care practitioners about ototoxic drugs and methods of assessments of ototoxicity risk.

Impact East Africa in Kenya also marked the event by staging a special outreach clinic at Kakongo Village in Mwingi, where 168 people were

screened for hearing loss and 64 were given outpatient treatment. Health education activities for those visiting the screening were held in parallel too.



KUWAIT

Al Adan Hospital commemorated the day by organizing an awareness campaign within the hospital, where information related to hearing loss and ear and hearing care was disseminated among the general public.

LATVIA

Doctors at the **Pauls Stradins Clinical University Hospital** in Riga and students



of Stradins University, focused on addressing young people and musicians. Attention was drawn to hearing prevention by creating posters on topics such as anatomy and physiology of hearing, effects of cotton swab use, noise, infections and medication on hearing health. Early identification of hearing loss and hearing rehabilitation was taught, and ear examinations and audiometry tests were performed, free of charge to up to 90 people. The day was closed with a charity concert.

LIBYA

The Cochlear Implant Unit in the Elhawari Specialised Surgical Centre provided cochlear implants and hearing aids to those in need in remote areas, as well as raising awareness of hearing loss and its treatment to medical staff in these areas. The organization also held a discussion with the Ministry of Health, Education and Ministry of Solidarities in relation to hearing and ear care



MADAGASCAR

The Faculty of Medicine of Antsiranana in collaboration with the Polyclinique Universitaire Next, the OMSA association and the ENT association of Madagascar, organized multiple World Hearing Day



activities in Madagascar.

Advocacy events included speeches on ear health and hearing loss prevention, anatomy and physiology of the ear and pathology, attended by journalists, patients and medical students. Service provisions such as ear syringing and ear examinations were also provided to patients.

MALAYSIA

The Institute of Ear, Hearing and Speech at the National University of Malaysia organized multiple activities for World Hearing Day. These included raising public awareness on issues of hearing loss and the training of health professionals in the field of hearing health. Fact sheets on hearing care were

distributed to hospitals and audiology and speech therapy clinics. A three day course was also organized to upskill professionals who treat children with hearing loss.

The Audiology Unit of the Raja Perempuan Hospital and the Kelantan State Health Department organized a day of events to involve health screening, a workshop on universal newborn screening and promotional sessions marked by a speech from the head of ORL services in Kelanta for World Hearing Day 2018.



school children was used to engage youth with hearing health and ear care practices. All funds collected were used to purchase hearing aids for distribution at the local hospital.



The Queen Elizabeth Hospital audiology and speech therapy units held a World Hearing Day Run and an awareness talk on hearing to highlight the impact of hearing loss. Users of cochlear implants provided promotional testimonials on the benefits of early detection and management of hearing loss. Placards and information were shared along the seven-kilometre route of the run. An essay writing competition and colouring competition for



Markahim Sdn Bhd and **Manipal Hospital Klang**, in collaboration with **Soundlife Hearing** offered free ear and hearing checks ups and distributed the Word Hearing Day materials among the general public. The **ORL Audiology, Speech and Education Society (OASES)** and the **Hospital Sultanah Bahiyah** commemorated the day by organizing a 'night fun run' at Chenang, Langkawi.



Educational information relating to ear and hearing health was also shared via social media ([facebook page](#)).

The **Mongolian ENT Society** offered free ear and hearing screening tests on March 2 2018, followed by dissemination of World Hearing Day materials and social media outreach.

MALTA

Pauline Miggiani organized hearing screenings for forty residents and carers over two days at a residential home in Malta.

MEXICO

The **Ministry of Health** organized events at a national level in Mexico. Events were also organized in different states of the country. An estimated 10 million people were reached through World Hearing Day activities over eight days. Various media outreaches, via newspapers, television and radio broadcasts were used to promote hearing and ear care. Hearing aids were distributed in the state of Campeche and there were educational events on cochlear implants in Hidalgo for the public.



MOROCCO

Solutions Auditives marked the day by giving a talk on the social and economic impact of hearing loss at the Medical Expo Conference in Casablanca. Doctors, ministry representatives, private sector and general population participated in the event.

MONGOLIA

Good Neighbours Mongolia organized 7 days of awareness events and promoted the importance of taking preventative measures towards hearing loss at seven community development projects..

Amicale des Implantés Cochléaires du Maroc (AICM) celebrated the day by disseminating information about the risk factors associated to hearing loss among the general public.

MOZAMBIQUE

The Josh Foundation, based in India, in tandem with **Entheous and Rizwan Adatia Foundation**, screened 700 people for hearing loss in Mozambique. Four hundred and thirty patients were fitted with hearing aids and ongoing support was planned.

MYANMAR

The Myeik General Hospital and Dawei General Hospital in South Myanmar



held advocacy events reaching over 400 people. These events included a lecture on the role of audiological medicine in healthcare, hearing screening for adults and infants, health education and hearing care promotion. Eleven myringoplasty

operations also took place in the local hospital.

NEPAL

International Nepal Federation Nepal held a 5k advocacy rally finishing at Green Pastures Hospital in which over 200 people attended. The following community awareness programme involved educational talks from Dr Mike Smith and Dr Mike Saunders at the hospital.

The Ear Department of the Sagarmatha Choudhary Eye Hospital in Lahan



organized a community awareness session to include a rally attended by 150 staff members, an exhibition, a street drama and a lecture on World Hearing Day, reaching an estimated 350 people.

SHRUTI, the National Association of Hard of Hearing and Deafened Nepal, organized district-level community awareness events in Kathmandu and Chitwan reaching approximately 100 young people and students. Educational sessions highlighted the causes of hearing loss and the need for early identification



and prevention of hearing loss, supplemented with WHO materials.

NEW ZEALAND

Hearing Support Taranaki and **Hearing New Zealand** commemorated the day by presenting an interactive and static display around noise-induced hearing loss to create awareness among the general public.

NIGERIA

The University of Benin Teaching Hospital held advocacy visits to key influencers such as the ministry of health, distributed WHO campaign materials, undertook free screening sessions in schools and army bases, and held a community awareness event at Uselu market over one week.



The Special Education School of Sani Mainagge undertook advocacy events to promote World Hearing Day 2018 and ran a project to renovate and improve the school to provide better care for children with special needs. See their video [here](#).

Hearing International Nigeria (HING) and the **Centre for Healthy Start Initiative** organized week-long awareness activities in Lagos. A noise-awareness walk was organized around a traditional noisy marketplace. Awareness lectures for expectant mothers were held at an ante-natal clinic. Relevant articles were featured in leading newspapers such as [This Day](#), [The Guardian](#), [Healthable Online](#) and [Leadership Newspaper](#).



The ENT Department of the State House Medical Centre Abuja organized a three day awareness and ear examination programme to mark World Hearing Day. A lecture was given on prevention of hearing loss was given at an



outpatient clinic. A specific lecture was also held at the antenatal clinics on the negative impact on hearing of anti-retroviral drugs.

The Cochlear Implant Foundation of Nigeria held a rally in Lagos distributing flyers to motorists, educating them on the need to protect their hearing. This was followed by a hearing screening session. The Foundation also featured on Lagos State Radio to discuss prevention of hearing loss as part of World Hearing Day, as well as sharing general information on ear and hearing care.



The Otolaryngological Society of Nigeria celebrated during three days of activities for World Hearing Day, including hearing screening and ear health education at the Nigerian Police Force and at two major health care facilities. Other events included hearing care education for mothers with babies at vaccination clinics, and a radio and television campaign to



discuss topics relating to the World Hearing Day theme.

Dr Amadasun, at the Ear Care Centre at Westend Hospital, organized a three week long activities around World Hearing Day to raise awareness of hearing loss and to promote ear care. These activities included educational sessions at several schools, hearing screenings, and a promotional campaign held on a live radio talk show.



The **Neurodevelopmental Disorders Rescue Initiative, the National Ear Care Centre in Kaduna** and the **Hearlife Hearing Centre** held awareness campaigns around the WHD by running media events and workshops for parents, educators and general public on the rising prevalence of hearing loss and different strategies for prevention.



OMAN

Over 150 staff in the **Sultanate of Oman** carried out multiple education events at a national level on a range of hearing and ear health topics. The events were aimed at all ages, including psychological support for those directly or indirectly affected by hearing loss. The stalls covered a variety of topics relating to hearing loss, from newborn screening to hearing aid use. Hearing screening sessions for school children, government officials and for older adults also took place. The events reached an estimated **one million** people.



At the Dibba Hospital in Oman health education events were undertaken over social media and at the hospital- including distributing flyers and ear care products. Lectures were also held on hearing loss and its effect on language development. In addition, hearing screenings were undertaken in schools. These activities reached an estimated 1000 people.

SSNM Hearing Care Centre raised awareness among governorates and the general public by promoting early ear and hearing care when needed. Hearing aids and batteries were offered at lower cost.

PAKISTAN

The NGO **Danishakdah** organized an awareness session on World Hearing Day at the University of Karachi, for their new students and teachers of the special education department. They also organized hearing screening for students.

At the **Base College for girls** 150 students participated in World Hearing Day activities organizing community awareness session for family and friends.

The **Shifa International Hospital** and the **Department of ENT and Hearing Sciences** at **King Edward Medical University** at Lahore held awareness seminars regarding hearing loss and ear and hearing care, with the support of local TV coverage.



PHILIPPINES



In conjunction with the worldwide celebration, the **Hard of Hearing Group Philippines**, in partnership with **ANZ Global Services and Operations Manila** conducted an employment workshop entitled “*Hear the Future: Make the Right to Work Real for HOH Persons*” on March 3, 2018. This

session made use of WHO materials to create awareness on hearing loss and its effect on employment. An educational session on appropriate methods of communication with people with hearing loss was also given to the general public.

IDEA Philippines Inc held lectures for community members on hearing loss and the importance of newborn screening in a rural province of Bohol. Information leaflets from WHO on hearing loss were handed out. Hearing screenings were also offered.

The **Ear Diagnostics Inc**, the **Cataract Foundation Philippines Inc** and **dB Hearing and Balance Inc** offered hearing



screening sessions across their different branches and within the community.

The **Southern Philippines Medical Centre** offered an education and training seminar for parents of children with hearing loss, aiming to share strategies they can implement at home to develop their child's listening, speech, language and reading skills.

Better Hearing Philippines Inc in partnership with the **Philippine Academy of Neuro-otology** and the Department of Health organized several World Hearing Day activities at a regional level in several medical centres around Manila. Hearing screening and ear exams were provided for over 500 newborns and adults. The event was broadcasted on national radio.

PORTUGAL

Coimbra Health School offered regional hearing screening for children under 5 years old in Campo Maior, Portalegre.

ROMANIA

The **City of Bucharest Cultural Centre (Creart)** held a roundtable discussion about the dangerous amplification levels at concerts with NGOs, the Bucharest cultural affairs



office and the environment ministry, coinciding with the Week of Sound Festival. They called for a review of amplified sound and presented a series of standards and means to monitor amplified sound. Following the meeting, safe listening protocols at music festivals were implemented with guidance from partnering organizations, the Brussels Sound Week and the Belgian Ministry of Environment.

RUSSIAN FEDERATION

The National Research Centre for Audiology and Hearing Rehabilitation, The Russian Society of Audiology and the Ministry of Health adapted WHO materials to suit local language and context and distributed them to all regional health authorities of Russia, centres of audiology, medical organizations and research institutes, as well as to mass media. Multiple ENT clinics held hearing screening and education events in Bashkiria, Salavat, Volgograd Khabarovsk and Sevsk. The public Chamber of the Russian Federation hosted an exhibition of portraits of children with hearing loss and screening was held in a large shopping centre in Moscow. A number of federal and local media (newspapers, television) published information about the World Hearing Day.



SAUDIA ARABIA

To mark World Hearing Day 2018, educational materials on hearing loss were distributed at the **Saudi Airlines Medical Centre**. The **King Abdullah Ear Specialist Centre** also conducted a health campaign in a shopping centre in Ruyadh to raise awareness on hearing loss and to promote ear and hearing care. Four hundred visitors were screened by ENT physicians and audiologists. These activities were shared over various social media platforms.



SINGAPORE

The National University of Singapore and Ng Teng Fong General Hospital obtained a wide media coverage (including [TV](#), [newspaper](#) and [online](#)) of their research, demonstrating the association between hearing loss and cognitive decline to mark World Hearing Day.



Cochlear Singapore held a day of lectures in South East Asia with international audiology professionals on the topic of cochlear implants to celebrate World Hearing Day 2018. They also created two videos to raise awareness on hearing loss- [part one](#) and [part two](#).

SOLOMON ISLANDS

The **ENT Clinic of the National Referral Hospital** held a screening programme for a primary school. Three ENT nurses performed ear examinations at two schools over three days. Students received a health talk on the importance of ear and hearing care prior to their ear examinations. A colouring competition for students hosted by Honiara Public Library was held to highlight key information regarding ear and hearing health. WHO hearing information posters were



distributed to eight child welfare clinics in Honiara and ENT clinics. A press release was also prepared on the WHO World Hearing Day theme, 'Hear the future'.

SOUTH AFRICA

The **National Department of Health** endorsed the **Gift of Sound Foundation (a flagship project of the South African National Deaf Association)**, which solicited hearing aid donations, and distributed promotional materials such as badges and other merchandises to raise awareness for World Hearing Day. In collaboration with their partners, they promoted newborn screening, early identification and intervention, and the latest technology to assist with hearing loss, such as advanced hearing aids and cochlear implants. The ear and hearing health awareness message reached many schools and social media platforms.

Teachers of the Carel du Toit Centre organized an interactive family day for parents of children with hearing loss. Activities included sand art, jumping castles, raffles, competitions, sports and ear and hearing care advice for the families and their children. A strong focus was given to celebrating diversity, inclusion and health promotion strategies to tackle hearing loss at the individual and community level.

The **South African Association of Audiologist** screened up to 260 children for hearing loss at **Philippi Children's Centre**, suburbs of Philippi. Children ranged from 3 months to 6 years of age.

A team of ENT doctors, audiologists and speech therapists from the **Ngwelezana Hospital** visited selected rural primary schools in Empangeni and raised awareness about hearing loss and early detection. Ear and hearing screening camps were offered to pupils and referred for further check-ups as needed.

The **HearX group** developed a [campaign](#) for World Hearing Day which predominantly targeted radio stations, involving either a live on-air hearing ability competition or playing a pre-recorded commercial, encouraging listeners to take the hearZA test and to share their results via a social media post. Those who self-identified with reduced hearing were encouraged to take a free hearing test. The message reached an estimated three million people.



Studio 05 Institute of Fashion, a fashion education centre for those with hearing loss, hosted an awareness event at their campus to celebrate World Hearing Day 2018 with their own students and those of neighbouring schools. **HearZA** conducted screening and held educational talks on hearing loss prevention at the event. Sizwale School for the deaf addressed the challenges of deafness over a [radio broadcast](#) and Studio 05 provided these students with a designer class.

SOUTH KOREA

The **Korean Audiological Society** distributed WHO World Hearing Day materials around University Hospitals. They also promoted WHDon social media and on a radio station. The National Hearing Health Committee was also launched on March 3, consisting of ENT doctors, audiologists, speech therapists



and other experts and representatives.

The Korean Otological Society is preparing for an open-forum with lawmakers advocating for “Rights for Learning of Hearing Impaired Students” at National Parliament on August 30, 2018. The WHO World Hearing Day 2018 materials were used to promote the National Ear Day of Korea on September 9.

SPAIN

Doctor Barajas Canary Foundation for the Research and Prevention of Deafness offered workshops for people with disabling hearing loss, aiming to promote their social inclusion and alternative strategies to improve their self-esteem, autonomy, communication and learning skills. Activities included arts and crafts, poetry, puppets, music, dancing lessons, mindfulness, video and drama therapy.

SWITZERLAND

The Kantonspital Aarau ENT department offered hearing screening and counselling for World Hearing Day 2018. They also gave a 2 hours lecture on hearing aids, including information on implantable solutions, reaching up to 250 people.

TANZANIA

A Chinese medical team travelled to Zanzibar for World Hearing Day activities in a rural area of Unguja Island. The medical

team organized community awareness sessions and hearing screening and examinations.

IMPACT Switzerland supported the **Zanzibar Outreach programme's** World Hearing Day activities. A 2018 calendar with a March special on hearing was distributed to community members. Educational materials relating to hearing health were broadcasted on national TV and radio stations, reaching an estimated 500,000 people. Newborn screening was held at a local hospital and a new ENT microscope was installed. Health education sessions and ear check-ups were held at Kinunu school. These events were covered in a local newspaper.



TURKEY

Hacettepe University Audiology Department held an online social media campaign for World Hearing Day. Over two days, students and health professionals held hearing screening in four of Ankara's biggest shopping centres and distributed World Hearing Day materials to raise public awareness.



UGANDA

The **Ugandan Federation of the Hard of Hearing (UFHOH)** partnered with **Hear His Voice Uganda** to organize a silent walk around Kampala city to highlight the daily challenges faced by those with hearing loss. The hearing loss awareness programme aimed at lobbying the health ministry into action, with an emphasis on providing early interventional services. The events were covered on national [television stations](#) and in print media.



Staff and students at the **Mbarara University of Science and Technology** organized hearing screenings and basic treatments for students of the Tukore Invalid Primary School, as well as educational briefings for the staff. Educational materials were provided with the kind support of Medel. They also organized a segment on a local radio talk show, discussing ear and hearing care, and noise-induced hearing loss, which reached over one million people.



UNITED KINGDOM

The **University College London (UCL) Ear Institute** researchers and students came together to showcase information about hearing loss, current research and global outreach programme with a stall at one of London's largest stations, Kings cross, in collaboration with **Soundseekers**. The main focus theme was ear protection as noise damage through use of headphones is very common for Londoners using the tube and listening to loud music. Commuters could measure the output volume of their headphones and compare it to safe listening levels.

Hearing aid and cochlear implant companies donated free ear plugs and information about ear protection and specific information packs were distributed on this topic. **Sound Seekers**, a UK based charity, also showcased their work in low-resource settings with case studies and statistics reached an estimated 500 people.

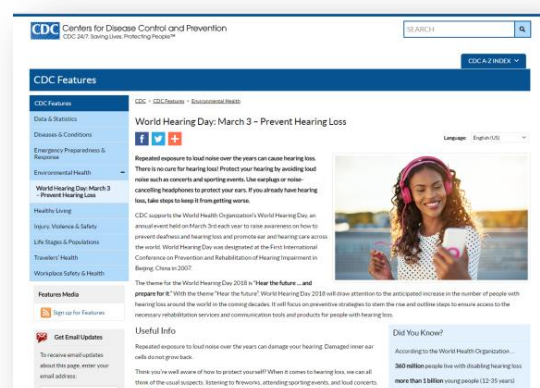
Specsavers held video-otoscopy and hearing screening checks in 6 stores across England and Wales. In collaboration with Café Nero, free earplugs were distributed to the general public. A celebrity video was also shared over [social media](#) to encourage the public to have their hearing tested.

The **Hearing Care Centre, Acuitis Optical and Hearing, Audiology Planet and Malmo Hearing** offered free hearing screening check-ups and specialized information on Ear and Hearing Care to local communities in England and Wales.



UNITED STATES OF AMERICA

The **National Centre for Environmental Health** (at the **Centres for Disease Control and Prevention (CDC)**) organized nationwide community awareness messages via digital media and social media platforms, such as Instagram and twitter, reaching over 2 million people.



A feature story was posted on the CDC homepage, as well as partner advisory emails sent to sixty-three hearing loss partners. A hearing loss toolkit was also developed and posted to the NCEH website.

The **American Speech-Language-Hearing Association (ASHA)** distributed educational resources to their national membership of audiologists and students and promoted World Hearing Day and resources via their social media channels. A press release was also sent out nationally with an estimated reach of **170 million** people.

The **International Hearing Society** had a congressional resolution introduced in the US House of Representatives and had two representatives submitting a statement for the record. In the states of Georgia and Arizona, our state organizations had resolutions introduced as well. Also distributed WHO materials via email and social media to members of the public.

The **American Academy of Audiology** coordinated groups of audiology students to visit the US congress to share the messages of World Hearing Day. They held a series of meetings with legislators and their staff over the month leading up to World Hearing Day to discuss hearing loss impact and the cost effectiveness of hearing loss interventions. The academy also hosted a virtual advocacy day in conjunction with the meetings in the US congress, encouraging audiologists from across the country to also contact their legislators about World Hearing Day. The academy also distributed World Hearing Day information to its audiologist members via their website. They also supported

other stakeholders in the congressional resolution for the US House of Representatives regarding World Hearing Day.



Staff of **Sensaphonics** recorded video interviews with various artists and music industry professionals during a recent music industry intervention. They asked interviewees to reflect on the importance of hearing health in their daily and professional lives. They then collected these stories into several short [videos](#) to share via social media.

The **Hearing Journal** hosted a twitter chat on World Hearing Day with the executive director of the Hearing Loss Association of America (HLAA). The Hearing Journal's session received over 20,000 twitter impressions. Notable names in audiology participated in the chat.

Johnson Audiology, The Hearing Aid Center, Florida ENT & Allergy and Sam's Club Hearing Aid Center organized different awareness campaigns by offering free hearing screening sessions and by disseminating social media posts and flyers on ear and hearing care.

Friends of Maple Grove Cemetery hosted a free concert talk by Grammy nominated, award winning master pianist **David Holzman** on WHD. He gave a fascinating talk about his career as a world renown concert pianist who is hearing impaired.

ZAMBIA

WHD was commemorated in Zambia by offering free hearing screening check-ups and hearing aids to selected candidates in Lusaka. The value of community-based interventions for improving access to hearing health within the general population was also highlighted. The First Lady of Zambia, Health Services Permanent Secretary and Founders of the Starkey Hearing Foundation were part of the event.

ZIMBABWE

AudioMax Audiology Centres, a group of ENT, audiology, speech therapy and occupational health and safety staff organized 32 free hearing screening tests and ENT consultations as well as distributing posters. An online awareness campaign reached over 1200 views. They also had 5,000 people tune into their Capitalk FM session on hearing loss on the provincial radio. They started off their campaign with a 'whisper in the ear'

challenge, demonstrating how important spoken word is to 'Hear the future'.



ORGANIZATIONS

Amplifon participated in and supported many World Hearing Day activities in different countries, including endorsing the Nonno Ascoltami event in **Italy** and publishing a press release on the effects of unaddressed hearing loss, which was shared in several newspapers, radio stations and social media. **Amplifon France** launched Amplifon Hearing Month, a 360 degree campaign in France with the main campaign message of emphasising the importance of hearing care and regular ear check-ups. **Amplifon Miracle-Ear Canada** posted World Hearing Day material on their social media pages and **Amplifon Hearing Health Care US** promoted hearing care over social media on World Hearing Day with a blog post.

The Christian Blind Mission (CBM) published internet-based CBM articles about World Hearing Day to raise awareness worldwide and contribute in the observation of World Hearing Day at an organizational level. They also organized regional events - see Haiti for more details.

Cochlear launched "[Hearing matters](#)," a community awareness campaign designed to help families and friends recognise the symptoms of hearing loss and provide support to their loved ones by seeking medical follow up. Events were also held at a national level - see Australia, China, India and Singapore.

The **European Association for Cochlear Implant Users (EURO-CIU)** undertook media outreach to mark the World Hearing Day and accompanied the WHO celebration in Geneva. The Association ratified its commitment to work with WHO



to advance the global agenda in terms of auditory rehabilitation and increase awareness about hearing loss.

The **European Hearing Instrument Manufacturers Association (EHIMA)** in collaboration with **European Association**

of Hearing Aid Professionals (AEA) and the **European Federation of Hard of Hearing People (EFHOH)**, with the support of **AGE Platform Europe**, organized a lunch debate around the theme of World Hearing Day 'Hear the Future'. Health experts and scientists discussed emerging challenges relating to hearing loss, such as cognitive decline and the rising numbers of hearing loss affected people. Free hearing screenings were provided to the public at the parliament. The debate was featured on social media - www.Hear-it.org.

Health First Europe advocated for World Hearing Day over social media, promoted WHO initiatives on hearing loss and raised awareness among the European policy makers and stakeholders on the social and economic burden of untreated hearing loss.

Hear the World Foundation created a [campaign](#) about the WHO's topic Hear the Future on their website and a blog sharing the WHO's materials on ear and hearing care. [Information](#) on how to prevention and management of hearing loss was also shared over social media. Sonova, the creator of Hear the World, shared the social media posts and encouraged their 14,000 staff to support the campaign. The campaign was also endorsed by Hear the World celebrity ambassadors on social media.



The non-profit

Ida Institute held a nine day [social media campaign](#) reaching over 26,000 people to raise awareness about hearing loss. The campaign encouraged people to consider how their quality of life could be improved if they were to take action on managing their hearing loss. The website also featured an online hearing test.

IMPACT Switzerland supported their events in Kenya and Zanzibar (see in countries above) and promoted these events, together with WHO publicity materials, via their social media channels.

The **International Federation of Hard of Hearing People (IFHOH)** sent out a press release to fifty organizations, highlighting WHO statistics on hearing loss, to mark WHO World Hearing Day 2018. See it [here](#).

MED-EL launched a video campaign in 23 countries and 16 languages for World Hearing Day, reaching over two million people. The 'Road to Alone' campaign was designed to raise awareness of hearing loss and to encourage viewers to find out more information via their microsite and to take action if they're experiencing symptoms. Follow the link in the photo attached:



The **Society for Sound Hearing** supported events across India and Indonesia raising awareness about Ear and Hearing Care among the general community and professional groups. They also promoted hearing screening sessions in different provinces of Indonesia and India, reaching a large group of people. Activities were undertaken in partnership with local organizations and lasted a month. See India and Indonesia for specific details.

Starkey Hearing Foundation (SHF) carried out a combination of service provision, training, capacity building and policy advocacies to advance ear and hearing health in 59 countries where SHF works. See Zambia for more details.

The **United Nations Development Programme Agency (UNDP)** celebrated the World Hearing Day by organizing educational awareness activities. A [website](#) was created as a global outreach event to promote the concept of accessibility and to outline the methodology and techniques for inclusive education. This initiative was led by the Capacity Development Expert at UNDP.



WORLD HEARING DAY 2018

SOCIAL MEDIA OUTREACH



**Seen
1.8 million
times**



**Received
14K likes**



**Reached
1 million
people**

Twitter



● 613.9K Impressions ● 1.7K retweets ● 1.75K Likes



Facebook Live Q&A
33K Views
4.7K Shares
1.1K Reactions



Instagram infographics
346.7K People reached
1.4K Likes

Select Media Coverage



