





# INTRODUCTION

**World Hearing Day is an annual global advocacy event that calls for action to address hearing loss and related issues.** It is celebrated on 3 March with the aims to raise awareness regarding hearing loss, and promote ear and hearing care at community and national levels across the world. Every year, this day addresses a specific theme, and to reflect this, activities are carried out by World Health Organization (WHO) and its partners.

The theme for World Hearing Day (WHD) 2020 was 'Don't let hearing loss limit you: **Hearing for life.**', which highlighted the importance of early identification and intervention for hearing loss.

## KEY MESSAGES:

- At all life stages, communication and good hearing health connect us to each other, our communities, and the world.
- For those who have hearing loss, appropriate and timely interventions can facilitate access to education, employment and communication.
- Globally, there is lack of access to interventions to address hearing loss, such as hearing aids.
- Early intervention should be made available through national health systems.

On the WHD this year, [the 'Basic ear and hearing care' resource](#) was launched along with information flyers. These serve as informational resources for community-level workers and other members of the community. Through its clear and easy to understand information and visuals, it focusses attention on means for prevention and recognition of common ear disease and hearing loss. It also shows that, with understanding and the necessary support, people with hearing loss can play productive roles in households, schools and work places.



The **hearWHOpro** mobile application to support health workers to check hearing in their communities was released. It is the 'health worker' version of hearWHO, which uses digit-in-noise technology for accurate detection of hearing loss within 3 minutes. hearWHOpro is a tool that can facilitate the pre-screening of adults for hearing loss by health workers.

The World Health Assembly has designated 2020 the International Year of the Nurse and the Midwife. Nurses and midwives play a vital role in providing health services. They are often the first and only point of care in their communities, which is the case in the field of ear and hearing care. To commemorate the year of [Nurses: the key drivers to improving access to ear and hearing care in Zambia was shared on WHO website.](#)



## ACTIVITIES AROUND THE WORLD

Several [information materials](#) were released, including:

- Brochures
- Infographics
- Posters and banners
- Informational videos
- Social media materials

All materials have been made available in the 6 UN languages: French, Arabic, Chinese, English, Russian, and Spanish. This year, thanks to the work of the World Hearing Forum, the announcement was made available in 6 other languages: Bengali, Hindi, Georgian, Portuguese, Swahili, Turkish and all the campaign advocacy materials were made available in Bengali, Georgian, Portuguese and Turkish.

A Facebook live event was held on the day; giving people around the world the opportunity to ask an expert any questions about hearing and World Hearing Day. A short video with key message from WHO director-general Dr Tedros Ghebreyesus was made available. A press release was made, and social media was used to spread awareness.

At WHO, 'walking the talk' of its own recommendations, a hearing challenge was launched. The challenge was a way to ensure that staff members across the world were informed of and encouraged to use hearWHO app.

A WHD seminar was conducted to provide information on the estimates of the unmet needs and access to hearing aids; launch the Basic Ear and Hearing Care Resource and hearWHOpro app, share personal experiences on the impact of unaddressed hearing loss; and share information products.

World Hearing Day 2020 received good press and media coverage globally. WHO released an official news alert and regional offices participated in and helped advocate for World Hearing Day 2020

The number of activities has been increasing each year, to see the entire list of registered activities for World Hearing Day 2020, refer to this link. <https://www.who.int/campaigns/world-hearing-day/2020>. Despite the challenge posed by the COVID-19 pandemic, a large number of activities were undertaken in 108 countries, as reported here.

### THE WHO-CGHH SMALL GRANTS SCHEME

Launched by the **World Hearing Forum** in partnership with the **Coalition for Global Hearing Health (CGHH)** in 2019, the [Small Grant Scheme](#) aims to support activities to raise awareness on hearing loss and hearing issues during World Hearing Day. This year, 153 applications were received, 20 organizations were awarded a grant of up to USD 800 to cover expenses related to activities to celebrate World Hearing Day.



The organizations awarded with the Small Grant Scheme are listed below:

<b>Organization</b>	
1.	Albanian National Association of the deaf - ANAD, Albania
2.	Asociación de Damas Voluntarias de Ayuda al Sordo e Hipoacúsico - ADAVASH, Bolivia
3.	Children's Surgical Centre, Cambodia
4.	Hrvatski Savez Gluhih I Nagluhah / Croatian Association of the Deaf and Hard of Hearing, Croatia
5.	Aures Foundation, Georgia
6.	Habilitation/Rehabilitation and Development Center ""Ai la"" for Children with Hearing Impairments, Georgia
7.	All India Institute of Medical Sciences - AIIMS, Raipur, India
8.	Department of Speech and Hearing, MCHP, MAHE Manipal, India
9.	Government Medical College, Srinagar, J&K, India
10.	SRMC & RI, SRIHER, Porur, Chennai-116, India
11.	Ear Care, Nepal
12.	Mayflower Medical Outreach Nicaragua
13.	The HearMax Centre, Nigeria
14.	Department of Otorhinolaryngology-Head and Neck Surgery, Corazon Locsin Montelibano Memorial Regional Hospital, Philippines
15.	Ndlovu wits Audiology Clinic, South Africa
16.	THRIVE, South Africa
17.	Fundación Canaria Doctor Barajas para la prevención e Investigación de la sordera, Spain
18.	Istanbul Aydn University/Audiology, Turkey
19.	Center for Research and Education of the deaf and hard of hearing - CED, Vietnam
20.	WizEar Trust, Zimbabwe



### Albania



The **Albanian National Association of the Deaf (ANAD)** in collaboration with the Ministry of Health and Social Protection, Commissioner Against the Discrimination, Tirana Municipality, and World Vision Albania, organized activities to raise awareness about hearing care; rehabilitation; communication needs, including sign language learning for parents, and improving education for deaf children.

### Australia

**Advanced Hearing WA** organized their annual Sundowner with advocacy, awareness raising, and screening activities at Busselton, Western Australia. The activities had extensive press, media, and social media coverage.

All these activities had an extensive reach as they were covered on press, media, and social media platforms

WHD was an excellent opportunity for **CICADA Queensland** (Cochlear Implant Club and Advisory Association Queensland) Darling Downs Branch to launch it's a new branch. This launch increased awareness of hearing loss, cochlear implants and advocated to improve accessibility for people with hearing loss.

Australia has had a Hearing Awareness Week for two decades and has merged it with World Hearing Day. The **Deafness Forum of Australia** provided all the essential resources such as information on the different causes of hearing loss, top tips for safer listening, preventing noise-induced hearing loss, and much more. Interviews to national and regional media. WHD was launched in the Australian Parliament and was attended by senior politicians from across the political spectrum. In the New South Wales (state) Parliament, politicians had their ears tested.



**Hearing Australia** emphasized this year's World Hearing Day message of 'don't let hearing loss limit you' with their campaign 'For More Connection and Less Frustration'. As the hearing body of Australia, they educated many on how important it is that people of all ages get their hearing tested. The Royal Institute of Deaf and Blind Children shared stories via podcasts of families, schools, early intervention programs and more, and their varying experiences with hearing loss.



**Macquarie University** Hearing, Sydney in collaboration with National Acoustics Laboratories (NAL) organized advocacy and awareness raising activities and promoted it through mass media resulting in their country-wide reach.

At a pop-up site in Martin Place, one of Sydney's busiest public pedestrian areas Clinical Audiology students engaged with passers-by to discuss safe listening and gave out reusable earplugs. The NAL offered headphone and earbud volume level testing. The Hearing Research Centre at Macquarie University campaigned for the introduction of 'noise at play' regulations to contain damage to hearing in noisy environments.



Rocking out with sign language. The Highway to Hell concert in Perth WA (named after one of the hit songs by Aussie rock legends AC/DC) saw many moments like the spectacular signing of Long Way To The Top (song) by Australian Sign Language interpreters. Launch of the 'Once Is Not Enough' campaign, which challenged parents across Australia to test their children's hearing with a free, government-funded Sound Scouts app.

## Belgium

**Cochlear Technology Centre**, in collaboration with the Belgium government organized an educational, training, and awareness raising event through infographics and flyers in Mechelen. Speakers shared insights on the Cochlear initiatives beyond technology to foster hearing healthcare, and cochlear implants' success stories were shared. Print, electronic and social media widely covered the activity in Belgium.



## Bhutan

**Audiology Unit, ENT department, JDWNR Hospital, Thimphu** supported by the Ministry of Health and Ministry of Education, Royal Government of Bhutan organized health talks on ear and hearing care to teachers, students, and faculties. Audiologists and ENTs provided ear and hearing care service provisions such as ear examinations, ear wax removal, and hearing aid fitting at a special inclusive school. Identification and rehabilitation to students with hearing loss in need of speech therapy was their primary objective. WHO materials were displayed at the school, the hospital, and the Ministry of Health building. Activities concluded with a live broadcast raising awareness about ear and hearing care on Bhutan National Television.



**Nangkor Central School** displayed banners on theme and importance of the day; risk factors; prevention, and impact of hearing loss.

## Bolivia



**Association de Damas Voluntarias de Ayuda al Sordo e Hipoacúsico** popularly known as ADAVASH, with the support and participation of various institutions and companies, independent professionals, family, and friends commemorated the WHD with a peaceful march, promotional fair that included screening, hearing aid service provision, and community awareness sessions. These activities were widely covered by press, TV, radio, social networks reaching thousands of people,

**Asociación de Hipoacúsicos Cochabamba-ASHICO**, and Association of Parents and Friend of Hard of Hearing Children- APANH in collaboration with the office of the Mayor and representative from Education of special school organized activities at a national TV shows. In coordination with the Disability municipality unit and Audio vida Audiology Centre, a hearing loop for accessibility was launched and an information awareness raising fair was also organized



## Brazil

**Elaine Carvalho Castelo Branco** shared personal experience in activities to raise awareness about deafness and hearing loss through media cards.



**Federal University of Rio Grande do Norte** organized two educational sessions using Jolene (doll based on the Dangerous Decibels Program). One for health professionals focuses on caring for and maintaining healthy hearing throughout life and the effects of the high-intensity level on hearing and quality of life. And on 6 March, at a public school in Macaiba, Jolene was used alongside Amazon's Alexa assistant, who was programmed to answer questions related to hearing; it captivated the 400 student's curiosity between 6-18 years who participated in the event

**Grupo de Estudos em Audiologia - G.E.A.**, in collaboration with the Federal University of Santa Catarina – UFSC, G.E.A. contributed to the expansion and improvement of the platform's hearing health content on Wikipedia, covering the theme of WHD 2020.



At **Curso de Fonoaudiologia da Faculdade de Medicina da Universidade de São Paulo**, students and audiologists gave general ear and hearing care education to health workers, patients, and companions on noise and proper use of hearing protection devices.

## Burundi

**Starkey Hearing Foundation, Burundi** in collaboration with the Professional Physiotherapy Center and the Ministry of Health represented by Dr Leonard Bivahagumye, organized advocacy; screening; ear and hearing care service provision; education and training, and awareness-raising activities. People from all over Bujumbura were engaged in disseminating information on deafness and hearing impairments, collecting testimonials, and planning preventive measures. Activities reached hundreds of people through print, electronic and social media. The Ministry issued a statement on auditory pathology and the national plan for primary ear care and hearing impairment in Burundi.





## Colombia



**Children's Surgical Centre**, in collaboration with the University of Melbourne's audiology department, carried out several ear and hearing care service provision, including ear examination, wax removal, and screening at two markets. The event was widely promoted via Sovan Phum radio station 104FM and educational talk, reaching 19 of 25 provinces.

**H.O.P.E. Cambodia**, and Raksa Koma Foundation, in collaboration with the Ministry of Education, Youths and Sports, organized advocacy, awareness-raising, service provision, and media press/TV/radio about ear and hearing care at a national level, reaching more than 200 000 people.



## Cameroon



**Non Communicable Diseases sub department at the Ministry of health** organized awareness raising through several channels and screening in nursery and primary schools

## Canada

**Groupe d'Acoustique de l'Université de Sherbrooke**, in collaboration with the School of Higher Technology (Montreal), School of Speech-Language Pathology and Audiology (University of Montreal), and Shoebox Audiometry, organized talks on different hearing-related topics. Awareness raising was supported by an acoustic manikin small workshops facilitated by acousticians and audiologists to explain the structure of the ear, how it works and what we should do to protect it. The activities reached more than ten thousand people via extensive coverage on local, national TV, as well as radio,



**Canadian Hard of Hearing Association, British Columbia Chapter** organized an open house and public presentation by British Columbia's Senior Advocate Isobel Mackenzie, followed by a reception. Posters and flyers on WHD were used to promote the event. The Association extended the event's reach through social media and reported it in its bi-monthly newsletter.



**International Federation of Hard of Hearing People (IFHOH)** raised awareness the following message posted along On this World Hearing Day we pay special attention to raising awareness about hearing loss and encourage Hearing for Life through our personal and public interventions.

**International Federation on Ageing (IFA)** hosted a blog written by the International Collegium of Rehabilitative Audiology and International Federation of Hard of Hearing People. The blog was promoted through social media, along with WHO materials which resulted in its extensive reach.

**Speech-Language & Audiology Canada (SAC)** featured WHD-related news, a series of social media posts and banner ads on its website during one month.



**Shoebox Ltd** Conducted screening in lobby of our building as well as offsite at a community and seniors centres.

## Chile



**Centro de Investigación de la Audición, los Sentidos y la Comunicación Universidad del Desarrollo** and a representative from the Ministry of Health raised awareness streaming an interview with an influencer, a cochlear implant user influencer.

**Fundacion Elige Oír** in collaboration with the Centro de Salud Familiar Cesfam Las Américas y la Alvaldía de Talca, carried out hearing screening for older adults, addressed those identified with hearing loss, and provided ear and hearing care information.

**Hipoacusia Corporation of Chile together** with the Escuela de Fonoaudiología de la Universidad de Valarapiso carried out an informative and cultural event for people who attended the areas of Otorhinolaryngology and “The Hearing and Language Unit” of the Public Health Centers: Carlos Van Buren Hospital in Valparaíso and Gustavo Fricke Hospital in Viña del Mar. Phonaudiologists and hearing aid professionals spoke about hearing in life stages, hearing aids, cochlear implants, inclusion, and distributed informational brochures. An artistic presentation from Los Placeres Circus School was part of the event.



**The Ministry of Education, and Ministry of Health,** did social media promotion with the #DíaInternacionalAudición and tips for hearing care posted on twitter

# China

**Beijing Institute of Otolaryngology**, widely disseminated an educational video on the prevention of deafness and hearing loss, reaching an estimated 200 000 people. In collaboration with WHO CCs on the prevention of deafness in China, CRRCDC and Jiangsu People Hospital supported the translation and dissemination of WHO Survey on Safe listening.



**China Rehabilitation Research Center for Hearing and Speech Impairment (CRRCHSI)** in collaboration with China Disabled Persons' Federation, CCTV, Capital Medical University commemorated the 21st National Ear Care Day and WHD. by launching various online rehabilitation video courses and public consultation services to guide children with hearing loss and provided guidance to people with hearing-impaired. Promoted National Ear Care Day and WHD across the country through the internet and TV channels. At the same time, the Center held a lecture in English and relevant activities to raise awareness about hearing and ear care. The general public was encouraged to download the hearWHO to monitor their hearing status at any time.

**Guangzhou Children and Women's Medical Center**, with the support of Bailing Hearing Center, opened a free clinic for children with hearing loss during the daytime, and held network lectures in the evening. Hundreds of people were benefited through these activities.



**Healthy Macau Association**, with the support from Macau Artistes Association, collected 15-sec shootouts from local actors and singers. More than 20 young artists and musicians contributed to this project, to remind and encourage the public to pay more attention to their hearing health. The resulting movie was edited and shared online.



**Macau Deaf Association** used media advocacy tools such as introductory videos on hearWHO app to promote self hearing screening and writing posts about auditory devices intervention and communication strategy every week in March. The campaign reached out to more than 3,000 people.

Due to COVID-19, many of the activities planned were canceled or shifted to an online model. Dissemination of WHO leaflets in hospitals, communities, and downtown. The online model included: (1) Introduce WHD and WHO PDH program. (2) Disseminate WHO WHD materials and the Director-general of WHO, Dr. Tedros' video speech for WHD. (3) Special education on ear and hearing care. (4). Hold a WHD forum. (5). Issue a special APP for self-hearing tests at home. (6) Conduct WHO safe listening survey. (7) Free consulting for ear diseases and hearing loss. WHD activities in Zanzibar were also conducted.

**Zhujiang Hospital, Southern Medical University**, with the support of the Disabled Persons Rehabilitation Center of Guangdong Province, a series activities were organized: (1) “Sound Seeker” Fellowship Activity, included lectures, cochlear implant users’ rehabilitation experience sharing, and 40 free deafness gene tests and 30 free cochlear implant mappings. More than 100 cochlear implant users and their families participated in the activity. (2) Promotional and awareness raising via WeChat, launching the article “Early diagnosis and intervention for hearing impairment in newborns” using pictures, texts and popular language to expound serious and interesting professional knowledge. (3) Online live educational on hearing loss and cochlear implants.



### Colombia



**Universidad del Valle**, City of Cali, in collaboration with Departmental Secretary of Health of the Valley, invited speech therapists, audiologists, and health workers for academic conferences where three lectures were delivered and a discussion forum was conducted on different topics such as “Local Hearing Health Services and Laws”, “Early Detection through Neonatal Hearing Screening” and “Hearing Loss Intervention Approaches”. The activities also included brochures on hearing health, hearing games, and the hearWHO application that generated keen public response.

### Democratic Republic of the Congo

**University of Goma**, Hôpital Provincial du Nord-Kivu held a press conference, conducted a TV show and local radio show. The event was held in collaboration with the Director of radio Goma, a government owned public radio station. WHO advocacy material were translated and used in Swahili.

### Costa Rica

**The Ministry of Health** in collaboration with the National Insurance Institute, CEN-CINA, and the College of Therapists, conducted advocacy, awareness raising, educational and service provision activities carried out during Hearing Health week. WHO advocacy materials were widely disseminated to thousands of officials, parents, students and the general public through internal and external platforms, including the College of Therapist journal and social media networks.



### Croatia

**Croatian Association of the Deaf and Hard of Hearing (CADH)** in in collaboration with the Croatian Institute of Public Health, distributed WHO WHD information materials about hearing loss in childhood and timely and appropriate interventions to patients, parents, and pediatricians. The activities were disseminated to concerned policy-makers and had an extensive reach through all media platforms (web portals, radio/TV networks, and social media).



# Denmark

**Department of Otorhinolaryngology, Head and Neck surgery and Audiology**, Greenlandic Section, Rigshospitalet, University Hospital of Copenhagen organized various activities to increase awareness in Greenland, WHO material were translated into Danish and handed out in the major healthcare clinics in Nuuk as well as distributed through social media.

**The Ida Institute** organized a social media campaign including videos and GIFs with key facts about hearing loss and links to the WHO campaign site. The campaign reached out to more than 13000 persons.

# Egypt



**Medical College, Ainshams University**, in collaboration with different NGOs, conducted a meeting in a theater with colourful flags and balloons, resembling a kind of annual feast for hearing impaired and hearing professionals. It started with a welcome to two guests working in TV shows who were greatly impressed with the hearing impaired kids and their performances at singing,

music and short educational and social movies. Adults with hearing impaired shared their stories about the long journey they passed through till they built their own careers. They pledged to work together to facilitate job opportunities for the young hearing impaired. The event continued in a big park where painting and other fun activities, besides hand-made products and drawings by children was also organized.



**Saudi German Hospital, Cairo** conducted a one-day awareness campaign including health talks covering various topics such as hearing loss, surgical interventions for hearing problems, ototoxic drugs, and different options for hearing aids. The audience comprised hundreds of healthcare personnel and people with hearing problems.

# Estonia



**Estonian Audiological Society**, in collaboration with MTÜ Audiere and Estonian Implant Society, held a successful conference involving policy makers, educators and audiology professionals to raise awareness and seek solutions for problems that hard of hearing and implant wearers face in their daily lives. The Minister of Social Affairs delivered the opening address.

**Tallinn University** organized a workshop about hearing loss, hearing hygiene and the prevention of hearing damage. During the workshop, the participants could listen to different sound and noise samples and hearing protection devices were introduced. Students also had the opportunity to test their hearing acuity with a standard tone audiometric procedure during an experimental psychology practicum. The Clinic of Tartu University and NPO Audiere organized hearing acuity screening of 9th grade students who were given a lecture on hearing loss caused by extremely loud music or use of headphones.

### Ethiopia



**St. Paul's Hospital Millennium Medical College** in collaboration with CBM held two activities: a free ear and hearing screening at a local governmental clinic and an advocacy/awareness event for different government and non-government stakeholders. Both activities were broadcasted on TV and radio.

### Fiji



**Frank Hilton Organization**, conducted several educational activities at different schools and centres. This year marks the first WHD celebration at Autoka School For Special Education, Nasavusavu Special School, Hilton Early Intervention Centre, Hilton Special School. A fun and playful awareness programme including talks and videos about the ear structure, how we hear, the importance of hearing, and the impact of hearing loss, hearing aid. Hearing screening was part of the program. Students had a fun coloring session.

### France

**CILcare**, a leading R&D services company specializing in auditory research & development, in collaboration with biotechs, pharmaceutical industries, and academics organized various activities related to advocacy, awareness, medical screening and intervention in the field of ear disorders.

The activities had an extensive reach through their dissemination on all media platforms.



## Georgia

**Aures Foundation** observed March as Hearing Month. An awareness-raising event was held in one of the largest shopping centres in Tbilisi and an ear-shaped mascot was used to gain attention. Apart from The Hearing Technology and the Hear the Future exhibitions, the organizers introduced hearWHO mobile app and distributed WHO informational flyers among the visitors of the mall.

A press conference was also held with the participation of parents of children with hearing loss, focusing on the challenges faced by them and powerful messages were made.

Seminars were conducted in two crisis intervention centres for children living and working on the streets.

In order to support the development of a newborn hearing screening program, a training was conducted for specialists from 20 maternity hospitals.

The official Facebook page of Aures Foundation depicted stories written by young people with hearing loss. All these activities reached about 25,000 people through the country's leading TV, radio channels and social media.



**Rehabilitation and Development Center “Al la”** for Children with hearing impairment organized activities advocacy events, ear and hearing care service provision camps, and awareness raising through campaigns. A video was made with children using cochlear implants, celebrities and television anchors to raise awareness about hearing loss and deafness. Huge reach to online and virtual audience was achieved

## Germany



**BVHI - German Hearing Industries Association** involved audiologists/hearing aid acousticians, and ENT doctors, who offered hearing screenings as part of an “action week on hearing”. Several live events were organized in public venues. Federal Minister of Health Jens Spahn was patron of the WHD Germany 2020.

A total of 97 million comprising print and online readers, TV-viewers, radio listeners and visitors to the German language WHD-Website [www.weltag-des-hoerens.de](http://www.weltag-des-hoerens.de) were reached through these events.

**CBM International** organized global awareness and advocacy activities around EHC, Resolution WHA70.13 detailing the nine recommendations to WHO Member States and information about the upcoming launch of the WRH and its weblink. An informative article, published in [www.cbm.org](http://www.cbm.org) website, was shared internally through CBM.net and communicated to all CBM workers, country offices and regional hubs. The article, WHO materials and WHD links were shared with international partners and Regional EHC Fora, both in English and Spanish.

Also, CBM International Senior Advisor for EHC, Dr Diego Santana, collaborated in the elaboration of an awareness video produced by the Spanish NGO "Fundación Doctor Barajas", explaining the theme of WHD and the impact of being born deaf or acquiring and living with a hearing disability.



**Common report of the German Society of Audiology (DGA), the German Society of Phoniatics and Pediatric Audiology (DGPP) and of the Union of European Phoniatics (UEP)** organized a conference on the topic 'All about hearing on World Hearing Day' where the following presentations were given: Hearing screenings - sense and nonsense (Katrin Neumann); Hearing loss - what now? (Achim Georg Beule), In the middle of life - social participation of older cochlear implant users (Karen Reichmuth); the Münster parenting program for the promotion of communication for infants with hearing loss (Karen Reichmuth); How language synchronizes our brain activity (Joachim Gross); and Modern hearing aid therapy (Nils Vogt). The event and the significance of World Hearing Day were made available to public on through the website of the University Hospital Münster

**Good Hearing Initiative e.V.** started a nationwide campaign called #silenceforfuture for which, the website [www.Bundesrepublik-NoiseLand.de](http://www.Bundesrepublik-NoiseLand.de) was launched on WHD 2020, with a goal to raise awareness, spread the word for more silent places, and run several activities leading up to Noise Awareness Day.

A map showing loud and quiet places in German cities was shown via mobile application where participants could easily measure the decibel level and mark loudness of their environment.

Also, text about #silenceforfuture were printed on drink coasters/beermats on the coasters, to draw attention to the campaign. Everybody who wanted to participate could order some of these coasters for free via Instagram or Facebook, and distribute them to help spread the message of the campaign nationwide.



**Volkmar Fritzsche - Sozialer Dienst für Hörgeschädigte in Thüringen DSB - Deutscher Schwerhörigenbund Ortsverein Weimar e. V., Bonhoefferstraße 24b, 99427 Weimar**, organized various activities including consultation among members, hearing tests using hearWHO app in public places, and awareness raising for hearing aids.





## Ghana



**ENT Nurses Group**, in collaboration with Audiology Society of Ghana organized a week-long set of activities in all the 16 regions of the country. There were media engagements through radio and television focusing on health education and sensitization programs around hearing and ear protection. Health screenings took place at various places within regions.

**Speech Therapist and Audiologists Associations of Ghana** in collaboration with Korle Bu Teaching Hospital- Greater ACCEA, ENT nurses group and University of allied health science Volta Region WHD events with the aim to reach out to public, create awareness and busting myths around ear care. Radio, television and online awareness campaigns consisting of interviews, calls in and talks were conducted. Print media was also utilized to reach masses. University students conducted ear screening camps within the campus.



## Haiti



**CAPPA-Deaf-Haiti** (Centre for Assistance to People with Hearing Problems) and **SANFIL** (National Association of Trainers and Interpreters in Sign Language) in collaboration with the Haitian Ministry of Public Health and Population (MSPP) and the Ministry for Social Affairs and Labour (MAST) conducted a public awareness campaign on the risk of carnival noises. Doctors and nurses provided free guidance on ear and hearing care and distributed WHD flyers. Radio broadcasts, texting messages on WhatsApp and Facebook were made to sensitize the public on how to 'adopt healthy hearing habits', which reached out to over two million Haitian people

## Honduras



**Centro Audiologico Auris** organized one-day Information forum comprising of lectures on the following topics: Newborn hearing screening; solutions for children with hearing loss; exposure to recreational noise in young people; hearing loss and dementia. The audience included phonoaudiology students, resident phisycians of otolaryngology, phonoaudiologists, general practitioners and specialized doctors.

Similar activities were organized at the National Autonomous University of Honduras, and these were widely covered by various media channels

### Iceland



The government website of **Heyrnar - og talmeinafstað Islands (HTI)** promoted the WHD for two weeks (prior and after the event). Interviews of eminent stakeholders including the Directorate of Labour were aired on national TV networks, state RADIO 1 and Bylgjan. Hearing screening of musicians of the Icelandic Symphony Orchestra was also performed. Social media was utilized to its fullest potential to raise awareness among the networks and target population

### India

**Aarambh Speech and Hearing Clinic** organized district level screening, service provision, awareness raising and mass media activities which included ear and hearing care services, free hearing and vision screening for pediatric and geriatric population, which were promoted through infographics, flyers and social media.

**All India Institute of Medical Sciences (AIIMS), Bhubaneswar** organized activities with participation of medical professionals and public. The event included awareness raising through speeches and presentation. The department of ENT also marked and celebrated the success of over hundred cochlear implant surgeries. The event included participation of those cochlear implant users and their parents. Free digital hearing aids were also distributed to the elderly and patients in need. The activities received widespread media coverage in the state of Odisha.



**All India Institute of Medical Sciences (AIIMS), Jodhpur** observed their annual fest 'Aura' with over 3500 registrants. Activities included poster-making, creative-writing, slogan-writing, and skit by residents and students relating to the theme of the year. The event was well received in the print media.

**AIIMS, Raipur** in collaboration with government primary school, Kota, Raipur organized screening program at school and also awareness raising activities for the primary school teachers. School teachers were trained using module on common ear-related issues including detection of behavioral issues among children with hearing impairment. Along with that advocacy campaign on ear hygiene focusing on identification, prevention, and management of ear and hearing problems of options through handmade advocacy materials and skits/role plays.

The faculty members, administrative/support staff and the MBBS students of **All India Institute of Medical Sciences (AIIMS), Kalyani** under the guidance of the department of Community Medicine and Family Medicine (CM&FM) conducted a mock health camp. The staff were briefed and were provided with a demonstration of the hearWHO app. The students in the camp also performed ear wax check for the support staff.





**All India Institute of Speech and Hearing (AIISH)** Mysore held a month long series of events with the aim to increasing awareness about ear and hearing care. Activities included various service oriented, public education activities to increase awareness about hearing health care, and the need for early identification and rehabilitation of hearing loss. Coverage in local media, print media , national newspapers and awareness campaigns in local areas gained huge attention.

**Alps Hearing Research Forum** promoted WHD through awareness building using posters and infographics, which were displayed in local hospital, nearby villages, panchayat offices and also in schools. The clinical specialists, audiologists and hearing healthcare professionals participated in hearing screening and awareness raising campaign.



**Anwasha**, in West Bengal, India collected around 250 signatures from ENT doctors, Oto Laryngologists, audiologists and parents in support of universal new-born hearing screening which were submitted to the Health & Family Affairs Dept, Govt. of West Bengal for necessary action. Awareness raising events and capacity building of health force was done in collaboration with Kolkata traffic police, Kolkata municipal corporation and ICDS.

Hearing disabled youngsters took part in the campaign and educated the public through presentation of skits, Q&A, and infographic distributions (both in Bengali and English) on ear care and screening of hearing loss through hearWHO app. A seminar on screening, identification and intervention was organized in collaboration with Otolaryngologists Association, WB at Calcutta Medical Club. All these activities reached more than two lakh people through print, electronic, online and social media channels.



The ENT doctors at **Apollo Cochlear Implant Clinic**, in collaboration with the Society to Aid the Hearing Impaired (SAHI) conducted a Facebook Live Programme, viewed by more than 17000 people. Awareness campaigns through videos for patient, general public groups, and other programs were aired on regional news channel – Sakshi TV. The Clinic published a newspaper article on “Early detection can fix hearing loss in children” in the leading newspaper “The Times of India”. It organized a program called “Awaaz niche (Lower the sound)” in collaboration with popular radio channel “Fever FM”. WHO materials were displayed in doctor’s consultation rooms and common areas. Also, a mega ear camp was held at Vagdevi Engineering College, Proddutur where over 500 children below the age of 15 years were screened, evaluated, diagnosed and fitted with hearing aids.

**Army Hospital (Research & Referral) Delhi Cantt** organized a painting competition, awareness programme, and hands-on workshop on hearing loss. Hands on training workshop was conducted for medics and paramedics focusing on automated screening, for the aim of implementing universal newborn screening.





**Association of Otolaryngologists of India, Thiruvananthapuram** conducted a screening and awareness programme for more than 150 children, parents and teachers at Cotton Hill PPT Training School. Hearing evaluation and basic ENT examination was conducted for children in the age group of 3-6. The second programme was for adults organized in association with YMCA Trivandrum, where a health talk on hearing loss was delivered by doctors.



**Balavidyalaya, Chennai**, the school for young deaf children, in collaboration with Sun Music - a local TV channel, displayed posters in pediatric clinics, maternity hospitals, shops, bus stops, and other public places to spread awareness about hearing care for children. The programme was broadcasted on Sun Music to raise awareness on the benefit of early identification and intervention.

### **Bharat ENT and Endoscopy Hospital**



**Continua Kids** organized an awareness programme about hearing that provided information on medically supervised therapies and support for children with special needs.

Parents were provided with information regarding the importance of hearing screening, early intervention and whom to contact if any delay in child's communication was noticed. They were also educated about the installation of WHO hearing screening app.



**College of Rehabilitation Sciences, Vadodara, Gujarat**, a constituent institute of Sumandeep Vidyapeeth, a deemed university, conducted an educational, interactive and hearing screening camp at a government primary school, located in Pipariya village. The camp was successful in creating awareness, and insight about importance of healthy hearing.

**Department of ENT, Government Medical College Thrissur** conducted activities for awareness raising, education and training, and screening which was well covered in local media. Screening camp was organized in the Steel Industrial Ltd, Kerala. Quiz competition for undergraduate students was also organized. Participation came from several medical colleges across the state of Kerala.



**Department of ENT and Media and Protocol Division, AIIMS, New Delhi** hosted a panel discussion on the topic of hearing Impairment. The event was well received. The department also conducted a screening camp for patients and a "Slogan Writing" competition for students. Prizes were distributed to best entries. Special enthusiasm was demonstrated by elderly patients who lined up for screening and flooded the panelists with queries.



**Department of ENT, Indira Gandhi Government Medical College, Nagpur** hosted events to raise awareness among general public regarding early intervention in case of hearing impairment.

Guests, dignitaries and policy makers from different fields, cochlear implant candidates in waiting list for the surgery, already operated cochlear implantees, public health workers, special educators, media, principal and manager of deaf and mute school in various regions, politically active volunteers, medical students, and nursing staff, and Regional Assistant Commissioner of Social Welfare, Nagpur all took part in the program.

**Department of ENT, GMC and DH, Palakkad** organized an exhibition, poster presentation, competition for medical students, training programme for community health workers, and cultural programme by hearing rehabilitated children.



**Department of ENT, SIMS and District Health Office, Shimoga** with around 150 students and 20 doctors took out a march in the busy streets of the city for two hours. The rally was accompanied by display of placards, shouting of slogans and public announcement on hearing safeguards. The event was covered well-covered by media.

**Department of Otorhinolaryngology, D.Y. Patil Medical College, Maharashtra**





**Department of Community Medicine, Sri Ramachandra Medical College & Research Institute (SRMC & RI)** organized an innovative 7 day program called STAR program (Service, Targeting the high risk group, Awareness, Roles of community based Services) involving service delivery, targeting the high risk group, activities raising awareness in the community, hands on workshop to understand the roles of community based services and CME for health professions to generate the required questions for evidence synthesis and health technology assessment. 500 MBBS students were trained for hearing screening using hearWHO app, about 200 school children got ENT checkup and an ear assessment done, health awareness and advocacy program was organized at rural health center which was attended by 100 people.



**Dhwani Aurica Pvt Ltd**, organized awareness walks at railway station area and at entry and exit points of malls and public garden, carrying banners & educational material along with free hearing screen coupons. The activities covered hundreds of people and raised awareness about noise pollution, early hearing check-up and healthy listening behaviors. Flyers were distributed and those in need were referred for free hearing screening. Awareness poster presentations were also made outside public gardens.

**Dr. Noushad's ENT Hospital and Research Centre** conducted a parent-orientation program for pre and post cochlear implant patients. The program agenda included the influential hearing journey experiences shared by parents of cochlear implant recipients. The hospital team also shared information on early identification and intervention of hearing loss, among many other activities that achieved extensive reach.



**Dr. S. R. Chandrasekhar Institute of Speech & Hearing, Bengaluru** conducted a free hearing screening camp for a week. In addition, awareness programs for hearing loss and its management were held at rural and urban areas. The mannequin developed by the institute, called the 'Karna', a replica of 'Jouline' was used in the hearing screening camps to create awareness about the hazardous effect of recreational hearing. A cyclothon was also organized in the heart of the city which attracted more than 1000 people. These events were covered by local news channels and local print media.





**Dr Sheikh Mohd Saleem Government Medical College Srinagar**, in collaboration with a nongovernmental organization, Voluntary Medicare Society, organized hearing camp for children of two government schools at Nishat and Srinagar. A poster competition, pre-test and post-test activities among under graduate medical students, and lectures on WHD 2020 theme were also conducted. The event was widely covered by TV channels as well as local newspapers.

**Grant Government Medical College**, in collaboration with Sir J.J. Group of Hospitals, Mumbai, educated people about the importance of hearing and many more pertinent issues. A poster campaign to create awareness about factors causing hearing loss, preventive measures, and rehabilitation options was conducted in Hindi, Marathi and English.

Free hearing screening camps was organized for Mumbai Traffic Police. It included audiometry, explanation of effects of loud sounds on the road, measures for limiting the effects and importance of continued assessment of hearing.



**Government Coimbatore Medical College Hospital, Tamilnadu** organized awareness speeches in the OPD, hearing screening for traffic police personnel in the city, neonatal screening and a cultural programme by Cochlear implantees and distribution of flyer.

**Imperial Education Medical & Social Welfare Trust**, with the support of District Disability Welfare Department, Bagalkot, Karnataka conducted a three-day event which included awareness talks on hearing problems focusing on how to identify them in children and elderly people, how to self-track hearing deterioration and community sensitization about regular hearing check-up.

There was also free hearing screening camp followed by distribution of hearing aids.



**Indian Speech Language and Hearing Association, Kerala State Branch (ISHA KSB)** in collaboration with state branches of Indian Medical Association, Association of Otolaryngologist of India, Indian Association of Paediatrics, and National Institute of Safe Sound conducted a photo contest, drawing competition for students with speech and hearing, a press club meeting and walkathon for raising awareness.

### Inspire Child Development Centre



**Josh foundation** organized a musical show where hearing impaired children sang in front of 100 influential persons. Hearing screening for more 700 children were done.

Cultural activities for children with hearing impairments were also organized.

**JSS Institute of Speech and Hearing, Mysuru** conducted a live radio phone-in program as part of WHD celebrations at radio Akashvani, Mysuru where questions related to the identification of hearing loss, usage of ear buds, noise pollution, were addressed. A flash mob, dance performance, skit and public address by PG students were held at Mall of Mysore premises. Cultural activities were also held by students at public places.



**Karnal Medical Centre, Karnal, Haryana, India** organized a six-day camp where a total of 125 patients including neonates, children, adults and elderly were screened for hearing loss. Pure tone audiometry was performed in adults and hearing aids trial was provided to persons in need. Otoacoustic Emission was done in 15 neonates and 10 children having hearing loss since early childhood in the age group of 1-5 years were subjected to Brainstem Evoked Response audiometry. The results revealed that seven children had hearing loss of more than 80dB. The parents of these children were counselled for hearing aids trials, speech and cochlear implant surgery in case they are not benefited by hearing aids.



**Kinder Multi specialty Hospital** conducted a free intrenal hearing check-ups at a two-week medical camp. FM radio campaigns and awareness talks on a Malayalam TV channel was held along with distribution of awareness flyers, and campaign material on social media platforms.







**KS HEGDE MEDICAL ACADEMY, Mangalore, Karnataka** conducted a one-day awareness program in the hospital premises where WHD flyers were distributed. Departmental staff and post-graduate students educated the general public in their native languages about noise induced hearing loss and its prevention. The undergraduate students performed a small skit with a message of hearing loss and its early detection and management.

**MAA Institute of Speech and Hearing, Hyderabad** conducted various programs such as free camps in different parts of Telangana with the help of otolaryngologists and audiologists. There were also public awareness speeches and walks which received media coverage and social media publicity.



The undergraduate students from **Mahatma Gandhi Medical College and Research Institute (MGMCRI), Pondicherry** along with the faculty of Department of Otorhinolaryngology, conducted a "silent rally" at Aranganur village in the Bahour region. The rally displayed banners, placards, posters & slogans, circulating the message of 'significance of hearing' amongst around 10,000 villagers while portraying the unique idea of 'anti-noise rally', followed by a free hearing camp at the rural health centre, involving ear examination along with audiometry to evaluate and alleviate hearing problems in the local population, and distribution of free medicines. The patients were and were explained about the need for a regular follow up and checkup for assessment of their hearing status and progression of condition in future.

A radio show comprising a Q&A session was aired on All-India Radio addressing common hearing related doubts and the solutions.

**Meenakshi Venkatraman Foundation (MVF)** celebrated WHD with announcements, banners, flyers and other WHO materials. An orientation program was organized for 30 Anganwadi workers (grassroots level health workers) at Gandhi Medical College and Hospital, Hyderabad on "Early identification of Childhood Hearing loss" that included a PowerPoint presentation with educative, descriptive pictures and videos in Telugu. The program ended with question and answer session, and providing a digital hearing aids to a girl child.



An orientation lecture on noise induced hearing loss accompanied by was held at St. Joseph Arts and Science College, Hyderabad. Hearing screening and orientation program was conducted for traffic policemen, at Secunderabad, and Begumpet, Hyderabad. All the participants were counseled on how to reduce noise exposure and importance of aural hygiene.

A school hearing screening camp was organized at Government High School, Burugula village, Telangana. Approximately 350 school children were tested for hearing. MVF also conducted universal newborn hearing screening at Gandhi Medical College and Modern Maternity Hospital, Hyderabad where a group of audiologists tested 950 babies. All these activities were widely covered by newspapers and social media channels.



**Manipal College of Health Professions (MCHP), and Manipal Academy of Higher Education (MAHE),** Karnataka, took the initiative of organizing a walkathon during which undergraduate and postgraduate students chanted slogans, distributed stickers and informational pamphlets depicting WHD content among the general public. The participants wore similar T-shirts with WHD logo and theme. The event included a flash mob and a street play which focused on creating awareness regarding hearing care. A visit to a rural school was made and an interactive session with high school children along with a skit performance. Continuation of this awareness drive, the department initiated free hearing evaluation, and counselling session for the traffic police officers of Udupi district. These activities were covered by local TV channels and newspapers, resulting in their extensive reach.



**Patel Multispecialty Hospital** organized a free ear checkup camp which gained print media attention.



**PRANAV** teamed with audiologists, speech therapists of Niloufer hospital, DRS nurses, healthcare workers and St Joseph PG college students for activities related to advocacy, screening, ear and hearing care service provision, awareness raising at an event in Hyderabad. It made wide use of the materials from WHD, display posters, hand-outs, banners, flyers, and social media material. A video was made to enhance the awareness of hearing loss among the community. A girl born with hearing loss shared her success with the cochlear implant, and a speech therapist successfully demonstrated rehabilitation of cochlear implant children.



**Rainbow Children's Hospital Marathalli, Bangalore**

**SPees Early Intervention Center** conducted various activities such as free hearing screening; free hearing aid trial; services; programming; awareness classes; assessment and counseling regarding speech and hearing disorder in various villages in Maharashtra.



**Society for Sound Hearing 2030 (SSH),** attached to Maulana Azad Medical College (MAMC), New Delhi organized an ear awareness and screening camp under the aegis of Ministry of Health and Family Welfare (MoHFW).

Dr. Harsh Vardhan, Union Health Minister was the Chief Guest.

A symposium on "Public Awareness on Hearing" was organized by National



Programme for Prevention and Control of Deafness (NPPCD) in collaboration with SSH in New Delhi. Chief Guest, Ashwini Kumar Chaubey, Minister of State for Health highlighted the need for creating awareness about hearing care in every section of the society. A screening camp was organized at ENT OPD of MAMC in which 150 patients were screened, followed by an awareness programme inaugurated by Satyendra Jain, Health Minister, Government of Delhi. The awareness activities included poster competition on ear & hearing care, and panel discussion by experts.



SSH and Department of Community medicine, MAMC organized four health education sessions for public at Balmiki Vikas Kendra, Delhi Gate, Barwala and Gokalpuri in Delhi. In total, about 850 people were benefited through these awareness sessions.

**Maulana Azad Medical College (MAMC)** organized a special screening camp for the general public in ENT OPD, Lok Nayak Jayprakash Narayan Hospital, New Delhi. Inaugurated by the Health Minister, Government of NCT of Delhi, it was addressed by several distinguished speakers who spoke about the burden of hearing loss and the strategies to defeat it by way of health care services. Subsequently, a panel discussion on hearing loss was held that saw the participation of eminent doctors.



**S S College, Bhopal** organized a free hearing screening camp at Salaiya village in Bhopal district. The college medical students prepared posters on how to take care of ears and displayed them in the village's Anganwadi centre. They also they performed a skit on the prevention of hearing loss.

**Sri Manakula Vinayagar Medical College and Hospital** organized a free hearing screening camp within hospital premises engaging medical college students.



**Shalini Chugh Foundation**, organized a campaign 'Say "No" to Noise Pollution' in association with Deputy Commissioner of Police, South District, Delhi at public places such as malls, markets and residential colonies. A street play to make people aware about the harmful impacts of noise pollution and their responsibilities towards the environmental conservation.



**SLV ENT HOSPITAL, TIRUPATI**, in collaboration with Dr Karthik Gandikota, organized an awareness campaign distributing pamphlets, banners, hoardings, and social media posts. They also conducted a free ENT check-up/audiometry assessment, microsuction and nasal endoscopy cum video laryngoscopy.



**Speech & Hearing Care Clinic** organized a hearing screening camp for residents of two housing societies in Gwalior, Madhya Pradesh. The camp saw evaluation by qualified audiologists and counselling about the role of hearing.

**Sri Ramachandra Medical Institutions** including Sri Ramachandra Medical College & Research Institute (SRMC & RI), Sri Ramachandra Institute of Higher Education and Research (SRIHER), Porur, Chennai organized various health check-up programmes and workshops where a comprehensive assessment of hearing problems was done.



**Speech and Hearing Association of India, West Bengal**, comprising audiologists and speech language pathologists working in the state, developed and circulated awareness material about WHD through social media platforms, and through write-ups in newspapers. It also organized a hearing screening camp in its corporate office in Kolkata where 96 employees were screened.



**Swarsangya Foundation, Surat, Gujarat** conducted hearing screening and training program for students, teachers, and parents at various Newborn Intensive Care Units (NICUs). It also organized teachers and parents training program at a special school for deaf and dumb to help them on the rehabilitation of their children.

**Team of National Programme for Prevention and Control of Deafness, Punjab State**





**Toupokpi High School, Chandel** held awareness, advocacy sessions, screening programmes encouraging people to get their hearing tested, pay attention to the right volume on personal listening devices, installation of free listening app on smartphone, and distribution of WHO campaign materials.

## Indonesia



**Jakarta WHO CC INO 19** organized various activities such as radio talk show; webinar; coloring, drawing, and puzzle competitions for the hearing impaired children, and industrial worker hearing screening.

**Nyilo Purnami**, in collaboration with the Faculty of Medicine University of Airlangga, Dr. Soetomo Hospital, ORL HNS Indonesian Society, East Java, conducted outreach of ENT health services in Jember Regency; a social awareness program on Mercury Radio; a seminar and workshop on development of sustainable professional education; public health services in Darmo Hospital Surabaya and Darmo Hospital Yard, and a creativity workshop for children with hearing impairment.



**ORL-HNS Department, Faculty of Medicine University of Padjadjaran** organized various activities to raise awareness about prevention of hearing loss, and hearing conservation for person's life, through education and training, and awareness raising.



**Peduli Kasih Child with Special Needed Foundation** arranged identification of ABK cases with hearing loss; procurement of hearing aids; sign language training; extending the SIBI Dictionary and the Social Story Card as a communication medium for children who cannot speak and or have hearing impairment. Camps to identify cases of elderly with hearing loss were also held

**Yayasan Peduli Kemanusiaan Bali** collaborated with Bali humanity care foundation and PGPKT Bali to organize hearing screening, awareness raising and distribution of medicines for those in need. 847 people received free consultation, and 254 children from kindergarten school were screened by audiologists and their parents were made aware of hearing conditions among children.



## Iran (Islamic Republic of)



ENT and Head & Neck Research Center, Iran University of Medical Sciences

## Italy

**Nonno Ascoltami Udito Italia Onlus**, conducted two events, the V Giornata dell'Udito and the "Ospedali Aperti – Controlla il tuo udito" campaign. La Giornata dell'Udito, an expert meeting was held at the Ministry of Health. Issues related to the prevention and treatment of hearing disorders, interventions and WHO messages were discussed. A commitment manifesto was signed by all who attended and the WHO information material on the prevention and treatment of hearing loss was disseminated. The "Ospedali Aperti- Controlla il tuo udito" campaign included free hearing screening at the hospital.

## Japan

Tokyo Branch of the **Oto-Rhino-Laryngological** Society of Japan organized day-long lectures, interviews, audiometry and awareness raising initiatives about hearing aids, through WHO advocacy materials, infographics and banners.

## Kazakhstan

**Kazakhstan Society of Audiologists**, as part of the project 'Prevention of hearing loss and deafness among the population', broadcasted relevant videos at regional and national medical institutions and TV channels. An information corner was set up widely displaying the causes, signs, prevention and management of hearing loss in children and adults. Free ear examinations and open day lectures also took place.



## Kenya



**Children’s Speech and Hearing Loss Foundation** – Chishlo were able to collaborate with the government of Nandi, for continued sensitization and provision of ear and hearing care at village level. Major hearing screening and awareness was raised among the villagers regarding the need to early screening and early management of hearing conditions, as many of those screened were found to have mild hearing loss. Mass walk around the village was also done to build in awareness regarding the importance of ear and hearing care.

**Operation Ear Drop Kenya** in a collaborative effort with the key stakeholders (Starkey Hearing Foundation, Kenyatta National Hospital and University of Nairobi) organized a number of free public health initiatives and activities at University of Nairobi. These included free fitting of hearing aids; hearing screening, treatment of ear conditions, medication, ear and hearing health education on prevention of hearing loss, referral and follow up of patients who required further intervention.

The ENT health professional also used the opportunity to inform, communicate, and educate the public on issues related to ear and hearing health care.

## Republic of Korea

**The Korean Audiological Society**, along with the Korean Society of Otorhinolaryngology-Head and Neck Surgery (KSORL-HNS), and Global Medical Incorporated Association \ organized various activities in South Korea. Korean-translated versions of WHD posters were distributed to 98 general hospitals nationwide.



## Kuwait

**Mowasa hospital organized** a day long lecture about hearing and noise induced hearing loss followed by distribution of advocacy materials including flyers and brochures.

## Kyrgyzstan

**The Center of Hearing and Speech Medincus in Bishkek** commemorated the day with children cochlear implant users and their parents, celebrating that hearing loss does not limit life. School screening was conducted, 20% of the screened children were identified with hearing loss, and a hearing aid was provided..



## Luxembourg

**European Association of Cochlear Implant Users** made extensive use of posters with EURO-CIU logo; issued press release and published articles in its newsletter. In collaboration with European Disability Forum (EDF), it published WHD information to reach around 16 million EDF followers online. The members of EURO-CIU in different countries organized various advocacy, awareness raising, and social media events.

## Libya



**Al-Qawqa'a Clinic for Hearing & Speech** conducted a workshop discussing the benefits of assistive listening devices (FM system) in classroom during the first Special Education Conference in Al-Marj, Libya. The workshop discussed how FM system helps improve language development and academic performance of hearing impaired children with hearing aid or cochlear implants in mainstream schools.

Faculty members and postgraduate students of **University of Benghazi**, participated in a day-long event, giving presentations on available hearing solutions including hearing aids, cochlear implants and other implantable hearing technologies.



## Madagascar



**MAHENO Project by CBM and SALFA** organized mass campaign of ear and hearing care, involving screening; audio metrical hearing test, along with counselling for hearing aid fitment for people with hearing loss. The communication tools from the WHO, translated into Malagasy were used. The authorities of the central and regional health ministry attended the activities, and make positive remarks. The event was covered by radio and TV journalists.





## Malawi

**KENT KAONGA** organized screening of people for infections, foreign bodies, tumors, grommets. Those with hearing loss were tested for further fitment of hearing aids.



## Malaysia

**ORL Department, Hospital Raja Perempuan Zainab II, Kota Bharu, Kelantan**



**ORL Department, Hospital Sultan Haji Ahmad Shah (Government Hospital of Malaysia)** organized public talks, games and quiz competitions about hearing. The participants were also introduced to the benefits of hearWHO app.

## Mexico

**Dr. Edgar Ivan Sandoval Dominguez** gave radio and television interviews on WHD on the importance of hearing care, helped organize screening tests on children and the elderly, besides providing hearing aids.



**National Institute of Respiratory** organized a three-day conference where national and international guests from Spain, Brazil and Argentina participated. Multiple expert classes were held. The institute's personnel performed up to 60 hearing screenings and three different workshops on audiology, ENT and language therapy. Director-General Tedros Adhanom Ghebreyesus 's message for WHD was also displayed.

**Scorza ICj, a.c.** organized cochlear implant day at the national disaster center in Mexico City. The event included awareness raising about possible solutions for persons with hearing loss and deafness. Training sessions at hospital were also held.



### Mongolia



**National Center for Maternal Child Health** distributed information on neonatal hearing care and screening in all the wards of the maternity hospital. It translated the WHO brochure of hearing care and distributed it in the departments of the children's hospital. It participated in an awareness video made by the Mongolian ENT society. The doctors delivered speeches about deafness of children, prevention, early identification and intervention and follow up.

### Myanmar

**Neuro-Oto-Audiology Special Interest Group**, Myanmar held an event with public address by its President; Director General, Medical Research, Ministry of Health and Sports, President, Myanmar Medical Association president. The activities comprised of a video show of ear and hearing care at Sibu Station Hospital, Ka Yan, performances by students with disabilities and an interactive section to raise awareness on ear and hearing care.



### Nepal



**B.P. EYE FOUNDATION (BPEF), Hospital for Children, Eye, ENT and Rehabilitation Services (CHEERS)** collaborated with Curative service division, Department of Health Services, Ministry of Health and Population to organize program at National level for the first time in Nepal. Similarly, collaborated with Bajrabarahi Community Hospital to conduct ear and hearing screening for the community people. The out-reach department of the BPEF/CHEERS also conducted a screening camp on the outskirts of Lalitpur district to celebrate the day. An inter-school quiz competition was also organized with the view to create awareness on ear and hearing health. The infant hearing screening

program funded by the Embassy of Japan in Nepal, BPEF/CHEERS was also formally launched on the same day.



**Coclear Implant Nepal Group (CING)**





The NGO **Ear Care Nepal** held a musical program, attended by children from various schools and colleges, at Patan Durbar Square, UNESCO World Heritage Site in Lalitpur district. An awareness song based on Nepali folk music titled “Nepal Ma Bahiropan” (Hearing loss in Nepal) with the fusion of guitar, was also released. The song conveyed the need to prevent deafness and ear problems of children in Nepal.

A joint ear screening program was organized by Karuna Foundation Nepal with the support of Municipality Disability Coordination Committee, and Disabled People’s Organization (DPO). Policy makers, government officials, school teachers, local leaders, representatives of media, and persons with disability participated in the event.



Under the **Eastern Regional Eye Care Program**, two eye hospitals, **Sagarmatha Choudhary Eye Hospital, Lahan and Biratnagar Eye Hospital**, Biratnagar organized ear screenings where more than 200 drivers were screened for ears and eyes.

**SHRUTI**, an organization that works for the advocacy, skill development, capacity building of the hard of hearing in Nepal, organized a rally in Kathmandu and conducted awareness program in Chitwan. Disabled people’s organizations, members of SHRUTI, parents and friends of the hard of hearing participated in the rally. Placards, banners, face painting with images of hearing aid, and cochlear implant were used during the rally for awareness.



**Speech and Hearing Association of Nepal (SHAN)** carried out screening of children in schools at primary level; an awareness rally, and a press meet in collaboration with Cochlear Implant Nepal Group and Society of Otolaryngologist of Nepal.

## New Zealand

**Hearing New Zealand** held the inaugural Silent Breakfast event as part of Hearing Awareness Week at Hearing Auckland in Remuera. Guest speaker Dr David Welch from the Faculty of Medical and Health Sciences at the University of Auckland spoke about noise-induced hearing loss and the Dangerous Decibels programme which many Hearing New Zealand branches are running in schools across the country to teach children how to protect their hearing in a fun and engaging way.

Guests were also invited to wear earmuffs for a portion of the event to get an understanding of what it feels like to have a hearing impairment. After this activity, attendees were invited to share the feelings of confusion, isolation and anxiety that they experienced through their experience. F. National President of Hearing New Zealand Tony Rush then explained how these same feelings may have some correlation to the number of hearing-impaired people who also suffer from dementia.



**Triton Hearing** Nationwide hearing health care provider Triton Hearing raised awareness about the impacts of hearing loss as more than 7,000 people across the country took part in the Great Big Hearing Check 2020 throughout March. Triton Hearing partnered with pharmacies, retail stores and employers around the country to offer free hearing checks in clinics and via their online self-screen portal.

## Nicaragua

**Mayflower Medical Outreach Organization** in collaboration with the Ministry of Health, SILAIS Jinotega, and Universidad Americana UAM, commemorated WHD during a week with advocacy, educational, media-press, Social media, and TV and radio interviews. hearWHO was promoted during the week. During all the events, WHO advocacy materials were used extensively on print, electronic, and social media platforms, resulting in a countrywide reach.



# Nigeria



**Cochlear Implant Foundation of Nigeria (CIFON)** organized a series of events and campaigns such as visit to Wesley School for the Hearing Impaired, supporting school with a TV and DVD set audio-visual learning, online public sensitization on social media through posting of flyers on hearing loss, its causes, treatment and prevention.



**Department of Ear, Nose, Throat, Head and Neck Surgery** organized state level activities including Ear and Hearing Care service provision and awareness raising over a period of 2 days. With an estimated reach to 1500 people.

**Ear Care Foundation** raised awareness on the importance of ear and hearing health through radio talks. It also provided free ear and hearing care service to a group 50 men in the age group of 65-95 years. Sensitized the target group on the impact and importance of hearing loss and use of hearing aids.



**Ear, Nose, Throat, Head and neck surgery department, Federal medical center, Owerri** organized awareness raising events including walk in public and expert talks in the medical center.



**Edo Specialist Hospital** organized pre-world hearing day awareness campaign, sensitization programmes on various topic including the theme of WHD 2020, health education on ear hygiene, audiology screening with hearWHO app, otoscopy, foreign body removal, wax removal, ear dressing, referrals to ENT center for further evaluation, management and follow up.

**ENT Department State House Clinic (SHC)** celebrated WHD with a week-long program during which awareness talks, free hearing screening and counselling, treatment for cases of hearing loss and ear pathologies, and a symposium on Otitis Media: The Myths and the Misconceptions were conducted. The event was covered by the National TV and was aired several times to ensure that the general public gets maximum benefit from the lectures and advocacy talks on the WHD theme. A total of 85 volunteers were successfully screened out of which about 50 percent had one form of hearing loss or the other.

**Medical Women’s Association of Nigeria Edo State Chapter** organized radio talks, distributed advocacy and awareness videos on the newborn and school-age hearing screening along with WHO fliers via social media platforms.





**Mission Wellness Organization, Nigeria** celebrated the WHD at the School for the Hearing Impaired, Kuje, Abuja. Informative lecture session was conducted. Students were sensitized on the different types of hearing aids and their upkeep. All this information was provided in a manner that they could easily understand and follow.

**National Ear Care Centre Kaduna** conducted various activities such as assessment of children in need of hearing aids; public walk and distribution of flyers; medical outreach/distribution of hearing aids, and awareness programs on TV/Radio and social media.



**Nigerbell & Otolix Hearing Centres** organized expert talk shows on the radio, presentations on hearing, free audiometric screening, free servicing of hearing aids, and free donation/distribution of WHD T-shirts among participants.

**Ruky Favour Foundation** organized a program on creating awareness on ear care, prevention of hearing loss in children, informing the children present that hearing loss cannot limit them in life.



**Suleiman Hearing and Educational Foundation (SHEF)** trained health workers in primary ear and hearing care. A week-long advocacy program emphasizing on prevention and treatment of hearing disability, ear and hearing screening. A two-day primary ear care training for five selected health workers in the state was accomplished.



**The HearMax Centre** organized radio station talks to create awareness on the consequences of hearing loss on individuals, families, and societies. The centre mobilized students from the University of Ibadan and volunteers from the Starkey Hearing Foundation to be a part of the 2.5 km walk through the city. Public were engaged and sensitized on the long-term consequences of hearing loss and the need to seek early care.





Executives of the Centre visited the Ministry of Health to advocate the need to make hearing care services more available especially at primary care centres and also the development of a standardized school hearing screening program aimed at identifying children at risk of developing hearing loss early enough. The activities also included a free hearing screening and treatment of primary ear condition

**University of Maiduguri Teaching Hospital (UMTH)** conducted an outreach program in the specialist hospital within the state capital due to the ongoing insurgency in the region. Drugs and services were delivered free of charge to all patients. An awareness campaign was organized at a nursing school within Maiduguri where lecture sessions on ear and hearing health were also conducted.



**Pakistan**



**Jewat Sunder**, a doctor working amongst rural desert communities, held awareness sessions on practical management of ear problems. He was supported by Rotary Club Khipro Sanders. He made extensive use of WHO materials to educate the people about all hearing-related challenges.

**Foundation University Islamabad** conducted awareness sessions, gave presentation to students on hearing loss, hearWHO app and encouraged them to check their own hearing and of patients at Fauji Foundation hospital. Banners and WHO materials were displayed both in English and Urdu.



**ENT department, Nishtar Medical College & University, Multan** organized an awareness walk with banners and pamphlets, followed by a symposium emphasizing the importance of early detection and prompt treatment of hearing loss which concluded with the announcement of starting the facility of cochlear implant in Nishtar hospital.

**Pakistan Institute of Rehabilitation Sciences** organized ear screening camps in the selected Union Council Neelore and ten slums schools. Children and elderly people were identified with moderate to severe hearing loss and educated on how to “not let hearing loss limit their life” and avail the available technology. Meetings with school staff, children and parents/siblings were arranged at slum schools to make them aware of the dangers of unhygienic conditions and hearing loss.



**Team TalkHear** (comprising young audiologists and speech-language pathologists), in collaboration with AlNoor Rehabilitation Centre, organized hearing screening camps within Karachi city at Al Noor Rehabilitation Centre, Soldier Bazaar and at Mubarak Goth, a fishing village. The camps provided hearing tests, cerumen management, and free hearing aids for all the residents. The residents of the locality were also educated and counselled regarding ear care and prevention of hearing loss.

The ENT Speech therapy and Audiology team **Indus Hospital** raised awareness of WHD through international magazines, local language newspapers, social media including Pakistan Television (PTV) and Radio Pakistan FM. Two articles were published in Pulse international magazine and Jang newspaper. Through these, the team highlighted the importance of newborn hearing screening, and inclusion of individuals with hearing loss in society, available rehabilitative services as well as prevention techniques related to hearing loss.



The team also arranged a fun day for children who are enrolled in cochlear implant program and speech therapy services at the hospital.

## Panama



**Hospital Santo Tomas** ran a campaign for hearing loss prevention in the capital city with scientific presentations for healthcare personnel, patients and public. Interviews were conducted with people with hearing loss, who explained the difficulties they face and the challenges they face and means of overcoming these. This campaign was covered by a local TV news program for several days, resulting in extensive reach.

## Paraguay

**Primer Instituto Auditivo del Paraguay** posted many videos on its Facebook page. One video consisted of seven municipal councilors giving hearing-related public health advice. The other showed prominent musicians from Paraguay giving advice on hearing care and the other video showed hearing health professionals giving statistical references and advice on hearing screening.





## Peru



## Philippines

**Oír Para Crecer** developed a screening campaign along with **OMAPED**, an organization that supports people with different disabilities. The participants were diagnosed and those suffering from hearing loss were provided with ear molds and other hearing aids. The campaign was widely covered by newspapers, TV channels and social media platforms, reaching out to thousands of people

**Better Hearing Philippines University of Santo Tomas Hospital** organized various activities related to advocacy and hearing screening for children aged 6-8 years.



**Corazon Locsin Memorial Regional Hospital (CLMMRH)** organized hearing loss awareness campaign aired via live radio in the local AM station, hearing screening and training using hearWHO App and lectures using WHO materials at Senior Sto. Nino Home Inc.



**Eye hEAR Foundation, Inc.** conducted a week- long community screening for ear and hearing assessment where individuals with hearing loss were counseled and fitted with hearing aids. The Foundation also conducted outreach activities in Bais and Bayawan in the province of Negros Oriental, partnering with the local government, to provide ear and hearing care. Around one thousand people were screened and many of them were fitted with hearing aids.

**HearPro Diagnostic and Hearing Aid Center** conducted otoscopy, ear wax removal, play audiometry, OAE, and tympanometry among students of Lores Elementary School. Counseling was provided for parents and teachers.





**Western Visayas Medical Center** provided free newborn hearing screening to all babies born in the hospital and at home. Lectures were organized on proper ear and hearing care in the outpatient department. As part of an 'Ear Medical Mission', hearing screening was done and ear problems treated in the Municipality of Maasin. Lectures were held on ear and hearing care in the community. Together with the **Order of Asclepius**, the Center also organized social media outreach.

### Poland

**The Institute of Sensory Organs** joined hands with the **Institute of Physiology and Pathology** of Hearing in conducting an 'open-day', offering free hearing testing and consultations with hearing care professionals in 12 major cities in Poland.

Apart from pure audiometry tests and otoscopic examination, educational lectures were organized for patients and residents to raise awareness on the risk of hearing loss and means for ensuring a better quality of life for people with hearing loss. A special lecture was organized to highlight the "Impact of Hearing on the Development of Modern Society" at the Secretariat of the Polish Episcopacy and attended by priests from all over Poland. The campaign was publicized using printed posters with the support of local press and social media.



### Portugal



**Hospital das Forças Armadas - Pólo do Porto** conducted ear and hearing check-ups within community. They raised awareness through distribution of flyers with the key WHO messages, brochures on noise induced hearing loss and protective ear plugs

**Hospital de Braga** organized morning lectures and all-day long hearing screening

### Romania

**OTOMED Research** national program protocols for universal newborn hearing screening and follow-up. Senior professionals speaking on the topics highlighted the importance of early detection and intervention, and improved educational, employment and social opportunities for people with hearing loss.

Lecturers addressed age-related hearing loss, challenges faced in acceptance of hearing aids as a rehabilitation option, as well as paucity of trained audiologists.



## Russian Federation



**National Research Centre for Audiology and Hearing Rehabilitation**, in collaboration with the WHO country office and the Ministry Health of Russian Federation, organized a press-conference attended by 40 representatives of the leading media agencies.

The discussion covered prevalence of hearing loss, prevention and early rehabilitation of persons with hearing impairment.

Special activities were organized in 48 regions of the Russian Federation including free hearing testing in children and adults.

## Rwanda

**Hearing Health Rwanda (HHR)**, in partnership with Rwanda Otolaryngology Head and Neck Surgery Society (ROHNSS), and Ministry of Health (MoH) organized multiple activities across the country. Awareness messages were sent on behalf of the MoH of Rwanda to 836,098 recipients. A number of radio broadcasts took place including a 1-hour session over VoA and an interactive programme over national radio with widespread participation highlighting hearing healthcare, policies in the country. Outreach activities were undertaken where ear and hearing care services were provided.

## Samoa

Celebrating WHD for the first time in 2020, **ENT Clinic, Tupua Tamasese Meaole Hospital, Samoa Ministry of Health**, in collaboration with **SENESE**, a non-government organization that supports people with disabilities, organized a one-day conference to raise awareness of ear and hearing health.

The key WHD messages 'Do not put anything in your ears; enjoy music at safe listening volume; visit ENT clinic for an ear and hearing health examination of you or your child' were promoted on radio, TV, and the national newspaper Samoan Observer.

Launching its new outreach initiative for community-based ear and hearing services, the ENT Clinic performed an outreach visit and provided services to people living in the Manono Island, a remote community that has challenges accessing health care services.



## Saudi Arabia

Activities were undertaken by **Ohud Hospital, Department of Special Education - Taibah Uiversity, and Advanced Petrochemical Company**. An awareness campaign was conducted in a busy shopping center where specialists answered questions and educated public about the importance of hearing and audiologists carried out ear and hearing checks. Educational lectures were organized for health workers and medical staff of the Ohud hospital. WHO awareness materials for hearing protection were shared with a large number of people through emails, in places where face to face interaction was not possible





### Singapore

**GN Hearing Singapore** organized and promoted a virtual hearing awareness run. Runners received a free hearing test or hearing aid discount voucher, transferrable to their family or friends.

The organization also ran a social media contest where anyone could take photos or videos with their hand behind the ear to further raise awareness using hashtag #WorldHearingDayChallenge.

### South Africa



**Advanced Bionics UK and HearSouth Africa, Hearing Impairment Studies in Africa (HI-Genes), and THRIVE Parent Support and Advocacy Group** organized a number of awareness activities across the country.

**Carel du Toit Trust**, in collaboration with Samaritan's Feet South Africa, a local NGO, organized a special event for the children enrolled in this centre, with special gifts and activities which helped people better understand the skills and abilities of children with hearing loss.



**Department of Speech Pathology and Audiology, School of Human and Community Development, University of the Witwatersrand**, offered ear and hearing screenings conducted by audiology students for staff and students on two of its campuses. Over a hundred staff members and students were screened. In addition, pamphlets and posters were distributed to over 600 persons. The event was widely covered by TV channels such as WITS News, as well as by social media platforms.

**Ndlovu Wits Audiology (NWA)** conducted various activities related to community awareness sessions, screening, and service provision. Over one million people were reached through various media platforms including the South African National Radio Station.

As part of these activities, ear and hearing health awareness talks were held at school assemblies (with ear care demonstrations). Learners wearing "I love my hearing" badge were encouraged to come and get their hearing tested. All those checking their hearing received a gift pack along with the results. Motivational talks were delivered by hearing aid users

**University of Pretoria** launched a free hearing screening service at a self-test kiosk, using digits-in-noise application technology developed by the Department of Speech-Language Pathology and Audiology. This event aimed to encourage



safe listening, raise awareness and increase access to hearing care on an ongoing basis for all students and members of staff.

**Universitas Academy Hospital** organized an awareness programme through the national radio station, reaching a large number of people with the message 'Don't let hearing loss limit you'.



## Spain



**Centro De Especialidades Audiologicas S.L.** put up tents, displaying WHO information materials on WHD 2020 in different squares of the city. A manifesto to raise awareness about hearing-related issues among the urban population was also read in one of the squares of the city.

**FEDERACIÓN AICE – FEDERACIÓN DE ASOCIACIONES DE IMPLANTADOS COCLEARES DE ESPAÑA** held a small workshop with young cochlear implant users group to design slogans for the World Hearing Day. It initiated an online awareness campaign online with young cochlear implant users spreading WHD messages. A conference on noise pollution was organized in Barcelona and radio and TV programs related to noise carried out at village level. A joint press conference was organized with the Society of Otorhinolaryngology of Spain in Madrid, to announce the WHD and its key messages. "Run for Hearing" and "Run for the Cochlear Implant" were organized in Albacete. Workshops on safe listening were held in many state level schools that initiated the "Safe Listening Ambassadors" program.



Throughout the month, hearing screenings were held at primary school, high school and university levels in the region of Valencian Community. In addition, TV programs were broadcast about the WHD and the dangers of loud sounds and unsafe listening practices, and a workshop held for adults with hearing loss and cochlear implant users in Seville. A video was developed about noise pollution by a group of students and articles on hearing care published in the widely circulated "Integración" Magazine.

**Fundación Canarias Doctor Barajas para la Prevención e Investigación de la Sordera** raised awareness through the creation and dissemination of a video that features three renowned professionals answering three main questions on ear and hearing care. The video was widely disseminated through Facebook and Youtube.



**Universidad Politecnica de Madrid**, in collaboration with the Acoustical Society of Spain, put WHD 2020 posters around several buildings and distributed awareness flyers among students and staff of the university. In addition, a webpage was created and hearing screening done with use of the hearWHO app.

## United Republic of Tanzania

**Tanzania Medical Laboratory Students Association** took the lead in organising various activities at **Kilimanjaro Christian Medical University College**. The material from the WHO website was used to prepare an awareness presentation targeting students.



**Zanzibar Outreach Program (ZOP)** published Swahili versions of WHD materials on Facebook, WhatsApp and the program website, distributed posters and T-shirts for public awareness. They organized television and radio programs that exemplified WHO's message on 'Don't let hearing loss limit you'.

In addition, health education program and screening was organized at the Mwanakwerekwe Primary School, and treatments provided to those in need of these.

## Thailand

**Department of Communication Science and Disorders, Faculty of Medicine Ramathibodi Hospital Mahidol University and the Otorhinolaryngology department, of the Khon Kaen University** organized advocacy and screening activities in different parts of the country.

## Togo



**228innovation FELMMEC-TOGO and SIAAD** organized ear and hearing screening tests, followed by presentations by health professionals to raise awareness on hearing-related issues in line with the WHD 2020 theme. The participants were encouraged to ask questions to better understand all the issues related to ear and hearing care and safety.

## Tunisia

**Unité régionale de réhabilitation ElOmrane Tunis** conducted hearing screening during a vaccination session of infants and children, and provided referrals to the ENT department of Rabta hospital.



## Turkey



**Istanbul Aydn University/Audiology**, in collaboration with Turkish Football Federation (TFF), celebrated the WHD with the Super League football match. 'Hearing For Life' theme was emphasized during the pre-match and inter-match announcer presentations, messages and talks were displayed on the giant stadium screen, and aired on sports TV and radio channels. The footballers of the two playing teams opened the banner with the theme written on it. All these WHD activities were widely disseminated though newspapers and social media.

**Mugla Sitki Koçman University Department of ENT and Audiology** celebrated the WHD with the participation of otolaryngologists, residents, audiologists, and other staff. Banners were placed at all outpatient examination room doors, and audiology test room doors, and awareness brochures were given to outpatients. Hearing aid companies in the city were also included in the activities.

## Uganda

**Christopher wagobera** organized visits to homes known to have children with hearing loss around the village. It assessed the affected children, and educated their families about technologies like hearing aids to overcome hearing impairment.

**Etyang Francis** in collaboration with the **Spire Road Primary School**, the local church, and the Jinja Main Referral Hospital organized a primary ear care camp and made referrals for patients with complications to ENT surgeons.



**Uganda Federation of the Hard of Hearing (UFHOH)** organized various activities that attracted participation of policy makers, government, youth groups, university students, political leaders, civil society organisations, parents of hearing impaired children, representatives from various disabled people organisations, teachers, deaf and hard of hearing members. Activities included a radio talk show broadcasted on five TV channels and six radio stations. The show featured persons with hearing loss and parents. Another event saw the participation of a member of Parliament as its Chief Guest, who shared his own journey and encouraged people with hearing loss across the country. A motivating speech was delivered by the mayor of Nakawa division in Uganda, who promoted the use of assistive devices for all those who need them. In addition, a talk on safe listening was shared with a wide group of participants as a means of raising awareness for hearing loss prevention.

## United Kingdom of Great Britain and Northern Ireland (the)

**Alliance Manchester Business School** organised a conference to encourage generation of new hearing research ideas and collaborations. Speakers included leading academics in hearing research who explained why effective communication is a fundamental aspect of active ageing and well-being.

**Barking and Dagenham Sensory Service** set up a stand at Dagenham Heathway Mall, displayed hearing loss equipment/demonstrated action on hearing loss and distributed leaflets providing screening information. All this generated several enquiries and helped people know how to make the most of their hearing.



**Centre for Primary Care and Health Services Research of the University of Manchester**, organized an event dedicated to hearing research in primary health care (PHC). The event included inspiring talks by researchers from different national institutions (the Institute for Health Policy and Organisation, the Manchester Centre for Audiology and Deafness, the NIHR Nottingham Biomedical Research Centre and the National UK Charity).

**Help in Hearing Clinic NIHR Nottingham Biomedical research Centre** organized an awareness session with distribution of WHO and WHD leaflets. The visitors were educated about hearing loss and hearing checks were undertaken.



**Kennedy Woods Architecture and Imperial College London**, in collaboration with the Dyson School of Design Engineering, NHS England and community members, piloted Hearing Birdsong, an innovative project to raise awareness on hearing loss. Hundreds of people visited the installation and many of those signed up for a hearing test at the hospital.

**Mr R Frost De Montfort University** set up a stand operated by staff and students in a busy part of the campus to raise awareness and promote safe and healthy hearing among staff and students.

**NIHR Nottingham Biomedical Research Centre** promoted hearing research by running a series of 'Blogshots' - visual summaries of studies - and posts on social media. WHO leaflets were displayed and made available for patients and their families to take away.

**Swansea University** held an event where people with hearing loss shared their experiences of living with hearing loss, and communication needs of people with hearing loss. Subsequently, experts dwelt upon causes of hearing loss and ways to improve quality of life with hearing loss. The participants had the chance to gain expert advice on any hearing-related problems, and have their ear checked for free.

**The Ear Trust hospital**, in conjunction with MedEl (cochlear implant company), set up a stand within the hospital displaying WHO materials. Experts talked about all aspects of hearing loss and importance for adults to have their hearing tested. Social media channels, and in-hospital communications were widely used to popularize the event.





**UCL evidENT and Ear Institute** joined forces in the newly opened UCLH Royal National Ear Nose and Throat and Eastman Dental Hospital to share updates on live research trials, and laboratory work taking place at both institutes. Public was educated about hearing loss and what can be done to prevent it.



**UK Hearing Conservation Association** undertook a range of activities at a secondary school, educating students and teachers about different noise levels; playing a game to demonstrate what hearing loss feels like, showing young people correct sound levels of personal music players and demonstrating simple ways to reduce noise levels and exposure.



UK Houses of Parliament, together with **National Association of Deafened People**, hosted an event in the Parliament where MPs and their staff participated in activities including a lip-reading challenge. Over 45 MPs from across the UK and from all the major parties attended the event. They were given the chance to learn the different types of assistive technologies available to hard of hearing and deafened people.

The event was widely publicised through social media engagement and MPs were encouraged to write blogs to illustrate the needs of deafened and hard of hearing people.

**Yorsensory** partnered with Boots Ltd to provide information, support and advice for those affected by vision or hearing loss, at a shopping park.

## United Arab Emirates



**Aster Clinic, Al Khail, Dubai** organized various activities centered on raising awareness of hearing-related issues. Talks were organized at the clinic and informational materials shared, along with free hearing assessment.

People of Determination Sector, in collaborative efforts with **Comprehensive Evaluation Section Al Dhafra, and Zayed Higher Organization for Determination** organized one-month long awareness and education activities on hearing loss at its center.



## Uruguay



**Audical S.R.L.**, in collaboration with Intendencia de Montevideo, did hearing screenings while also handing out information about the WHD, and creating awareness about hearing loss and ways to prevent or treat it.

## United States of America (USA)



**Alabama A&M University (AAMU)**, in collaboration with the National Student Speech Language Hearing Association (NSSLHA), organized a hearing awareness event at Taco Mama's that included promotion of FM systems. The Free ear and hearing screening was carried out and one-to-one counselling offered regarding hearing loss. In addition, awareness campaign used WHO flyers, brochures, and awareness material strategically placed on campus and community boards.

**American Speech-Language-Hearing Association (ASHA)** collaborated with the Hearing Loss Association of America on a press release and a digital toolkit along with a suite of social media materials for member audiologists.

**Audition Technology** contributed towards making the Carnegie Mellon University community more inclusive of and accessible to the hard of hearing. Flyers and social media posts were used to spread information about hearing healthcare and lifestyle. Meetings were held with university officials to implement solutions that improve teaching practices, hearing technology resource access, and disability resources of hard of hearing students, faculty, and staff. More than 14,000 persons were reached through these activities.



**California State University, Northridge**, in collaboration with **Student Academy of Audiology, University of Washington** raised awareness about hearing loss and promoted ear and hearing care at student union center. The event focussed on, hearing loss, prevalence, facts, and myths, using a 'spin the wheel' prop. In addition, free ear plugs and WHO flyers, brochure of campus clinic, were provided to staff, students, and faculty.

**Center for Hearing and Communication** communicated hearing protection messaging through e-newsletter and social media platforms and invited people to come to its office for a free hearing screening. More than 5000 persons were reached through these activities.

**Centers for Disease Control and Prevention (CDC)**, National Center for Environmental Health produced and distributed a factsheet titled "Hearing for Life -- Everyday Noises are Loud" that incorporated the WHD message, on its website along with posters sized for social media platforms. Each poster was designed with a slightly different focus on noise producing sources and activities. In addition, the CDC created an animated GIF that promoted the WHD 2020 theme.

**Chicago Hearing Care** in collaboration with Advanced Bionics, Phonak and Cochlear introduced the auditory training corner in a place that patients can book to learn, access and use web-based programs. They learned that auditory training enhances the benefits of hearing technology such as hearing aids and cochlear implants.



**Cuny Graduate Center** organized activities related to advocacy, education, training and promotion of hearing health awareness on social media.

**Lilian Felipe**, in collaboration with **Lamar University**, organized an awareness program about auditory systems, hearing loss and noise exposure.

**National Institute for Occupational Safety and Health** organized the online event 'Wiki4YearOfSound2020' that facilitated the improvement of Wikipedia content related to sound, acoustics and hearing in sync with the WHO's Make Listening Safe initiative.

The platform (translated into 16 languages) provided guidance on how to improve Wikipedia articles including a list of existing articles pertaining to sound and hearing. Several institutions joined the effort by contributing or promoting content.

**National Student Speech-Language-Hearing Association** sent information regarding WHD via email to faculty, staff and undergraduate/graduate students enrolled in the Department of Communication Sciences and Disorders at Marywood University. Posts were also published on the Association's Facebook page to increase awareness.



**SoundPrint** released a WHD newsletter encouraging users to join in the cause by taking 20 SoundChecks (measurement of the environment's noise level to ascertain whether the environment was safe or dangerous for hearing health).

**Student Academy of Audiology at California State University** raised awareness about hearing loss and promoted ear and hearing care at an event at the student union center. Students participated in a trivia questionnaire while spinning the wheel and won prizes. The organizers also provided free earplugs to the community comprising staff, students, and faculty members.

**The Hearing Journal** shared a podcast on how hearing care professionals can advocate for safe listening practices beyond the clinic and effectively reach communities. WHO lead for hearing care cited examples and shared some fun facts about her personal journey in hearing care.

**University of Northern Colorado chapter of the Student Academy of Audiology** raised awareness on hearing loss in the campus through with use of handouts and a sound level meter.

**University of Washington Student Academy of Audiology (UWSAA)** set up a booth in the UW Speech and Hearing Clinic, where they offered printed materials on hearing and hearing loss, foam earplugs, buttons related to hearing and audiology.



**UToledo NSSLHA** set up a table in the college with informational handouts from WHO. It also made available hearWHO app for participants to do self-screenings, and a dB meter app to show safe hearing zone. A PowerPoint presentation was made and the #earplugchallenge done spread information on hearing loss with relevant hashtags.

**Vegas Valley Hearing** passed out WHO flyers to doctors held a small reception in the office for raising awareness.

**Wake County Public School System (Audiology)** screened more than 35 people with the hearWHO app and provided them with hearing protection. More than 100 people viewed educational media streaming on TV monitors

### Venezuela



**Postgrado de Foniatria Hospital Universitario Dr. Luis Razetti** organized various talks on hearing loss, hearing screening and care of hearing aids.

### Vietnam

**Center for Research and Education of the Deaf and Hard of Hearing (CED)** undertook web-based and social media awareness activities. A Google Survey was done to further raise awareness on World Hearing Day and a discussion on the key messages of the World Hearing Day was hosted at the center. Ear checks and hearing tests planned had to be postponed. However, the center fitted free hearing aids for a number of children and adults with hearing loss.



### Zambia



**Beit Cure Hospital Zambia** collaborated with the **Ministry of Health of Zambia** to hold a public screening event at the UTH hospital. It engaged volunteers to help with the ear screening and public awareness raising of ENT diseases and ENT service provision. The camp enlisted the help of professionally trained nurses.



# Zimbabwe



**Audiomax 2010 raised awareness within the general public on hearing screening, self-testing and general ear and hearing healthcare. It stressed the importance of early intervention and advocated for empowerment of those with hearing loss.**

**WizEar Trust** organized an awareness and advocacy program where people with hearing loss gave personal testimonies. Audiologists and ENT doctors, with the support of students, conducted ear screening and consultations. Ear technicians educated the audience about care of hearing aids.





# *Hearing for life*

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