

World Hearing Day: 3 March 2017

ACTION FOR HEARING LOSS

Make a Sound Investment



Report of activities



World Health
Organization

This report has been compiled by Ms Shae Flint of WHO and designed by the China Rehabilitation Research Center for Deaf Children, Beijing, China, in collaboration with the World Health Organization



INTRODUCTION

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

The theme for World Hearing Day 2017 was 'Action for hearing loss: make a sound investment'. This drew attention to the economic impact of hearing loss and cost effectiveness of interventions to address it. Unaddressed hearing loss poses a high cost for the economy globally and has a significant impact on the lives of those affected. Interventions to address hearing loss are available and are cost-effective.

Prevention, screening for early identification, rehabilitation through hearing devices, captioning and sign language education are among the strategies which can mitigate hearing loss and its consequences. World Hearing Day 2017 highlighted the need for actions which can be undertaken by decision-makers to address hearing loss at country level. WHO Headquarters, WHO Regional Offices, Member States, collaborating centres and other partners undertook numerous activities to mark this day.

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

Report: Global costs of unaddressed hearing loss

[Global costs of unaddressed hearing loss and cost-effectiveness of interventions](#)

Brochure: Action for hearing loss: make a sound investment

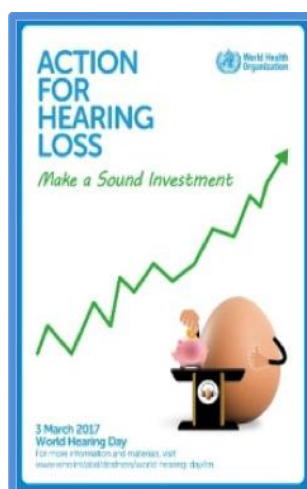
[Action for hearing loss: make a sound investment](#)

Posters and banners:

[World Hearing Day 2017 - Poster](#)

[World Hearing Day 2017 - Banner](#)

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





ACTIVITIES IN WHO HEADQUARTERS

On 3 March 2017, WHO-HQ held a press briefing at the Palais des Nations in Geneva which drew attention to hearing loss, its economic impact and the cost-effectiveness of interventions to address it. A news alert was issued and can be accessed at [WHO World Hearing Day 2017 - News alert](#). This was widely covered by press and media around the world.

WHO-HQ also held a seminar on 3 March to discuss 'Action for hearing loss: make a sound investment'. Dr Etienne Krug, Director, Department for Management of Noncommunicable Diseases, Disability, Violence and Injury Prevention (NVI) chaired the session. Key information was shared on the estimates of the cost of hearing loss; the cost effectiveness of a government-run hearing screening programme and the benefit of interventions for a person with hearing loss. Speakers included:

- Dr Shelly Chadha, WHO - Action for hearing loss: make a sound investment
- Dr David McDaid, UK - The cost of hearing loss
- Dr Charlotte Chiong, Philippines - The cost-benefit of screening for hearing loss: a case study from the Philippines
- Mr Eddie Mukaaya and Elaine Mukkaya, Uganda - Benefit of hearing care interventions: a personal perspective



Debate on action for hearing loss at the European Parliament (EUP), Brussels:

On 1 March, a lunch debate was held in the European Parliament in Brussels. The event was co-hosted at the EUP by members of parliament: MEP Ms Helga Stevens (Belgium/Flanders, ECR) and MEP Ms Roberta Metsola (Malta, EPP) with Dr Shelly Chadha (WHO) as the first key note speaker. More about the lunch debate can be found [here](#).





WHO REGIONAL OFFICES

AFRO - Regional Office for Africa

WHO Regional Director for Africa (AFRO), Dr Matshidiso Moeti, released a statement on World Hearing Day promoting this year's theme of "Action for hearing loss: make a sound investment". He explained that in the African Region, around 4.5% of the entire population live with this 'invisible disability' and acknowledged that addressing hearing loss through early detection and intervention is cost-effective. Dr Moeti called upon all countries and partners to allocate suitable resources to address hearing loss, and integrate ear and hearing care into health systems to enhance prevention and early detection.

WPRO- Regional Office for the Western Pacific

The Regional Office for the Western Pacific (WPRO) developed a number of communication products which were shared on social media. WPRO produced an infographic which was posted on their Twitter and Facebook pages. WHO Philippines developed an infographic which they too shared on their social media platforms.



PAHO – Pan American Health Organization

The Pan American Health Organization (PAHO) collaborated with Dr. Luis Calvo Mackenna Hospital to hold World Hearing Day events in Chile. A press release for the events in the PAHO region can be found here: [World Hearing Day events - PAHO region](#)

EURO- Regional Office for Europe

The Regional Office for Europe (EURO) participated in World Hearing Day events in Copenhagen, organized by the Government of Denmark, to raise awareness on this issue.

SEARO – Regional Office for South East Asia

The Regional Office for South East Asia shared information with partners and Member States regarding World Hearing Day and hearing care.



ACTIVITIES AROUND THE WORLD

Argentina

The Ministry of Health, Argentina released a YouTube video to recognize World Hearing Day. Through this video, Lucia and Dario tell how the life of their son, Joaquin, changed after receiving a cochlear implant. The video can be found here: [Salud en Primera Persona: Joaquín](#).

Australia

The Australian Hearing Hub Members organized a number of public health initiatives and activities that can be found at: [Macquarie University - World Hearing Day newsletter](#).



Australian Hearing arranged a national awareness campaign to mark World Hearing Day across Australia. Australian Hearing's 'YES Test!' campaign used the advocacy message 'let's close the seven-year gap' to promote hearing health. There were three elements to this campaign – a video, quiz and hearing test – which can be found online at www.hearinghelp.com.au.



Hear and Say conducted a small event at its head office in Brisbane, Queensland to thank staff for their role and commitment in supporting children with hearing loss and their families. Hear and Say conducted the first ever remote programming of a two year old deaf child in Kyrgyzstan. The organization, First Voice, of which Hear and Say is a member of, launched new research in Sydney, Australia involving key stakeholders, members of government and the media.

Deafness Forum of Australia had a focus of informing the country's elected leaders of the cost of inaction in addressing Australia's increasing incidence of hearing loss.

The Ear Science Institute Australia held a number of events for World Hearing Day. A research symposium was conducted in collaboration with Jurong Health in Singapore, presenting the latest news surrounding hearing and cochlear implantation. WHO messaging was shared via the Ear Science Facebook and LinkedIn page as well as collaboration with other online communities to further spread the messages of World Hearing Day. Flyers and posters were distributed and included in media kits and symposium talks. The materials were used online and free hearing checks were provided at every Lions Hearing Clinic and through community buses.

Austria

The speech and language therapists and doctors of Krankenhaus der Elisabethinen Gmbh, with the support of the Department of Public Relations, held multiple activities within the town hall of Graz, Styria. They conducted workshops for children and teenagers including education about hearing loss, and hearing screenings. Members of the municipal council were also invited to have hearing screenings. The Mayor of Graz and his colleagues were present during this event.

Verband der Hörakustiker Österreichs (VHO) promoted WHO World Hearing Day resources and AEA posters translated in German on their website: <http://www.vhoe.at/?page=10008>



Bangladesh

The Centre for Disability in Development (CDD) observed World Hearing Day with different events organized at both national and local levels. CDD organized a dialogue with the National ENT Institute and the Ministry of Health. They facilitated a hearing screening and referral camp at a school, for identification of learners with hearing loss and to create awareness on the importance of hearing loss prevention. CDD supported its partner organizations to conduct different events such as rallies, discussion meetings and seminars to create awareness.



President of the Bangladesh Association of the Deaf, Mr Osman Khaleed, delivered a presentation on hearing loss to a group of health specialists from two hospitals.

Belgium

The Belgian office for Hearing Coach provided information about ear and hearing care and supported hearing tests by audiology students of the Thomas More University College in Antwerp on World Hearing Day. More information can be found through the following link: <http://www.thomasmore.be/agenda/dag-gehoor>



Brazil

The Municipal Health Department, the Master's and Doctoral Program in Communication Disorders at the Universidade Tuiuti do Paraná and the Dangerous Decibels Program in Brazil utilised the World Hearing Day 2017 campaign "Action for hearing loss: make a sound investment" as a base for their activities. They conducted auditory screenings with the aim of early identification of hearing loss in students. They also promoted hearing health during childhood in the city of Curitiba.

Brunei

Brunei was witness to two events to celebrate World Hearing Day 2017. Raja Isteri Pengiran Anak Saleha (RIPAS) Hospital staged a mini roadshow on 'lets make listening safe' offering otoscopic ear exams, ear & hearing care advice and displayed posters and informative materials.

A Dangerous Decibels Educator Training Workshop was conducted as a collaborative program between the Department of Otolaryngology and National University Singapore.





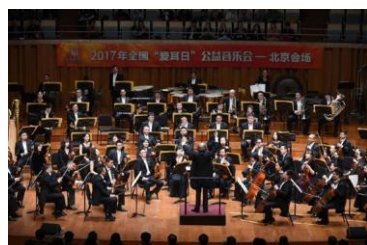
Canada

Speech-Language and Audiology Canada shared a link to WHO's World Hearing Day resources on their Facebook page. They also tweeted this link on Twitter.

Chile

The Department of Speech and Language Pathology, Faculty of Medicine of the Universidad de La Frontera, in the Region de La Araucanía, Chile, held an inter-sectorial coordination meeting convened by the team of Gerontology, Department of Public Health. This meeting aimed to analyze and agree on articulated actions that promote hearing health.

The Pan American Health Organization (PAHO), together with Dr. Luis Calvo Mackenna Hospital and the National Board of Scholarships and Scholarships (JUNAEB) held an event, "Training Day for Rehabilitators and Educators of Deaf or Hard of Hearing Children". The event took place at Dr. Luis Calvo Mackenna Hospital, and was led by the PAHO/WHO representative in Chile, Dr. Paloma Cuchí and the Director of the children's health center, Dr. Jorge Lastra.



China

The National Health and Family Planning Commission of China (Ministry Of Health China) and China Disabled Person's Federation (CDPF) held advocacy events and shared information through TV, newspapers, internet, flyers and community awareness sessions. They provided free ear and hearing consultations, hearing screenings and free hearing aids throughout Nanjing.



The China Rehabilitation Research Center for Hearing and Speech Impairment (CRRCHSI) hosted its 18th National Ear Care Day charity concert at the National Grand Theatre Music Hall. The event was attended by officials from 15 ministries in the Government of China and an audience of nearly 2000 people. Together with many news agencies, CRRCHSI also carried out campaigns to promote ear protection. Beijing, Shanghai, Urumqi and other places also held public charity concerts while Shenzhen held an "ear-care day" public welfare party.





Colombia

The Ministry of Health and Social Protection used the momentum of World Hearing Day to call on territorial directorates of health, health providers and health professionals, to inform, communicate and educate the population on the importance of audiological assessment through a campaign with the slogan “hearing well changes your life”.

Fundacion Santa Fe De Bogota promoted World Hearing Day through radio and TV interviews and handing out brochures.

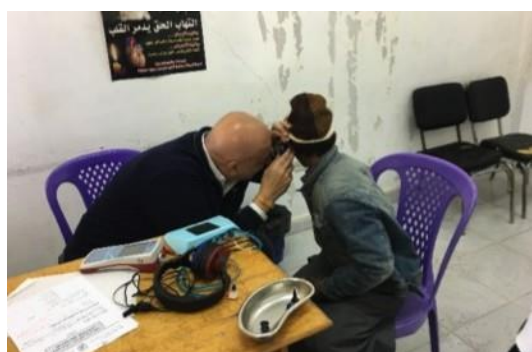


Denmark

The Danish Parliament hosted an event in recognition of World Hearing Day. Dr Jill Farrington, Coordinator, Noncommunicable Conditions at WHO Regional Office for Europe, addressed members of the Danish Parliament regarding the need for public health action to make listening safe and reduce hearing loss. The unique event included an innovative experiment where health spokespersons from three political parties agreed to go to work wearing ear-plugs to gain first-hand experience of the challenges hearing loss imposes on everyday life.

Ecuador

The Ecuador Ministry of Public Health shared the WHO World Hearing Day materials and promoted awareness on hearing loss through their Facebook page.



Egypt

The Ministry of Egyptian Social Solidarity, in collaboration with the cochlear implant unit from Cairo University, held a hearing convoy in the South Sinai Governorate of Egypt. The hearing convoy undertook hearing tests and provided medications and hearing aids as required. Referrals were made for cochlear implants when indicated and follow up is being undertaken to ensure adequate rehabilitation for all.

The Egyptian Audio-Vestibular Medicine Association (EAVMA) celebrated World Hearing Day in East Cairo. The event was sponsored by the Egypt branch of Amplifon Company for hearing aids distribution and featured a month-long Facebook campaign for the event. The event was attended by audiology professionals, school teachers and administrators, and some authorized persons from the Ministry of Education and for special needs.





The event included a book and art show that sought to raise awareness on hearing loss and the use of sign language. The show's opening from famous singer, Mr Mohamed Sarwat, and the attendance of television broadcaster, Dr Khaled Montaser brought in mass media coverage. Dr Ismatullah Chaudry, Medical Officer, Control & Prevention of Blindness and Deafness, WHO Regional Office for the Eastern Mediterranean, spoke about the economics and burden of unsupported hearing impairment. Speeches by key persons about World Hearing Day and hearing impairment in Egypt were broadcasted on Egyptian television.

France

Syndicat National des Audioprothésistes (UNSAF) issued a press release and WHO French Brochure on World Hearing Day on their website. The press release can be found here: [UNSAF press release](#). Journée Nationale De L'audition (JNA) joined hands with WHO to raise awareness on hearing loss through a press conference organized at the Ministry of Health on 3 March and a number of activities across the country. JNA also organized activities in Quebec, Canada in collaboration with local professional bodies.

Germany



In Germany, World Hearing Day was observed under the patronage of the German Minister of Health, Hermann Gröhe, and was supported by a variety of ENT-doctors, enterprises, research facilities and other private and public institutions. Advocacy efforts through online and print media in Germany reached over 24 million readers. 55 radio broadcasts have been listened to by more than six million people, and almost four million viewers watched reports on television. Another 1.9 million readers were reached through cooperation with 28 denominational publications throughout Germany. Occupational physicians of the energy group Vattenfall addressed 4,500 employees at their locations in Hamburg and Berlin through an information campaign, posters and brochures. The employees were offered free hearing tests.

The University of Muenster held an open day in the Department of Phoniatics and Pedaudiology with

demonstrations of diagnosis and treatment for hearing loss. The Clinic of Otorhinolaryngology at Ruhr University Bochum held media and press releases, presentations and personal talks. Budersverband der Hörgeräte-Industrie in Oberlinhaus

held informative talks, booths and hearing tests. The University of Heidelberg also held presentations and Oberlinklinik ENT Clinic of Potsdam held a working group and panel interview of experts on hearing loss.



Ghana



Komfo Anokye Teaching Hospital held many activities surrounding World Hearing Day. Activities included school screenings and radio and television talk shows at multiple stations. The Ejisu Government Hospital carried out health education sessions on prevention of hearing loss and undertook hearing screenings with appropriate referrals.

The Speech Therapists and Audiologists Association of Ghana and Otorhinolaryngologists Society of Ghana supported World

Hearing Day through a number of activities. The World Hearing Day was marked at the Kotobabi Cluster of Schools in Accra with the presence of various media houses. The Akropong School for the Blind also had hearing screenings and interventions where necessary. Interviews were also broadcast to highlight the causes of hearing loss and provide education on prevention.



Greece

The Association Akooprosthetiston Greece published articles in multiple journals and participated in radio interviews for World Hearing Day. More details of these events are available on their website: <http://www.akouste.gr/>

Guatemala

The Foundation, Smiles that Listen, screened nearly 2500 students in two schools over three days to support World Hearing Day.



Honduras

Centro Audiológico Auris in Tegucigalpa, Honduras, organised awareness activities on the theme "Action for hearing loss, make a sound investment". They also mailed the WHO report "Global costs of unaddressed hearing loss and cost-effectiveness of interventions" to all hearing care professionals in the country and highlighted the issue over social media.



India

An ear awareness and screening camp was organized at the Ministry of Health and Family Welfare in New Delhi as a collaborative effort between the Ministry and the Society for Sound Hearing.

The National Programme for Prevention and Control of Deafness (NPPCD), the Department of Health and Family Welfare, the Department of Social Justice, Empowerment and Tribal Affairs (SJETA) and the Government of Arunachal Pradesh jointly observed the World Hearing Day in Tomo Riba State Hospital (TRSH), Naharlagun with a free ear screening camp.

Rajasthan State celebrated World Hearing Day at a school for Deaf in the capital city, Jaipur. A camp was organized on school premises to provide basic ear care services to the students with diagnostic and treatment services. An awareness rally was held by students.

Andaman and Nicobar Islands of India recognized World Hearing Day with an orientation programme for public health nurses, lady health visitors, auxiliary nurse midwives and accredited social health activists conducted at Mayabunder and Diglipur. More than 50 participants were educated on hearing care,

hearing loss prevention and noise pollution.

The JOSH Foundation helped to raise awareness about hearing loss through a social media campaign. Together with Shri Vile Parle Kelavani Mandal's Narsee Monjee Institute of Management Studies University, they hosted a science exhibition and competition for the hearing impaired children across 10 schools in Mumbai.





Anwesha Kolkata, a parent support group of children and persons that are deaf or hard of hearing, celebrated World Hearing Day by supporting a number of activities. Susruti Hearing & Speech Centre jointly organized a hearing screening camp at Baghajatin. Another hearing screening camp was jointly organized with Peerless Hospital at Patuli, Kolkata. Further, the Kolkata Traffic Police joined hands in supporting the campaign by providing a tableau for raising awareness among the public on ear care and hearing health. The Anwesha Kolkata team along with hearing disabled youngsters took part in the campaign to educate the public through interactive Q & A session. There was also a very successful awareness rally held with great participation, supported by B. K. Roy Foundation and Peerless Hospital.



Indonesia

Dr. Cipto Mangunkusumo National General Hospital in Jakarta held a number of activities in promotion of World Hearing Day. The activities included ear and hearing care exhibitions, poster and video competitions, free hearing screenings for infants and hearing test for teenagers, adults and senior citizens, testimonies and a talk show presented by a multidisciplinary panel of health professionals from Dr Cipto Mangunkusumo National Hospitals.



The Bangkalan district of East Java provided hearing care services to students of Ponpes Manbaussalam. A number of other activities were organized across the country by provincial ear and hearing care committees.



Iran

The ENT and Head & Neck Research center organized activities for World Hearing Day in Iran, in collaboration with the Ministry of Health, Iranian association of Audiology and NGOs. The World Hearing Day was officially registered in Iran as an annual event by the Ministry of Health. Various educational activities were conducted to improve public awareness in schools, urban and rural health centres and

through mass media. A number of hearing screenings were organized across provinces. The WHO resources were translated to Persian and distributed to the Department of Health in universities, hospitals and health services.



Iraq



The Iraq Ministry of Health, with the Hearing & Speech centre in Baghdad, organised an awareness session focussing on the importance of early diagnosis of deafness. The Preventive Health Department (PHD) in the Sulaimaniyah Province organised a community awareness session which was also broadcast on mass media. The Hiwa institute of hearing difficulties organized a lecture in sign language.



Ireland

The Anne Sullivan Centre promoted the use of augmentative and alternative communication methods. Representatives of the centre visited two well-known local businesses to facilitate “The Augmentative Communication Challenge” with the aim to remove barriers to social inclusion.



Italy

The Association ‘Nonno Ascoltami!’ in cooperation with the Ministry of Health presented the second edition of the “Hearing Day” in Italy on a national level. A roundtable on hearing loss issues and studies was held with Nonno Ascoltami’s Scientific Committee and the prevention campaigns “L’Udito è uno strumento prezioso” (Hearing is an invaluable instrument) and “Ascolta responsabilmente” (Listen responsibly) were presented. The event reached an estimated audience of 7 million people and was broadcast through press releases and media interviews of distinguished guests. The full press release can be found here: [‘Nonno Ascoltami!’ World Hearing Day](#).

Japan

On World Hearing and the 62nd National Ear Care Day in Japan, the Oto-Rhino-Laryngological Society of Japan (ORL) and its 42 sub-national societies held a multitude of activities. Educational activities included 32 open lectures across 12 cities with the purpose of raising awareness on various aspects of hearing loss and ear care. 49 free consultations were undertaken in the capital city of Tokyo including: medical examinations and advice by otolaryngologists; audiometry and hearing aid conformity tests; display of and guidance on maintenance of hearing aids. A number of other advocacy events were held and media outreach undertaken through electronic, published and online media.



Korea

The Korean Audiological Society translated WHO’s World Hearing Day posters to Korean and distributed these to all of the university hospitals involved in the audiological society.

Madagascar

The Ministry of Health, ENT Society, SALFA NGO and CBM supported events throughout the region of Analamanga, district of Antananarivo Renivohitra, and district of Antananarivo Avaradrano. Awareness was raised through banners, flyers, and a radio broadcasting program. In addition, there was a community screening session at both the University Hospital of Andohatopenaka and the community based healthcare center of Talata Volonondry. Follow up of patients will be done by the public and Salfa ENT hospital. In addition, there was an official ceremony at the district of Avaradrano, commune Talata Volonondry

Malawi



World Hearing Day was observed at Queen Elizabeth Central Hospital in Blantyre and Chinsapo ground in Lilongwe with the support of Starkey Hearing Institute and College of Medicine. Posters were displayed and hearing screening provided at Queen Elizabeth Central Hospital in Blantyre. The Ministry of Health, media and the community were involved in events in Lingowe including informative talks and speeches, health education and performances as well as ear examinations and treatment stations.



Malaysia

In collaboration with Yayasan Budi Penyayang Malaysia, Institute- HEARS of National University of Malaysia (UKM) coordinated a program, Hear Out at Farm in the City, specifically for families with hearing impaired children fitted with hearing devices. The program engaged hearing impaired children in a public setting and created an opportunity for parents of the hearing impaired children to network and raise awareness about hearing loss.

Mexico

Allied health professionals in the state of Morelos led activities including the promotion and provision of services and delivery of hearing aids. Week-long activities included publications and interviews in the national newspaper, and provision of hearing aids and hearing care.

Mongolia

Ulaanbaatar city recognized World Hearing Day by circulating educational handbooks and organizing training sessions for the citizens. World Hearing Day was also advertised on buses which serviced a variety of suburbs.

Otorhinolaryngology services were provided for free for children with disabilities and organizations in both the public and private sector provided examination for citizens. ENT surgeons and audiologists of Mongolia raised awareness for hearing care through interviews on four television stations.



Nepal



SHRUTI (National Association of Hard of Hearing and Deafened) conducted an awareness program at Diamond College, Buddhanilkantha, Kathmandu. Mrs. Neeta Keshary Bhattarai, shared her experience of being hard of hearing. There was a presentation on hearing loss and opportunity for a Q & A session with Mrs. Bhattarai. SHRUTI also conducted a school awareness program on causes and prevention of hearing loss.

New Zealand

The National Foundation for the Deaf held a number of events during their 'Hearing Week 2017'. The foundation delivered a social media campaign with their media releases sent to the national, regional and local press agencies in New Zealand as well as interviews held on major radio stations. The Listen Hear! New Zealand report was also released prior to World Hearing Day, which focusses on the social and economic impact for people with hearing loss in New Zealand. The report can be found here: [Listen Hear! report](#)



Nigeria



The University of Calabar Teaching (UCTH) Hospital organised a range of activities that included an advocacy visit to policy makers, a road walk passing between numerous community venues, radio and TV awareness talks and lectures.

The National Ear Care Centre led the activities in Kaduna state. An ENT surgeon from the hospital anchored radio health talk programmes on the significance of World Hearing Day and the

impacts of hearing loss. An advocacy visit was made to Rigachukun where the community leaders were informed about the impacts of hearing loss, availability of cost effective interventions and the need for prevention and screening for early identification. An outreach programme was carried out for education regarding treatment of minor ENT diseases. University staff participated in an awareness walk through communities surrounding the hospital.

The State House Clinic Abuja celebrated World Hearing Day by holding a week of events. The president of ORLSON, Professor Nwaorgu, delivered an address during the closing ceremony, emphasising the strategies to mitigate hearing loss and the role of the Nigerian government in supporting hearing health.

A meeting was held by the State House Clinic in support of the theme “Action for hearing loss: Make a sound investment”. The meeting was addressed by Mrs. Aisha Buhari (wife of president Muhammadu Buhari), Mr Jalal Arabi (Permanent Secretary of the State House) and Dr. Yakassai Munir (Medical Director, State House Medical Centre).



Oman

The Ministry of Health, NGOs and private ear health institutions participated in celebrating World Hearing Day. A 2-day workshop was conducted to train healthcare educators and staff nurse on hearing preservation and prevention of ear diseases. A meeting was conducted to gather parents of patients with cochlear implants and link them with organisations and health care professionals.

Pakistan

A program was arranged by the audiology students of Pakistan Institute of Rehabilitation Sciences (PIRS) to highlight the need to work on prevention, cure and rehabilitation for hearing loss. An awareness walk was undertaken by Pakistan Institute of Medical Sciences, PIRS, Isra University and other stake holders.

Danishkadah organized a seminar at the University of Karachi with the aim to raise awareness regarding inclusion of people with hearing loss and basic ear / hearing care.



Panama

The Ministry of Health, along with the Hospital Santo Tomas and the Latina University School of Medicine held an awareness activity with a display of ear models, sonometers, didactic materials and information leaflets on hearing preservation and noise awareness. Pamphlets with information on hearing and language development as well as general facts on hearing loss were distributed. The engineering school gave a presentation about sound and how to mitigate and measure it.



Philippines

The Visayas Hearing Center (VHC) observed the day through a variety of events. Infants at a birthing centre in the municipality of Ilog were tested to raise awareness on Newborn Hearing Screening. An ear and hearing screening program was held in the City of Bacolod with partner organization Barangays. A prevention of deafness talk was held in partnership with Foundation University in Dumaguete, Negros Oriental. A talk was given to the Midwives of the city of La Carlota, in partnership with Negros Occidental Rehabilitation Foundation (NORFI).



Poland

Hear the World-Poland, promoted free hearing tests on the 3rd of March for World Hearing Day. 931 Hearing Care Centers participated and were listed on their website: [Usłyszeć świat - World Hearing Day](#)

Qatar

The Audiology and Balance Unit of Hamad Medical Corporation, in collaboration with Ministry of Public Health in the State of Qatar, highlighted the theme “Action for hearing loss and making for sound investment” to create public awareness. The campaign included lectures and presentation, hearing screening activities and competitions. Some of the topics included the National Program for Early Detection of Hearing loss in the State of Qatar, early detection and prevention of hearing loss, hearing aids and cochlear implants as well as the roles of significant people in hearing care.



Republic of Guinea

The Ministry of Health for the Republic of Guinea supported awareness-raising, screening and provision of services in a public primary school in the capital Conakry (Municipality of Matoto). Both the teachers and pupils of Hadja Aicha BAH primary school were provided the opportunity to have an ENT consultation and received necessary ear care.

Russia



World Hearing Day was supported by the Russian Society of Audiology and National Research Centre for Audiology and Hearing Rehabilitation which shared a link to WHO's World Hearing Day resources on their web site. Audiologists in different regions of the Russian Federation conducted workshops for parents of deaf and hard of hearing children including information about hearing loss, hearing screening and rehabilitation of hearing loss with hearing aids and cochlear implants.



Seychelles

Seychelles commemorated World Hearing Day through seven days of activities to raise awareness around ear care and causes of hearing loss. Schoolchildren in La Digue, were screened for hearing loss and given an educational presentation. People were also screened at Logan hospital and in Praslin. A screening was provided to a selection of workers from the National Arts Council who are exposed to noise in their work environment. Students and teachers of Belombre Primary school and Port Glaud primary school were given a presentation on hearing followed by an opportunity for screening. A rehabilitation centre and a group of elderly persons were invited for a talk to discuss community noise. Finally, the staff of English River Health Centre were given the opportunity to have their hearing screened.



Singapore



The first World Hearing Day Research Symposium was held in Singapore that showcased new and ground-breaking research on ear and hearing health. Local and international speakers from all fields related to hearing (basic scientists, ENT surgeons, audiologists, students, and allied health professionals) came together to learn about advances in hearing sciences. Trained Dangerous Decibels educators presented the Dangerous Decibels program to active duty Air Force personnel at the Sembawang airbase and to workers at an industrial equipment supplier company.

Slovakia

Slovakia celebrated World Hearing Day by featuring the story of 13 year old Matúš who received a cochlear implant when he was 4 and is now a very talented student and robot programmer. A press conference was held on March 2 which was covered on national television and radio. They also released a video relating to the significance of hearing during important life events which can be found here: <http://momentofsilence.co/sk/>.

South Africa

Students of the University of the Witwatersrand in Johannesburg made posters which they displayed on the university campus. Radio interviews were conducted on national and regional radio stations. Students developed a Facebook page and made a news feature for the University website, which was also published in Conversation Africa, and can be found by following this link:

[University of the Witwatersrand - Latest news](#)



The South African Association of Audiologists (SAAA) introduced a number of initiatives to promote hearing and ear care. These included media releases, radio interviews, educational pamphlets and community screenings. One such initiative took place at Grace Bible Church, in Pimville, Soweto where 817 pensioners underwent extensive screening and testing by 30 volunteer audiologists, supported by 50 audiology students. State of the art equipment was employed and high standard screening and testing processes were conducted.



The University of Pretoria and hearZA developed a campaign targeting radio stations in order to raise awareness among South Africans about the National Hearing Test and impact of hearing loss. Radio stations involved in the campaign had the opportunity to either do a competition live on-air or play a pre-recorded commercial which encouraged people to take the hearZA test and share their results via a social media channel such as Twitter or Facebook. More than 5000 hearing screenings were completed over a week on the hearZA App. Numerous interviews were held with radio stations with Prof De Wet Swanepoel (University of Pretoria).



Swaziland



The Ministry of Health Swaziland led the organization of activities for World Hearing Day in Nkwene-Shiselweni region. The Department of Ear Nose and Throat (ENT)/Audiology and Speech therapy of Mbabane Government Hospital, the national referral hospital, The School Health Program and the Shiselweni Regional Health Promotion team also assisted in organising the events in collaboration with WHO and International Centre for Care and Treatment (ICAP). A television breakfast show had the theme of hearing health on March 3 and a multitude of activities such as education lectures, school performances, key note address from the Director of Health services and community ear screenings were undertaken. Branded pens, water bottles and t-shirts were distributed to primary school children and two articles were published in a local newspaper.

Sweden

Ecophon produced a study, and accompanying YouTube videos, to raise awareness around how inclusion in schools can be aided by a good sound environment. The study can be found here: [Essex Study](#)

Switzerland

The Bundesamt für Gesundheit BAG, Abteilung Strahlenschutz, Sektion NIS und Dosimetrie, Bern, developed a factsheet on portable music devices (iPods, MP3 players, mobile phones etc.) and safe listening. The Tribune de Geneve released an article on hearing loss on 3 March to recognize World Hearing Day. Phonak, a Swiss organization providing hearing solutions, created two animated infographics that were posted on their Facebook page. www.facebook.com/phonak



Tunisia

The Ministry of Health and the Basic Health Care Directorate organized a series of awareness-raising activities. An open day of screening was held in collaboration with the Habib Thameur University Hospital of Tunis. A media campaign was undertaken targeting students, adults and employees exposed to noise. This campaign involved national TV and radio channels and a reached a wide audience through websites and social media. There was also a wide dissemination of WHO materials to all regions. A school-based screening survey was held in Tunis by the International Institute for Research in Sign Language in collaboration with the Directorate of School and University of Medicine.



Turkey

The audiology department of the KTO Karatay Üniversitesi drew attention to the prevention of and screening for hearing loss. 600 students and staff received hearing screening services and the audiology department handed out educational brochures on hearing health. Presentations were also made by the President of Turkish OKSUD (Association of Odiology Speaking and Sound Expert) and the chief of KTO audiology.



United Kingdom

The National Health Service (NHS) of England organised a face to face event for key stakeholders to celebrate World Hearing Day. During this event, the progress being made in England to deliver the Action Plan on Hearing Loss was shared (a policy document published in 2015 by NHS England and the Department of Health).

The International Centre for Evidence in Disability (ICED), Deaf Kidz International and the Hearing Conservation Council and the Royal College of Physicians co-hosted an event at the House of Lords to mark the day. The event was

chaired by The Lord Bruce of Bennachie and included representatives of a number of ear and hearing health organisations including Sound Seekers, Mercy Ships, Ear Foundation, Cupris Health and Action on Hearing Loss. Also present were political representatives including members of the House of Lords, the Malawi High Commission, Tom Watson, Deputy Leader of the Labour Party, and Lord Bates, Minister of State for International Development.

ICED Hearing group at London School of Hygiene and Tropical Medicine (LSHTM) developed a dedicated newsletter to hearing, a stand in the cafeteria to promote ear and hearing health and demonstrated hearing screening apps on tablets as well as the launch of the new ICED Hearing Group website: [ICED Hearing Group](#).

The British Society of Hearing Aid Audiologists (BSHAA) hosted a free Webinar on their website titled World Hearing Day 2017: Cost, Cost-Effectiveness and Public Hearing Health Approach delivered by Dr Shelly Chadha of WHO. The webinar can be found on BSHAA's website: [World Hearing Day webinar](#). On March 3 BSHAA promoted the NHS Conference in London on World Hearing Day, where new best-practice guidelines were launched: [BSHAA best practice guidelines](#).

Royal National Throat Nose and Ear Hospital and the UCL Ear Institute, London organized a number of activities led by the evidENT research team and was supported by the National Institute of Health Research. A cochlear implant simulator game was developed and a video otoscopy was used to educate people on the inner ear. There was a hearing quiz with prizes, a research questionnaire and information about the Action on Hearing Loss library.

United States of America

The National Institute for Occupational Safety and Health (NIOSH), Centers for Disease Control and Prevention, U.S. Department of Health and Human Services, used its social media outlets to promote and recognize the day. The NIOSH hearing loss prevention team reached out to stakeholders.

American Academy of Otolaryngology—Head and Neck Surgery recognized World Hearing Day through an announcement in an issue of OTO News featuring the multi-language materials available through the World Health Organization. They also promoted World Hearing Day on social media and provided links to further resources through WHO and www.entnet.org.





The Hearing Health Foundation posted a blog on their website emphasizing the importance of hearing loss prevention, screening for early identification, early intervention, and rehabilitation through hearing devices.

500 American Auditory Society (AAS) members and attendees gathered for a membership/business meeting coinciding with World Hearing Day. The World Hearing Day materials provided by WHO and a card with the Twitter and Facebook information were

distributed to participants. Participants were also encouraged to tweet about WHD and especially to think about how AAS should observe WHD next year through activities that might include community outreach.

The Viera Voice Newspaper published an article reporting on a campaign including an Instagram page, website and hearing loss survey for teens with infographics developed by student Noah Ritcher of Edgewood Senior High School. The article can be found here: [Local teen's project sheds light on earbuds, hearing issues.](#)

Zambia

For World Hearing day, the Starkey Hearing Institute alumni gave a health-talk to the pupils, teachers and the workers of the Ndola district on the importance of prevention of infection and early identification of hearing loss for better hearing tomorrow. Screening services were provided to the pupils.

A hearing fair was organised where hearing aid and cochlear implant users and their families were invited to learn about different products and ear and hearing care.



Joint activities held by Beit Cure Hospital Lusaka Institute of ENT and Audiology (BCH) and CBM in the province of Lusaka including interviews of ENT surgeons on both a morning television show and a radio station. A service for screening and treatment was set up for a day at a mall in Lusaka where 32 people were screened, and 19 people received hearing tests.



ORGANIZATIONS

The American speech-language hearing association (ASHA)

ASHA developed a digital toolkit that members can use to promote audiology practice in the community. The toolkit contains shareable social media tools including hearing loss checklists, consumer facts and tips, and a video explaining the various costs of leaving hearing loss untreated. You can access the toolkit here [ASHA toolkit](#). ASHA also disseminated a press release to national health care reporters, wrote a blog post and published an article by ASHA President Gail Richard in USA today as well as promoted World Hearing Day via their website.

CBM

CBM supported many activities surrounding World Hearing Day. CBM colleague Ms Sally Harvest prepared an [article](#) and [YouTube video](#) detailing her personal life experience of childhood chronic ear disease and progressive hearing loss and her current role as advisor and advocate for an inclusive society. CBM Communications Department shared WHO materials through their social media channels.

Centers for Disease Control and Prevention (CDC)

CDC carried out many activities in support of World Hearing Day. A feature story was posted on the CDC website, emails sent to the subscribers of the National Center for Environmental Health (NCEH) Homepage, Web promotion including a banner, spotlight, and thumbnail on CDC and NCEH/Agency for Toxic Substances and Disease Registry's websites, four social media posts sent to the subscribers of @CDCEnvironment, two blog posts sent to the subscribers of NCEH blog and an article posted to CDC's intranet for employees.

Cochlear

Cochlear supported a number of events for World Hearing Day. In addition to these international activities, they used their Facebook and Instagram as a platform to advocate their #HappiestSound campaign that was also featured in a newspaper.



EUROPEAN ASSOCIATION OF HEARING AID PROFESSIONALS (AEA)

AEA collaborated with EFHOH and EHIMA to provide hearing screening for the European Parliament. More information on this event can be found [here](#). AEA also promoted World Hearing Day through a video and report on the Lunch Debate at the European Parliament which can be found on the [AEA website](#). Numerous other activities were organized by member associations of the AEA and are reported under respective countries/organizations.





Global Foundation for Children with Hearing Loss

The Global Foundation for Children with Hearing Loss helped to promote World Hearing Day by posting on social media about both the WHO webinar and the purpose of the day itself. The WHO materials were also shared in Vietnam and Ecuador.

HEARing

HEARing used their Facebook as a platform to raise awareness for World Hearing Day. They used an online interactive ear to provide education on hearing loss and management through technology. They promoted the WHO seminar being held on 3 March and made reference to an article 'World Hearing Day – A sound investment in hearing research' which can be found at www.hearnet.org.au.



Hear the World Foundation

The Hear the World Foundation supported World Hearing Day by featuring the WHO Global costs of unaddressed hearing loss campaign on their website and released a [YouTube video](#).

Ida Institute

The Ida institute celebrated World Hearing Day by launching a campaign to raise awareness of hearing loss. The campaign consisted of three motivational videos which included an online hearing test developed by the University of Pretoria in collaboration with the hearX group. The test is part of a dedicated webpage which also contains links to WHO website and information on the upcoming World Health Assembly resolution on hearing. [Ida Institute - Celebrate hearing](#).

IMPACT

United Kingdom

IMPACT UK's social media campaign for World Hearing Day reached 27,000+ followers.

Norway

IMPACT Norway raised awareness for World Hearing Day through their social media platform.

Kenya

Free ear screening was held in Kitui District, Kenya by IMPACT East Africa where 183 people screened at a special ENT screening event

Cambodia

Free ENT surgical camp held by IMPACT Nepal in conjunction with IMPACT in Phnom Penh where 98 patients operated at surgical camp in Phnom Penh – at the new ENT building IMPACT has funded at Chey Chumneas hospital.





International Federation for Hard of Hearing People (IFHOH)

Dr. Ruth Warick, IFHOH President issued a press release addressing World Hearing Day.

“The International Federation of Hard of Hearing Persons (IFHOH) calls upon all governments to implement early intervention programs, to provide appropriate hearing devices with effective rehabilitation, to create accessible hearing environments and to reduce noise exposure. By doing so, this year’s theme of World Hearing Day of making a sound investment’ can be realized.”



MED-EL

MED-EL, developed a video campaign titled ‘Moment of Silence’ supporting World Hearing Day 2017 and raising awareness of hearing loss. This video campaign, [Moment of Silence](#), reached audiences across 24 countries.

Patrick D’Hease, Corporate Director of Awareness and Public Affairs for MED-EL, posted an article on LinkedIn relating to World Hearing Day. In his article, he discussed the global impact of hearing loss and the economic costs, the

benefits of innovative medical devices and encouraged Brussels to make a ‘sound investment’ in the health of EU citizens.

World Wide Hearing

World Wide Hearing (WWH) collaborated with [Global Citizen - World Hearing Day 2017](#), a network of 9 million social activists around the world, to raise awareness about hearing loss. An article, Global Citizen - World Hearing Day 2017, was posted which shared the story of 13 year old Achlam, from Jordan, demonstrating the need to support families across the globe that are affected by hearing loss. WWH promoted World Hearing Day through their website and on social media platforms.



Other organizations which collaborated with WHO:

- Centre d'Information sur la Surdit  et l'Implant Cochl aire (CISIC)
- Deaf Kidz International
- European Association of Cochlear Implant Users (EURO-CIU)
- European Federation of Hard of Hearing People (EFHOH)
- European Hearing Industry Manufacturers Association (EHIMA)
- European Hearing Instrument Manufacturers Association (EHIMA)
- Global Foundation for Children with Hearing Loss
- Hearing Conservation Council
- Ida Institute
- IMPACT Switzerland
- International Association of Logopedics and Phoniatrics (IALP)
- International Federation of Hard of Hearing People (IFHOH)
- International Prevention Research Institute
- Journee Nationale de L'Audition
- London School of Economics
- Macquarie University
- 'Nonno Ascoltami!'
- Semaine du Son
- Starkey Hearing Foundation
- The Ear Foundation
- UK Ear Foundation
- Union of the European Phoniatricians
- University of Philippines

This report summarizes the activities which were reported by Regional Offices, Member States and partners to WHO. It does not include other activities which have been carried out but of which WHO was not informed. World Hearing Day 2018 proposed theme:
Hear the Future

ACTION FOR HEARING LOSS



Make a Sound Investment



3 March 2017
World Hearing Day

<http://www.who.int/pbd/deafness/en/>