World Hearing Day 2023
Communication toolkit
Ear and hearing care for all! Let’s make it a reality

World Hearing Day 2023 will highlight the importance of integrating ear and hearing care within primary care, as an essential component of universal health coverage. This integration is essential if countries are to achieve the global targets set forth in the World report on hearing.

With the theme "Ear and hearing care for all!", we focus on ensuring access to ear and hearing care services to all who need it, as an essential health service.
Ear and hearing problems are among the most common health issues encountered in the community.

Over 60% of these can be identified and addressed at the primary level of care.

Integration of ear and hearing care into primary care services is possible through training and capacity building at this level.

Such integration will benefit people and help countries move towards the goal of universal health coverage.

Call to action for governments, industry partners, and civil society!
WHO PRIMARY EAR AND HEARING CARE TRAINING MANUAL

- The manual is a practical guide on preventing, identifying, and managing hearing loss and common ear diseases that lead to hearing loss.
- It is intended mainly for health workers and doctors who work at primary care level and provide services to people either at health facilities or in communities.

Coming soon!
(available from 2 March 2023)
The trainer's handbook accompanies the Primary ear and hearing care training manual.

This document is intended for use by those involved in training health workers or in coordinating programmes for delivering ear and hearing care.

It includes guidance on structuring the training course, a suggested timetable and additional resources.
Accompanying Community Resources

These information resources can be used to raise awareness on ear and hearing care within communities.
WHO encourages partners to organize:

Launch of the primary ear and hearing care training manual in countries

<table>
<thead>
<tr>
<th>Format</th>
<th>Launch event with formal speeches and presentations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purpose</td>
<td>Introduce the Primary ear and hearing care manual and Trainer's handbook</td>
</tr>
<tr>
<td>Duration</td>
<td>1 - 2 hours</td>
</tr>
<tr>
<td>Setting</td>
<td>Ministry of Health/Primary healthcare centres/University</td>
</tr>
<tr>
<td>Priority target groups</td>
<td>National program officers, directors of health, NGOs, and the media</td>
</tr>
</tbody>
</table>
# Suggested Agenda

## Welcome:
- Welcome address
- WHO video greetings
  
## Keynote speech:
- Share the need for ear and hearing care services and importance of integration
  
## Expert panel presentations:
- A health worker/nurse’s perspective on importance of addressing ear and hearing problems at primary level.
- Specialist perspectives on importance of training health workers in ear and hearing care
  
## Training manual presentation:
- Present the training manual, accompanying handbook and community resources
  
## Discussion:
- Discussion on: Strengthening EHC at primary level and training non-specialist workforce
  
<table>
<thead>
<tr>
<th>Activity</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome</td>
<td>10 mins</td>
</tr>
<tr>
<td>Keynote speech</td>
<td>10 mins</td>
</tr>
<tr>
<td>Expert panel presentations</td>
<td>20 mins</td>
</tr>
<tr>
<td>Training manual presentation</td>
<td>10 mins</td>
</tr>
<tr>
<td>Discussion</td>
<td>10-60 mins</td>
</tr>
</tbody>
</table>
Plan your event for WHD 2023

WORLD HEARING DAY
Planning Guide

Click here to access
Campaign materials

Announcement poster

Arabic
Chinese
French
Russian
Spanish
Tips for healthy ears
A STEPWISE APPROACH TO CHECK EARS AND HEARING

1. Ask
   - Ask for ear pain, ear discharge, ringing in the ears and document it

2. Examine
   - Examine the ears

3. Check
   - Check hearing

Steps for ear and hearing care

REMEMBER!
Over 60% of ear and hearing problems can be addressed at the primary level
Branding

Notepad Mousepad Tote Bag T-Shirt Pen

All branding material designs are available in all three colors: black, blue, and white

Click here for more
The campaign materials are also available in the following languages!

- Afrikaans
- Bemba
- Bengali
- Georgian
- German
- Hindi
- Indonesian
- Iranian
- Italiano
- Javanese
- Kiswahili
- Korean
- Malay
- Portugese
- Swedish
- Thai
- Tonga
- Turkish
- Urdu
- Vietnamese
Over 60% of ear and hearing problems can be addressed at the primary level of care. To make that possible, @WHO is launching the Primary EHC training manual this #worldhearingday. Know more tinyurl.com/3jexd8su

@ShellyChadha1
3 March is #worldhearingday. On this day, show some care for your ears and enjoy the beautiful sounds of life.

tinyurl.com/yp5v2aa7

#hearingcare

@WHO @ShellyChadha1
Listen to nurse Carol explain how training in #hearingcare benefits communities. This #worldhearingday look out for the new @WHO training manual to make ear and hearing care accessible for all tinyurl.com/by4spjfm @ShellyChadha1
On 3 March 2023

Share and retweet the WHO's posts and tweets about the World Hearing Day

@who

Facebook  Instagram  TikTok  Twitter
Don't forget to use the hashtags!

#worldhearingday
#hearingcare
<table>
<thead>
<tr>
<th>Twitter Handle</th>
<th>Name and Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>@WHO</td>
<td>The World Health Organization</td>
</tr>
<tr>
<td>@MikkelsenBente_</td>
<td>Bente Mikkelsen</td>
</tr>
<tr>
<td></td>
<td>Director of Department for NCD, WHO</td>
</tr>
<tr>
<td>@AlarcosC</td>
<td>Alarcos Cieza</td>
</tr>
<tr>
<td></td>
<td>Head of Sensory Functions, Disability and Rehabilitation Unit, WHO</td>
</tr>
<tr>
<td>@shellychadha1</td>
<td>Shelly Chadha</td>
</tr>
<tr>
<td></td>
<td>Technical lead, Ear and Hearing Care, WHO</td>
</tr>
<tr>
<td>@makelistenings1</td>
<td>Make Listening Safe initiative</td>
</tr>
</tbody>
</table>
World Hearing Day Instagram Filter

1. Visit the profile @makelisteningsafe.br.pt
2. Click on the filters page
   - Click on the World Hearing Day filter for a preview
World Hearing Day Instagram Filter

Click on the save button to get it

From now you'll find the filter in your gallery when creating a new story, reel or live
Our other social media channels

- The World Hearing Forum
- Changemakers
- Facebook
- Make listening safe
- Linkedin
- Twitter
- World Hearing Day
- Wikipedia
- World Hearing Day Website
Register your activities and events!

Register

Review the registered events

Submit your WHD activity report!
You can submit your report of activities using the same registration credentials - reporting page will be activated after 14 March 2023.
Promote ear and hearing care in primary health multiple times this year!

7 April: World Health Day

27 April: International Noise Awareness Day

1 October: International Day of Older Persons

10 October: World Audiologist Day

12 December: International Universal Health Coverage Day
Become a member of the World Hearing Forum to promote global action for ear and hearing care!

- Find out more about the WHF
- Apply to be a member now!

In case of any concerns contact us at whf@who.int
Ear and Hearing care for all!