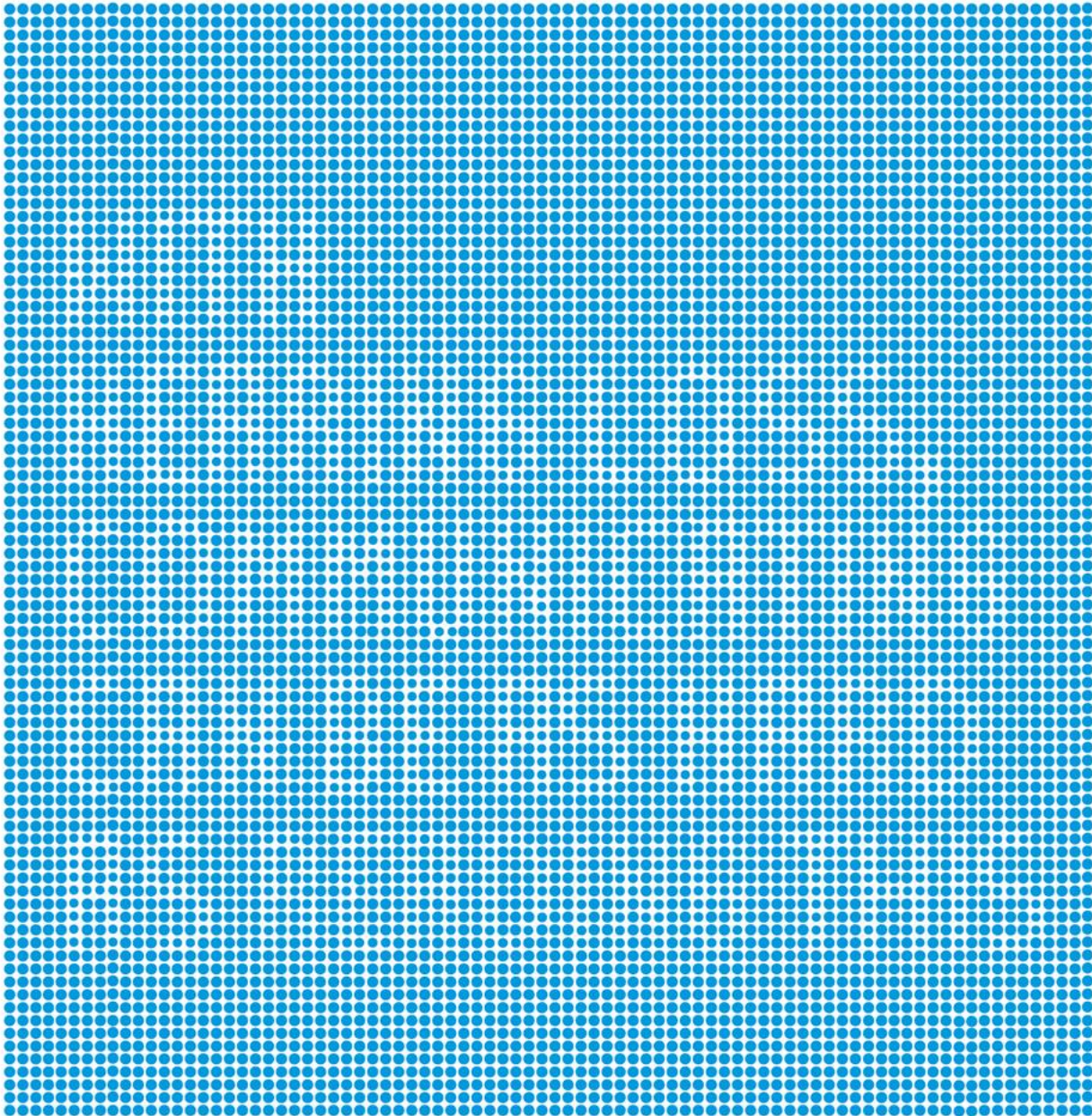


WORLD HEARING DAY 2019

REPORT OF ACTIVITIES

Check your
hearing!





Could you be missing out?

Check your hearing! →



An app to check your hearing.

World Hearing Day 2019



World Hearing Day is an advocacy event celebrated on 3 March each 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 World Health Organization (WHO) and its partners.

The theme for World Hearing Day 2019 was ‘Check your Hearing’, which aimed to raise awareness of the importance of early identification and intervention for hearing loss. Many people live with unidentified hearing loss, often failing to realize that they are missing out on certain sounds and words. Checking one’s hearing is the first step towards addressing the issue. In celebration of World Hearing Day 2019, WHO developed a mobile app software for hearing screening based on digits-in-noise technology. The hearWHO app gives users access to a hearing screener to check their hearing status and monitor it over time. The app can be downloaded [here](#). This provides an easy-to-use, free and validated tool with which people can regularly check and track their hearing statuses. It is available on both: Android and iOS-based platforms. The app also includes information that can help prevent hearing loss and identify it at the earliest. WHO Headquarters, WHO Regional Offices, Member States, collaborating centres and other partners participated in numerous activities to mark this day.

A number of informational resources were released, including:

- Brochure
- Infographic
- 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.

A Facebook live event was held on the day. A press release was made, and social media was used to spread awareness.

On March 4, 2019, WHO held an informational session at the headquarters, with participation of WHO HQ staff and visitors. A Facebook live video was recorded; giving people around the world the opportunity to ask an expert any questions related to hearing, World Hearing Day, and the hearWHO app. World Hearing Day 2019 received vast press and media coverage globally. WHO released an official news alert and regional offices participated in and helped advocate for World Hearing Day 2019. .



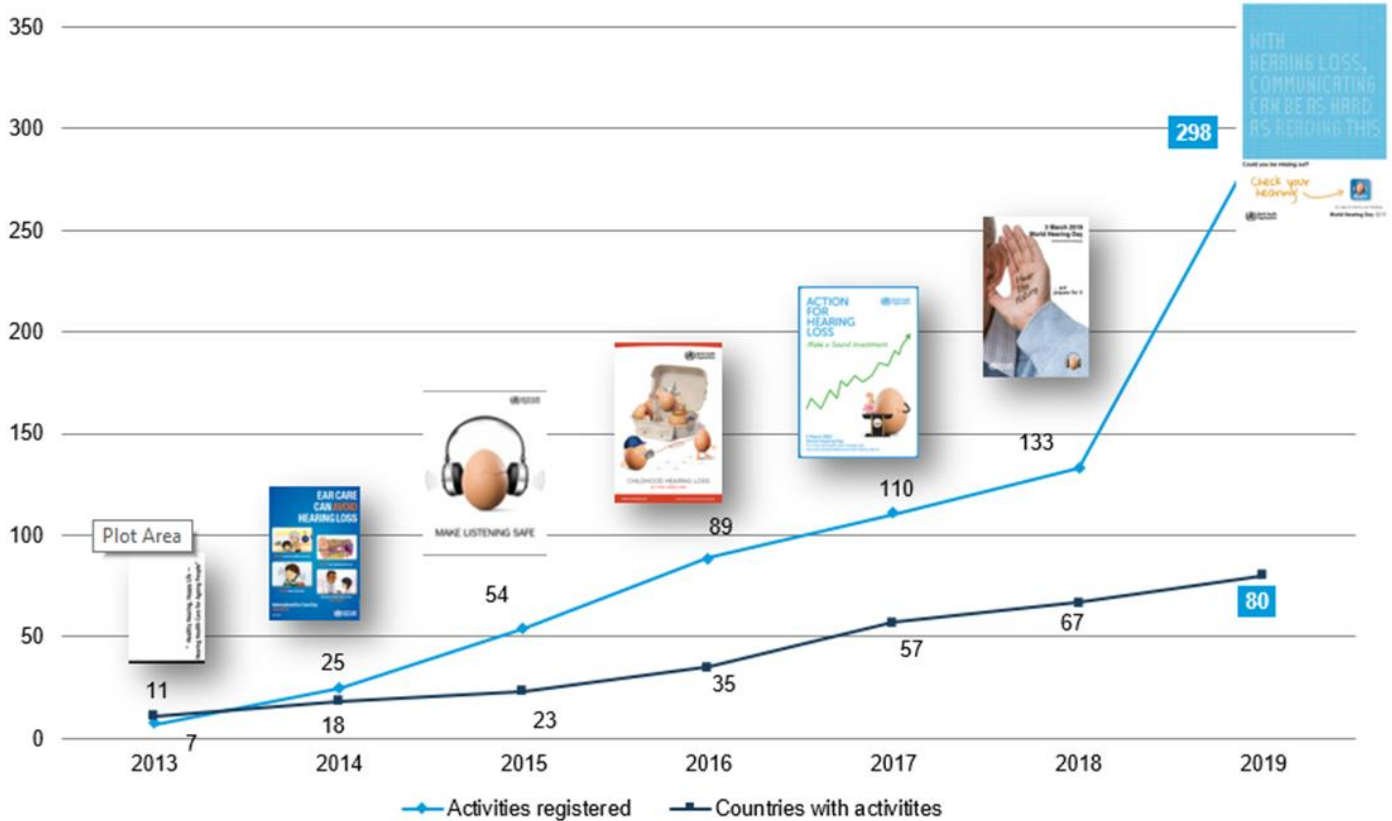
#Wiki4WorldHearingDay2019

Wiki4WHD





[Wiki4WorldHearingDay2019](#) was created to facilitate the improvement of Wikipedia content related to hearing, hearing health services, hearing testing and preventive and treatment interventions. Examples of contributed content included updates by CDC researchers who significantly expanded the Wikipedia article, ‘Universal new born hearing screening’ which was featured in the ‘Did you know?’ section on Wikipedia’s main page. 74,000 words were added to 90 existing and 7 new Wikipedia articles, and 21 images were added to the open access repository WikiCommons.

These articles received more than 2.8 million views during the tracking period. They also created a new article on [hearing protection fit-testing](#) which was also featured in the 'Did you know?' section. The **National Institute for Occupational Safety and Health (NIOSH, USA)** led the activity, in partnership with the WHO, Wikimedia, the National Centre for Environmental Health, the National Centre on Birth Defects and Developmental Disabilities of the Centres for Disease Control and Prevention, the Hearing Centres of Excellence, the French National Research and Safety Institute for the Prevention of Occupational Accidents, the International Society of Audiology, the Acoustical Society of America, the American Academy of Audiology, Hear in Cincinnati, Cochran and its Ear, and the Nose and Throat Review Group. The number of registered activities has been increasing each year, with **298** activities registered with WHO in 2019. The graph below shows the increase in participation for World Hearing Day. To see the entire list of registered activities for World Hearing Day 2019, refer to this link. <https://www.who.int/deafness/world-hearing-day/whd-2019-events/en/>

Participation in WHD



You could have a hearing loss, if:

 YOU TEND TO RAISE THE VOLUME	 YOU MISS PARTS OF CONVERSATION
 YOU OFTEN ASK PEOPLE TO REPEAT	 YOU HAVE A RINGING SENSATION IN THE EAR

Check your hearing!



Download the app

Hearing screening is a step towards:

 IMPROVING ACCESS TO EDUCATION	 DEVELOPING A MORE PRODUCTIVE WORKFORCE
 ENSURING A BETTER QUALITY OF LIFE FOR ALL	 SAVING SCARCE RESOURCES

Early identification of hearing loss is key!



Offer free hearing screening and promote the HearWHO app to screen for hearing loss!

9:41 📶 🔋



hearWHO



SMALL GRANTS SCHEME

A small grants scheme was launched by the **World Hearing Forum** in partnership with the **Coalition for Global Hearing Health (CGHH)** aiming to support events raising awareness on hearing during World Hearing Day activities. The organizations awarded the Small Grant Scheme are listed below.

Small Grant Scheme Winners	
Organization	Country
Regional Hospital Bertoua	Bertoua, Cameroon
Centre for Interdisciplinary Research in Music Media and Technology	Montreal, Canada
Fundación de asistencia social y ayuda para personas sordas D.H.Ex. (Vivir la Sordera)	Quito, Ecuador
Aures Foundation	Tbilisi, Georgia
Institute of Speech & Hearing	Bengaluru, India
All India Institute of Medical Sciences	Bhopal, India
OPERATION EAR DROP KENYA	Nairobi, Kenya
Good Neighbors International Mongolia	Ulaanbaatar, Mongolia
SHRUTI	Kathmandu, Nepal
Ayesha Bashir Trust Hospital	Gujrat, Pakistan
Audiology Department at the University of Cape Town	Cape Town, South Africa
Nelson Mandela Children's Hospital	Johannesburg, South Africa
UK Hearing Conservation Association	Wigan, UK
Uganda Federation of the Hard of Hearing	Luwero, Uganda
Mbarara University of Science and Technology	Mbarara, Uganda
Sound Seekers/UTH	Lusaka, Zambia

ACTIVITIES AROUND THE WORLD

ABU DHABI

The **Zayed Higher Organization for People of Determination** celebrated World Hearing Day with an event in the city centre, where the team handed out leaflets and set up a stall for further information about World Hearing Day; they explained the latest statistics on hearing health, prevention, and the hearWHO app. The team was prepared to guide anyone with any questions regarding the app.



ARGENTINA

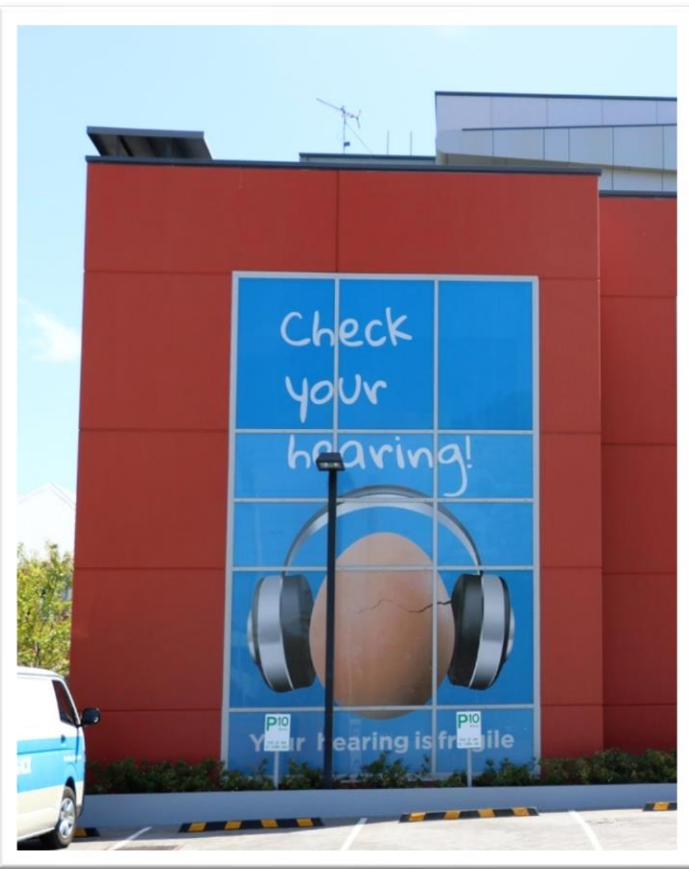
The **National Secretary of Health** held many activities for World Hearing Day, including a community campaign targeting and educating members of the local communities about hearing loss and its prevention. During these campaigns, informational materials and resources were provided to community members. A conference was held to provide information on early hearing loss detection and attention, and to provide informational materials. Additionally, a social [media](#) strategy was launched to broaden the target audience range.

ARMENIA

The **Association of Armenian Otorhinolaryngologists** began its celebrations with a media campaign on the first public TV company of Armenia, followed by a meeting of the Association of Armenian Otorhinolaryngologists dedicated to World Hearing Day. The team held awareness seminars at 8 local schools and provided hearing screenings for children using the hearWHO app.



AUSTRALIA



Ear Science Institute Australia (ESIA) offered free hearing screenings in 13 clinics across Perth and the surrounding areas throughout March. A giant signage covering one side of the office building was installed at their head office. A Facebook [video](#) highlighting the importance of checking your hearing was launched and received over 7,000 views. The ESIA Community Services Liaison Officer visited 8 different organisations during March to educate the participants on hearing loss and the importance of checking your hearing.

Hear and Say held free hearing screenings for anyone aged 5 – 65 at a new **Hear and Say** Sound booth and launched an online campaign where they educated people on hearing loss and the importance of screening. This was promoted via social media channels and a media release.

To mark World Hearing Day and Australian Hearing Awareness Week, **H:EAR (Hearing Education Application Research)**, **Macquarie University** and the **Australian Hearing Hub** hosted an **Indigenous Hearing Health Symposium**. The event opened with a seminar on the global perspective on hearing loss as a public health issue and how this could be used to improve the hearing health of Aboriginal and Torres Strait Islander people in Australia.

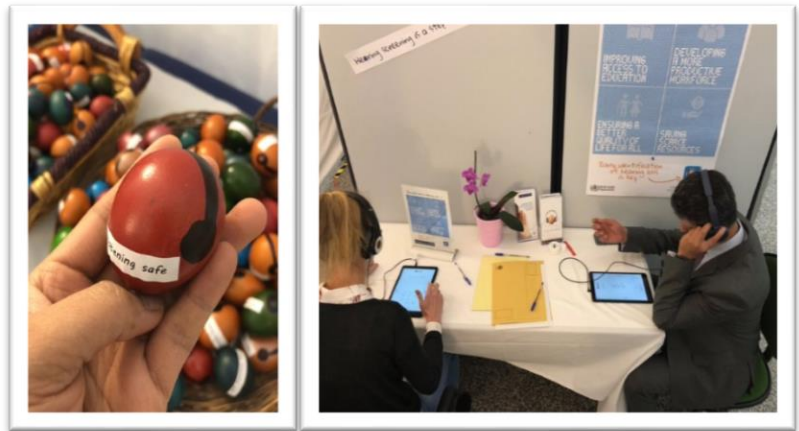
Macquarie University offered free hearing screenings on campus for staff and students using a new smart phone-based hearing screening used by over 200 people.

Audeara spent World Hearing Day raising awareness on hearing loss, educating children at schools and providing training courses.



AUSTRIA

The **VIC Medical Service** offered free hearing screenings in celebration of World Hearing Day to highlight the importance of early identification and intervention for hearing loss. The hearWHO app was installed on Android tablets for the screening. Doctors were around for any further questions. Communication with ENT specialists was also available for referrals, if needed. Brochures were provided as additional informational materials.



BANGLADESH

ENT and Head Neck Cancer Hospital & Institute held a community awareness rally, displaying the banner of the day, with free hearing screenings for the school children and the working people living the hospital's neighborhood. Specialists conducted free ear check-ups. The rally had 1000 participants. **The National Institute of ENT** in Tejgaon, Dhaka raised awareness through educational and training events, providing hearing care services on the day.

Speech & Hearing Association of Bangladesh and **Central Hearing Care Centre** in collaboration with **Bangabandhu Sheikh Mujib Medical University (BSMMU)** held a seminar on hearing loss and raising awareness. Following the seminar, the **Central Hearing Care Centre** arranged a free screening program for 200 registered participants.

BELARUS



The **Republican Centre for Research and Practice in Otolaryngology** held a conference for specialists at the **Belarusian Republican Centre for Otorhinolaryngology**. The specialists carried out screenings for hearing impairment in children and teachers at a local school. Lectures were held for children and parents on the importance of proper ear care and the ways to prevent further development of hearing disorders. **Grodno State Medical University** and **The Centre of Hearing Grodno regional Hospital** held a hearing screening and media event, raising awareness of hearing loss.

BHUTAN

Nangkor Central School used World Hearing Day as a chance to raise awareness about hearing loss, with presentations and materials conveying important information.

BOLIVIA

The **Asociación de Hipoacúsicos Cochabamba (ASHICO)** held an awareness fair called 'Check your hearing'; key stakeholders in the field of ear and hearing care (**Greater University of San Simón with the Center of Attention to the Disability CUADIS, AUDIOVIDA, AUDINOVO, AVANZA Center, Bolivian Catholic University**) participated. During the fair, hearWHO was widely promoted and used. WHO and Coalition for Global Hearing Health actions on hearing health were promoted as well. A pacific march with the slogan 'Stop Honking' to raise awareness about hearing care and environmental noise was a key part of the celebration. Around 4000 people attended.



BOTSWANA

Deaftronics Ltd advocated for hearing screening, providing free hearing screening tests while also raising awareness, educating and training the public, and launching a programme for hearing screening.

BRAZIL



FonoAudiologia e Neurociência (FONEC), in collaboration with the **Itapetininga Volleyball team** supported World Hearing Day by measuring the intensity of sound during a match, including the song being played during the match intervals, and the crowd cheering at the points scored. All measured sounds exceeded 100 dB. These matches are attended by all ages. The importance of having the sound pressure registration on hand, preventing hearing loss, and particularly of regular hearing exams was explained to the team president and marketing manager. During the volleyball festival, a day for sports activities took place with people from all different ages taking part. An inflatable ear in the gymnasium was erected, where people received hearing screening, performed by 2 invited audiologists. About 200 people passed by the ear exhibit and 1/5 of them were screened.

FOPI in Sao Paulo raised awareness on World Hearing Day, using hearing screening and providing education and training for the youth. **Baaru School of Dentistry** raised awareness and contributed to the Wiki4WorldHearingDay2019 page. **The University of Federal do Rio Grande do Norte** also participated in World Hearing Day by raising awareness.



BRUNEI DARUSSALAM



The **Department of Otorhinolaryngology at the Ministry of Health** started its World Hearing Day celebrations by holding the 'March for Hearing'. The acting Minister of Health officiated the silent 1.5km walk. Earplugs were worn throughout the walk; this gave the participants some understanding of dealing with the difficulties of hearing loss. Moreover, in support of the national New-born Hearing Screening Program, they performed hearing screening on babies born in March; this also provided further information to hospital staff and parents on the value of recognizing early symptoms

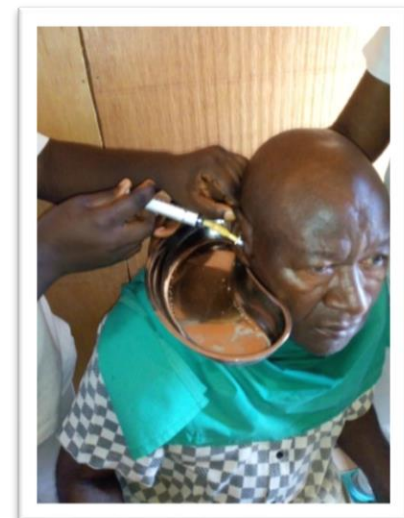
of congenital hearing loss. The Safe Listening - Dangerous Decibels involved 200 primary school students aged 9-10 years old and 150 participants from the adult group.

CAMBODIA

All Ears Cambodia raised awareness for World Hearing Day by providing free hearing screening and training to educate people on ear and hearing care.

CAMEROON

The **Regional Hospital, Bertoua** raised awareness using radio broadcasts for 5 days. The radio programs encompassed advice on taking care of your ears and hearing and featured some causes of hearing loss and preventative measures. A 3-day screening campaign was held in which the hearWHO app was used along with other equipment. 103 adults and 49 children were screened in total.



CANADA

The **Schulich School of Music at McGill University** held a day event in celebration of World Hearing Day 2019. The three informational desks provided guests with information on World Hearing Day, the launch of the hearWHO app, the Hearing-care Platform and the Sono Shirt projects. Attendees also had the opportunity to see the preliminary user interface for the **Centre for Interdisciplinary Research in Music Media and Technology (CIRMMT)** personal dosimetry mobile app. The day event reached many people, garnering representatives of **Communicaid for Hearing-Impaired Persons (CHIP/CAPA)** and the **Canadian Hard of Hearing Association**. The event information was posted in French and English and received over 4000 unique views from 11 different countries. **Hearing Life** raised awareness through educating the public with hearing health information and training.



CHILE

The **Ministry of Health** highlighted the importance of raising awareness, the importance of diagnosis in a timely manner and the adequate treatment of hearing loss. This was done in collaboration with the **Servicio Nacional del Adulto Mayor and Professional Societies**. It was presented to approximately 100 older adults. At the **National Institute of Geriatrics**, 300 older adults received free otolaryngology consultation and advice on the proper use of hearing aids.



CHINA

The **China Rehabilitation Research Centre for Hearing and Speech** celebrated World Hearing Day with the aim of effectively promoting the implementation of the State Council's opinions on establishing a Rehabilitation Assistance System for disabled children. The annual National Ear Care Day Charity Concert was held at the National Grand Theatre Music Hall. Officials from 12 host ministries, together with nearly 2000 participants from all walks of life, attended the concert.



The **Healthy Macau Association** alongside the **Artists Association of Macau** held a month long free hearing screening event for locals of the Macau region. Local celebrities took part in the celebrations by having their hearing checked and by sharing their positive messages on hearing. Additionally, the celebrities showed how easy having a hearing test is. An estimated 100,000 people were reached during this World Hearing Day campaign.

The joint group, which consisted of over 5000 people from 12 government ministries and departments including **National Health Commission** and **China Disabled Persons' Federation**, **Jiangsu Medical Team**, combined with **Ministry of Health of Zanzibar** and **IMPACT**

Switzerland undertook many events in celebration of World Hearing Day reaching across China and Zanzibar. A news report was released by the **Xinhua News Agency** garnering 300,000 views within 12 hours.



Jiangsu Province Hospital released a music video titled 'Protect your Ear and Hearing' to raise more awareness and attract more attention from the public.



A combined group consisting of the **Ministry of Health, China Disabled Person' Federation** and the **Ministry of Education** celebrated World Hearing Day by carrying out extensive and in-depth publicity in 5 communities and by handing out posters of primary health care of ears to these communities.

The audience included residents of nearby communities, outpatients and news media personnel from 18 media units. Additionally, a highly publicized event was held to highlight concerns for the hearing health of children. The event was held by audiologists and physicians from **Beijing Tongren Hospital** and **Beijing Institute of Otolaryngology**.

The Institute of Population Research, Peking University raised awareness for World Hearing Day, conducted surveys and had discussions over policies to prevent and manage hearing loss. **The Healthy Macau Organization** and **The Association of Macau Pensioners (APOMAC)** raised awareness through a media event that educated the public. Training and hearing screening were also provided.

COLOMBIA

The **Universidad del Valle** kicked off its celebrations with 4 lectures delivered by audiologists on different topics around hearing care, such as: noise induced hearing loss, artificial intelligence applied to hearing aids, care for good hearing health, and early detection through neonatal hearing screening. This was followed by a series of awareness



activities for both the academic and general community of the university, about the importance of early detection and intervention for hearing health. The hearWHO app was also promoted. Hearing tests were performed on people, including on those who were considered at risk, at the audiology lab of **Universidad del Valle**.

COSTA RICA

The Hearing Health Commission formed by Ministry of Health and Education, Costa Rican Social Security, CEN-CINAI, College of Therapist of Costa Rica, Costa Rica University, College of Doctors and Surgeons, CENAREC, and Sordos con Voz carried out WHD activities. Short messages were produced with information on hearing health promotion, hearing care, and prevention of diseases and hearing conditions. Educational videos were made and widely disseminated through the commission's networks. Educational talks about ear and hearing care for students and teachers were also conducted.

COTE D 'IVOIRE

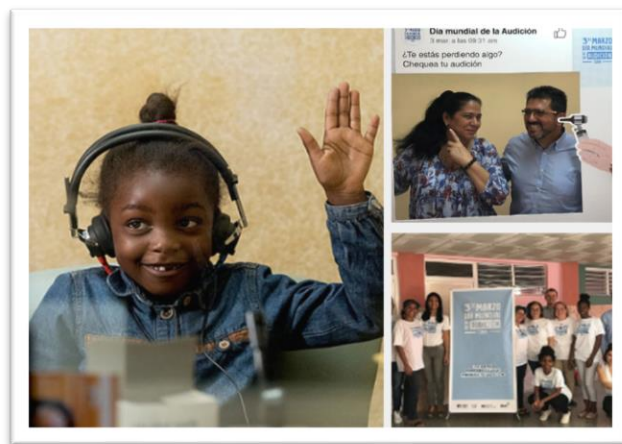
The **Organisation Ivoirienne pour la Parole et l'Audition** held a day event at School Sainte Marie De Cocody. The day's events consisted of 3 lectures with the theme of 'Good hearing for a better education,' followed by a second seminar on the importance and effectiveness of hearing aids. The day events concluded with a video projection on cochlear implants in Côte d'Ivoire.

CROATIA

The **Institute of Public Health for the Osijek-Baranja County** raised awareness through a hearing screening event which was publicized via media coverage to advocate for hearing health.

CUBA

The **CBM International** along with the **Ministry of Health and Consejo de Iglesias de Cuba NGO** celebrated World Hearing Day at the community level in the field. WHO materials were used to raise awareness via social media campaigns. Hearing screening and awareness activities were undertaken by local audiologists and talks were delivered by international faculty at Borrás-Marfan Hospital and Agustinho Neto General Hospital. Media coverage with participation by Ministry of Health and PAHO-WHO representatives in Cuba, as well as press conferences with the Ministry of Education, Ministry of Labour and Ministry of Presidency were held to raise awareness at a national level.



CZECH REPUBLIC

The **Czech ORL Society** collaborated with **Orbis Pontes** organization and celebrated World Hearing Day with a week of activities with the theme 'Communicating with Hearing Impaired People.' Several media campaigns were launched across many Czech cities including Prague, Brno, Hradec Králové, and Liberec, encompassing a variety of coverages including television interviews, press conferences, print media and radio interviews. **Czech ORL Society** held 50 events throughout the Czech Republic.

The **Unie Neslysicich Brno** participated in World Hearing Day via education and training to use equipment for the deaf and hard of hearing.

THE DEMOCRATIC REPUBLIC OF CONGO

Center Ephphatha for Deaf of Goma, Ephphatha Audiology Center held a community awareness session on audiological diseases and information on deafness, specifically how to prevent it and its consequences. It emphasized how important a national hearing care program in DR Congo is. Free hearing screening was conducted to advocate for this program.

The **Orthopedic Clinic and Audiological Aru** held several events across kindergartens, primary schools, and secondary schools. The objective was to raise awareness about ear and hearing care. They distributed informational leaflets to school teachers and students and offered a free clinic consultation. Through the many events, the institute was successful in raising awareness in schools, reaching 1222 students and 96 teachers. An additional 21 people benefited from the free hearing consultation by the clinic **SOLDEM/ONGD**.



DENMARK

Audika/Oticon held an open clinic offering free hearing screening. The free hearing screening was advertised using print, digital and social media campaigns. The campaign reached around 100,000 people.

GN Hearing promoted World Hearing Day with a publication, *Hear-It's Hearing Loss – Numbers and Costs Report*. The objective was to generate media attention around World Hearing Day. The strategy was to highlight the human side of hearing loss and **GN's** heritage of providing support to the hearing loss community. Promotion of an online hearing test aligned itself to the theme. 1,755 people took the ReSound's online hearing test following the social media outreach.

DIJIBOUTI

Peltier General Hospital held an awareness campaign in support of World Hearing Day. Posters and flyers were put up and given at college libraries, high schools and in the city centers. At least 200 people were reached during this campaign.

ECUADOR

The **Fundación Vivir la Sordera** held advocacy and awareness raising events throughout the entire month to celebrate World Hearing Day. At the Municipality of the Metropolitan District of Quito, a training proposal was presented on hearing health prevention to the directors of 200 children's centers that serve 10,000 children under the age of 3. At the Ministry of Health, preliminary conversations were held for a noise control campaign for 2020. At the Salesian Polytechnic University, a campaign 'Make Listening Safe' was presented and approved, and it will kickstart in July 2019. [Facebook](#) updates were posted on the **Fundación Vivir la Sordera** page throughout the month of March with 'Make Listening Safe' being the main theme.

EGYPT

The **Ain Shams University** held a day event during which in which the attendees discussed the importance of spreading awareness and covered some of the difficulties that hearing-impaired people may face in the community. It also highlighted the stigma and bullying surrounding hearing-impaired persons and discussed ways to solve these problems. Some of the life experiences of hearing-impaired persons, how they faced challenges, and successful stories for overcoming difficulties were reviewed. The event featured one musical performance by students using sign language and another by the hearing-impaired children of **Association of Nidaa**. **Members of the Egyptian Perelman: Chairman of the Committee of Education, Scientific Research, Chairman of the Health Affairs Committee, Chairman of the National Council for Disability, President of the Union of Deaf and Hearing-Impaired Societies, Chairman of the National Specialized Council, Ministry of Health, Dean of Military Medical College** and other attendees were invited to check their hearing using the mobile app: hearWHO. The people who didn't pass the screening test were referred to OAE's screening testing and otoscopic examination done by physicians of the audiology unit. **Al Azhr** took part in World Hearing Day, raising awareness via hearing screening tests and providing ear and hearing care services throughout the day.



ETHIOPIA

The **St. Paul's Hospital Medical Millennium Colleague** held a symposium for stakeholders from the **Ministry of Health, GO, private sector and NGO's** with different presentations about ear and hearing care, different programs and global overview. Additionally, a press release was issued to target a broader audience.

FIJI

Frank Hilton Organization offered a hearing screening program in the car park of a mall in the outskirts of the capital city; Suva. An ENT, Audiology team, Speech team, Physio team and a management team all helped in this screening program. The program was divided into seven stations; History Taking, Otoscopy, Tympanometry, Audio, ENT, Speech and Awareness/Referrals. Clients had to go through each station from History Taking through to the ENT before Referrals or continuing to the games and prizes. Three media companies covered the program and raised further awareness through a print and online media strategy. **Fiji Broad Casting Tv, Fiji Sun Newspaper** and **Fiji Times** covered the event.



FRANCE

Unsaf issued a press release to the French media to inform people about World Hearing Day 2019 and to release featured information on the **hearWHO** app and other WHO ear and hearing care information. **Centrale des Audioprothesistes** contributed to World Hearing day by providing ear and hearing care services and raising awareness through social media. **Institut National de Recherche et Securite** raised awareness, getting global experts to update information pages on occupational hearing loss and noise induced hearing loss. **Association Tama Turi Here** raised awareness via a media event, which focused on educating teachers through ear and hearing care workshops.

FRENCH POLYNESIA

Tama Turi Here association participated in World Hearing Day by locally organizing a morning of hearing. This event brought together an ENT doctor, hearing care professionals, a speech therapist, education stakeholders namely the **Cellule pour le Suivi du Handicap Sensoriel (CSHS)**, the **Direction of Solidarities and the Family and Equality (DSFE)** for institutional investors. The team participated in TV and radio interviews prior to the morning of hearing to raise further awareness about the event. The event was also mentioned on the **Presidency of the Government of French Polynesia** webpage.



GEORGIA

The **Aures Foundation** held an international conference attended by the representatives of the Ministry of Internally Displaced Persons from the Occupied Territories; Labor, Health and Social Affairs of Georgia; Ministry of Education, Science, Culture and Sports of Georgia; Ministry of Health; and the Social Care of Autonomous Republic of Adjara in Tbilisi City Hall. To advertise, the celebrations were covered by the country's leading TV channels and social media and stickers within the 'Check your hearing' campaign were distributed. These efforts encouraged people to check their hearing using the hearWHO app. "WHO materials were translated into Georgian, reaching over 25000 people. A concert was held with the participation of Cochlear Implant users – professional ballerina from South Africa – Simone Botha Welgemoed and singer from Kazakhstan – Aigerim Tutova, which aimed to raise public and policymaker's awareness of cochlear implants and their effectiveness as well as the possibilities of people with hearing loss.



City Hall. To advertise, the celebrations were covered by the country's leading TV channels and social media and stickers within the 'Check your hearing' campaign were distributed. These efforts encouraged people to check their hearing using the hearWHO app. "WHO materials were translated into Georgian, reaching over 25000 people. A concert was held with the participation of Cochlear Implant users – professional ballerina from South Africa – Simone Botha Welgemoed and singer from Kazakhstan – Aigerim Tutova, which aimed to raise public and policymaker's awareness of cochlear implants and their effectiveness as well as the possibilities of people with hearing loss.

GERMANY

The **German Hearing Aid Industry Association (BVHI)** held an event in which 3700 audiologists and 300 ENTs participated, as well as communities, enterprises, museums, theatres, etc. The BVHI promoted 'action week' on hearing loss, encouraging use of hearing tests whilst also promoting the hearWHO App. Large companies held awareness seminars for employees and offered hearing tests, museums offered free tours for hearing impaired persons, public radio stations offered specials and many audiologists offered free hearing tests.



For World Hearing Day 2019, **The Good Hearing Initiative** launched #hiergehört a Germany-wide awareness PR- and video-campaign marking loud places in major German cities with stencils to raise awareness for hearing health. The goal of the campaign was to encourage people to interact with the topic of hearing health and volume, in a playful and easily accessible way to reach a young target group. The level of noise was measured in public places in 4 major German cities during the week leading up to World Hearing Day. These activities were accompanied with an online campaign and encouraged the viewers to take an interactive hearing behaviour quiz and hearing test. The campaign was supported by various partners, such as the **German Tinnitus Foundation Charité**.

To celebrate World Hearing Day (WHD), the **Medical Association of the German federal state Schleswig-Holstein** proposed hearing and solving hearing problems to be the main issues of the **Country Women's Organization's** Health Campaign 2019-2021. The **Country Women's Organization** has over half a million members across Germany. Additionally, lectures were held by members of **Hearing Center Lubeck**- an association of the **University Clinic Schleswig-Holstein, Campus Lubeck, the University of Applied Science Lubeck and the German Academy of Hearing Acousticians, Lubeck**. The lectures covered types of hearing loss, hearing across lifespans, hearing in children and elderly, hearing screening, diagnostic procedures, hearing loss prevention, microsurgery, hearing aids and hearing implants. Between 2019 and 2021, members will travel across Schleswig-Holstein in a campaign that is expected to have 200 lectures by 20 speakers with over 20,000 listeners. The **Centre of Population Medicine and Healthcare Research, University of Lubeck** will evaluate the epidemiological effects on hearing aid supply in the country. If successful, this campaign may serve as a model for a nationwide prevention and supply program.

GHANA

Audiology Unit, ENT Department, Komfo Anokye Teaching Hospital participated in raising awareness for World Hearing Day, educating the general public on hearing loss and providing children with hearing screening.

HAITI

Centre d'Aide aux Personnes a Problèmes Auditifs (CAPPA-Sourds--Haiti) and l'Association Nationale des Formateurs et Interprètes en Langues des Signes (SANFIL) held awareness sessions on the danger of noise, presented during carnival. The medical staff of **CAPPA-Sourds-Haiti** and **SANFIL** participated in radio broadcasts as well as a social media campaign. The messages spread during these broadcasts highlighted the importance of checking your hearing and the screening services available such as the hearWHO app.



HONDURAS



The **Centro Audiológico Auris** celebrated World Hearing Day with many events, starting with audiologists attending several TV shows during the week to raise awareness about the importance of hearing and to encourage people to check their hearing and practice safe listening. **Centro Audiológico Auris** staff gave lectures on otorhinolaryngology for general practitioners, highlighting the importance of checking their hearing. To raise awareness about the increase of hearing loss in young people, Universidad Nacional Autónoma de Honduras invited students to meet Oto (a human-like sound measuring device) to know how loud they listen to music and encouraged them to check their hearing using the hearWHO app. Additionally, participants attended a practice of the Symphony Orchestra of the Armed Forces of Honduras to talk about hearing and to measure the noise level produced in a concert.

ICELAND

Heyrnar-og Talmeynastod Islands participated during World Hearing day by raising awareness through media events in the local TV, radio, and press.

INDIA

World Hearing Day was observed for 3 days at the **All India Institute of Speech and Hearing (AIISH), Mysuru, Karnataka** as well as in NBS centres of **AIISH** (collaborated institutes) across the country. They raised awareness and shared information to the community about the importance of hearing loss and its early identification, prevention and management. A free hearing screening camp for children below 6 years was conducted. A total of 256 individuals were screened. A radio, digital, and print media campaign was undertaken, highlighting crucial information, such as causative factors leading to hearing loss, the importance of early identification of hearing loss, preventative measures, and rehabilitation options available to people living with hearing loss.





AYJNISHD, along with regional centers in Mumbai, Kolkata, Noida, and Secunderabad, held events on awareness, advocacy, and screening, lasting 2 days. Over 200 people conducted these events, reaching over 3,000 others. The events included street plays in public places, rallies, school screenings, and media messages.

The **Delhi Association of Otolaryngologists (DELHI AOICON)** celebrated World Hearing Day at its annual meeting held at **Lady Harding Medical College**. This meeting was attended by more than 250 delegates from all over the country and overseas. Talks and a session on Cochlear Implant (CI) and post-operative rehabilitation of CI patients. With this year's theme being 'Check Your Hearing,' a booth was set up to offer free of cost hearing assessments by one of the participating companies in the exhibition area. A lecture on World Hearing Day titled 'Developing skill sets for CI Surgery- a

surgeon's guide' was delivered an article on World Hearing Day and the theme of 'Check your hearing' was also published in the conference.

Directorate General of Health Services held many events in celebration of World Hearing Day to support hearing loss awareness and prevention. The events included a rally for awareness by **ASHA** workers, **Nukkad Natak**, focus group discussion, health talk and role play at **Delhi Government**, distribution of leaflets and flyers to the patients and visitors, display of banners and posters at public places like hospitals and polyclinics and a stake holder meeting. A Check Your Hearing - Hearing Screening camp at Arya Orphanage was also held.



To celebrate World Hearing Day, **the S.R.C. Institute of Speech and Hearing**, conducted a free hearing screening camp for a week. Awareness programmes on the hazardous effects of recreational activities such as listening to loud music were held in rural and urban areas. The target audience in the urban areas was college students and in the rural areas was the people who attended the Hearing Screening Camp. An awareness programmed titled 'Dangerous Decibels' was delivered to college students. It focused on recreational hearing loss. This included the use of a mannequin developed by the institute, called the 'Karna', with a microphone in its ear canal (connected to a sound level meter) that measured the output of an earphone plugged into the personal music system.



For World Hearing Day, the department of Audiology and Speech Language Pathology at **Kasturba Medical College Hospital, Attavar**, organized a free hearing consultation service and a talk on the benefits of binaural hearing and recent advances in technology of hearing aids for severe to profound hearing loss. A poster display was also organized at the hospital premises both in English and the regional language to spread awareness among the patients and the caregivers about the importance of hearing.



In support of World Hearing Day, the **Mahatma Gandhi Medical College & Research Institute** organized an Awareness Rally. The aim of this event was to create awareness about hearing care amongst the people in Pondicherry, India. Additionally, a free ENT Specialty Camp was organized in the city centre where free ENT consultations and audiometry tests were done. The event was closely followed by an FM Radio interview related to common ear problems.

In support of World Hearing Day, an ear awareness and screening camp was organized by **Ministry of Health and Family Welfare, Government of India** in collaboration with **Department of Community Medicine, Maulana Azad Medical College, Lady Harding Medical College, Safdarjung Hospital, AIIMS, and Society for Sound Hearing**. Hearing screening and awareness camps were organized in various health centres. To create awareness, Anganwadi workers were explained the importance of hearing care. Health talks regarding creating awareness on the rising menace of hearing problems, as well as the symptomatology and prevention of hearing were deliberated to the mothers and Anganwadi workers by interns, postgraduate students and senior residents. Children were screened using questionnaire-based assessment filled by their caregivers, as well as assessment using hearWHO app. Those who screened positive for hearing problems were referred to a nearby higher centre for further diagnosis and management.





Parul's Hearing and Speech Clinic held a day event, targeted for children between the ages of 14 – 18. The objective was to raise awareness of noise levels, safe listening, and the importance of checking hearing. An interactive experience for close to 1000 students was organised by 3 separate schools on 3 different days. An emphasis was put on the release of the hearWHO app and the accessibility of monitoring hearing health. The children took part in quizzes and Q & As with trained professionals. The school children were given a leaflet that gave them access to a free hearing test at the clinic.

PRANAV held a day event consisting of free hearing screenings and an awareness program. The awareness program was attended by 44 people, and 46 infants had their hearing screened. The program was multilingual in both Hindi and Telugu and raised awareness and educated 44 mothers about ear and hearing care.



Queens NRI Hospital held several events to celebrate World Hearing Day including a radio interview which explained in detail the importance of hearing preservation. This broadcast was aimed at younger persons and younger adults. Additionally, free ENT and hearing assessments and education on hearing care were offered to all the individuals who walked in to the clinic.

SHADES (Speech Hearing and Deaf Education Services) Centre of Excellence organized a free hearing check-up camp. The aim of this camp was to increase awareness of early identification and intervention of hearing loss among the peoples. For the promotion of this campaign, posters and pamphlets were prepared. Posters were circulated in nearby hospitals and



pamphlets were circulated via the newspaper.



Snehil Speech and Hearing Centre held a morning long event offering free hearing screening to celebrate World Hearing Day.

SPS Apollo held a free consultation camp with free hearing evaluation tests including PTA, FFA and Tympanometry. Informational materials were distributed throughout the event.

The **Sri Ramachandra Institute of Higher Education and Research (DU)** held several events including hearing screening using the hearWHO app and screening questionnaires. Hearing conservation programmes using 'Raagini', a mannequin developed with the support of Dangerous Decibels, were conducted to create awareness about the music levels from headphones and their possible hazards. The programmes were conducted in two different places of the University hospital for 2 days along with posters and banners promoting World Hearing Day.. A radio talk on the importance of early identification of hearing loss and management options available for hearing impairment was also held. A panel discussion on 'funds and benefits available for cochlear implant children' was organized as well.



For the **SRM Medical Colleges** campaign, free hearing screening was held on the campus in a month-long campaign. Awareness on



websites and SMS to all students, faculty, and other staff were used for publicity. The screening used the hearWHO app and was open to all students, staff, and public. All the assessments were done free of cost. An awareness walk was held around the campus and neighbouring town. Participants carried informational materials and posters. Around 20,000 people were reached during the walk.



VMMC & Safdarjung Hospital conducted an awareness screening camp on hearing loss using the **hearWHO app**. The aim was to draw attention to the importance

of early identification and intervention for hearing loss.

DY Patil Education Society celebrated World Hearing Day by holding a live 2 day long surgical workshop led by the Department of Otorhinolaryngology. The National Workshop on Ear Surgery was attended by 75 ENT surgeons from across India. The purpose of the workshop was to discuss recent advances in deafness treatment and discharge. WHO materials were used and well-received throughout the event.

Simran Speech and Hearing Clinic participated during World Hearing Day, raising awareness via education and training for the public, while also providing free hearing screening check-ups.

Preethini Hearing & Dizziness Centre provided free hearing screening throughout the day and raised public awareness for hearing loss.

Indian Speech, Language and Hearing Association- Kerala State branch raised awareness throughout the day, providing education awareness, training, free ear and hearing care services, and advocacy through social media.

Saathy Foundation used World Hearing Day as a chance to raise awareness via free hearing tests and educating parents on childhood hearing loss.

Shabdha Speech and Hearing Care Clinic provided free hearing screening for a week and raised awareness about checking your hearing.

Postgraduate Institute for Medical Education and Research, Chandigarh raised awareness via free hearing screening and providing hearing and ear care services to the public.

Peoples University, Bhopal took part in World Hearing Day by providing education training and hearing screening to raise awareness for hearing health and advocated via social media.

Patel Hospital took part by raising awareness for hearing health and providing free hearing screening.

Association of Otolaryngologists of India, Trivandum Chapter took part by raising awareness through a media event highlighting hearing loss and how to prevent it.

Vardhaman Mahavir Medical College and Safdarjung Hospital, New Delhi provided education for the public and training services. They also raised awareness through the providing of free hearing screening and ear and hearing care services.

Harshini Hospital/Preethini, Speech and Dizziness Centre provided ear and hearing care services throughout the day.

Singhdad Dental College/Hospital raised awareness for hearing health, specifically about learning sign language for professionals to treat the deaf.

Pandit Jawahar Lal nehru Government Medical College Chamba, Himachal Pradesh raised awareness through training, education, free hearing screening, social media advocacy, and the provision of hearing and ear care services.

National Programme for Prevention and Control of Deafness, Andamna and Nicobar Islands provided free hearing screening to raise awareness about the importance of checking your hearing.

SGS Vagdevi Center for the Rehabilitation of Communication Impaired advocated for hearing health via banners and raised awareness about early identification.

Rudh Hearing and Speech Clinic raised awareness via free hearing screening and the provision of ear and hearing care services.

SOAHS, MAH raised awareness for World Hearing Day by providing hearing screen using a questionnaire.

Private Speech and Hearing Clinic, Ahmedabad, Gujarat raised awareness for hearing loss and conducted workshops on the subject.

Quadio Labs Pvt Ltd raised awareness on World Hearing Day through free hearing screening and providing ear and hearing care services.

National Programme for Prevention and Control of Deafness, Delhi participated in World Hearing Day by advocating for hearing health and raising awareness via education for the youth and training in ear care.

Anwasha Kolkata raised awareness by providing free hearing screening and by creating a media event to promote 'check your hearing'.

Kodagu Institute of Medical Sciences raised awareness for World Hearing Day providing education and training, while also providing hearing screening for children.

Listening Ears- Starkey Education Initiative raised awareness via education and training for the public, free hearing screening and ear and hearing care services, all promoted through social media.

Department of Speech and Hearing, School of Allied Health Sciences, Manipal Academy of Higher Education raised awareness via free hearing screening at local schools.

National Programme for Prevention and Control of Deafness raised awareness via education and training for the public, free hearing screening, and ear and hearing care services, all promoted through social media.

All India Institute of Medical Sciences, Bopal participated in World Hearing Day by raising awareness via social media, providing free hearing screening, and interactive educational talks.

CASP, Dept of ENT, Govt Medical College, Kozhikode, Kerala raised awareness through a digital media event, that also involved free hearing screening, ear and hearing care services, and training workshops to educate the public on hearing health.

INDONESIA

Indonesian National Committee on Prevention & Management of Hearing Loss & Deafness held a month-long celebration for World Hearing Day (WHD). Interactive dialogues were held on the local radios or TVs concerning WHD, hearing, and the impact of hearing loss. The main celebration was performed by the **Ministry of Health** in collaboration with the **National Committee of PGPKT (Management of Hearing Loss & Deafness)** and **Regional Committees of PGPK**. This main activity was held in 3 locations. A talk show and media briefing for WHD were the preliminary activities held in Jakarta. Trisula Textile factory in Cimahi offered hearing screenings, noise surveys of the machinery and opportunities for socialization. Finally, Tasikmalaya held ear screenings, wax removal, seminars, and workshops.



KOMDA PGPKT PAPUA BARAT held several events, a community awareness session for children and parents, followed by screening and ear care for children and adults. Noise awareness socialization, earplug distribution for 30 speedboat drivers, and free medical check-up and therapy were provided at each location. In Teluk Bintuni District, ear examination, cerumen extraction, and therapy of otitis media/ear diseases were provided for people in the local general hospital.

Dustira Army Hospital Cimahi West Java participated during World Hearing Day by raising awareness for hearing health and offering free hearing screening.

Dept. Of Otorhinolaryngology Head and Neck Surgery Faculty of Medicine Universitas Padjadaran/Hasan Sadikin Hospital Bandung raised awareness for healthy hearing and provided free hearing screening and ear care services throughout the day.

THT-KL Andalas University raised awareness for World Hearing Day, providing free hearing screening and attended schools, where experts educated the youth on ear care.

To celebrate World Hearing Day (WHD), **WHO collaborating Centre at the Dr. Cipto Mangunkusumo National Hospital, Jakarta** held several activities in the form of advocacy, community awareness, hearing screening, and service provision. Information for WHD was disseminated through social media. The highlight of WHD 2019 was held on the Car Free Day (CFD) in the main streets of Jakarta for 4.2km. Activities included a Zumba mass dance and talk shows on hearing loss problems and the importance of checking hearing with the hearWHO app. 82 persons had an ear examination/otoscopy, 20 persons had ear wax cleaning and 64 persons had audiometry examination with a KuduWave device that did not require a sound-treated chamber. The activities ended with fun walks along CFD roads.

IRAN (Islamic Republic of)

Bakhshesh Charity raised awareness for hearing health and provided training and free hearing screening to educate the public on hearing health. **State Welfare Organization** raised awareness for World Hearing Day, and educated the public on hearing health, providing training and free hearing screening. Information was distributed via social media. **WHOCC for Research and Educating on Hearing Loss and Deafness, ENT and Head & Neck Research Center, Iran University of Medical Sciences, Tehran, Iran** raised awareness for World Hearing Day, participating in a media event, providing training and education, and giving free hearing screening.

IRAQ

Hearing Health Unit Manager, NCD department, Public Health Directorate, and Ministry of Health took part in World Hearing Day by providing free hearing screening and raising awareness of hearing health by educating and training the public.

ITALY

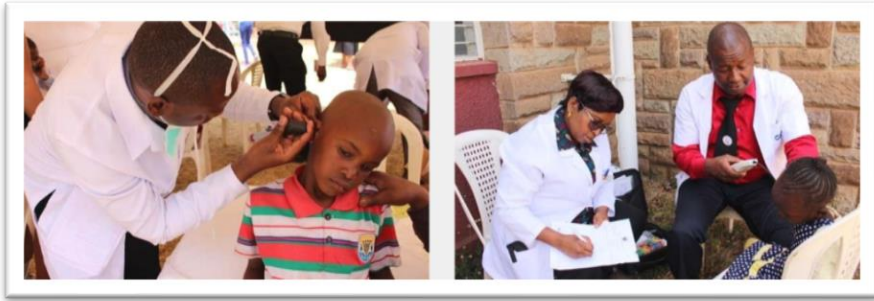
For World Hearing Day, **Nonno Ascoltami!** organised and celebrated an event hosted by the Ministry of Health in Rome. This event was supported and advocated for by the President of the Council of Ministers and the Ministry of Health. On the first day, the association held several round-tables sessions focused on WHO campaigns and all the stakeholders involved in hearing loss prevention. During the day, hearing screenings were conducted for all participants and Ministry of Health staff. On the second day, the association conducted the Meeting of Experts, gathering most of the greatest representatives on hearing care (over 300 guests and more than 80 specialist doctors).



Fiaddapulia and Nonno Ascoltami provided free hearing screening for World Hearing day and also educated people on how to check their hearing.

KENYA

Operation Ear Drop Kenya, in a collaborative effort with the key stakeholders **Kenyatta National Hospital** and **University of Nairobi** organized many activities. The ENT health professionals also used the opportunity to inform, communicate, and educate the public on issues related to ear and hearing health care. A symposium with the participation of key stakeholders from the Ministry of Health and National Health Insurance Fund (NHIF) was organized and distributed printed advocacy materials like t-shirts, brochures, and calendars. **Operation Ear Drop Kenya** promoted World Hearing Day through media interviews as well. This was specifically done to highlight the causes of hearing loss and to provide education on early identification and intervention for hearing loss.



Operation Ear Drop Kenya promoted World Hearing Day through media interviews as well. This was specifically done to highlight the causes of hearing loss and to provide education on early identification and intervention for hearing loss.



The **SNR Hearing Centre** held two events in celebration for World Hearing Day. **Ghetto Classics** is a community program that involves over 300 children in Korogocho – one of Kenya’s biggest slums that is home to about 300,000 urban poor. **SNR Hearing Centre** held talks to educate youths on hearing and looking after their ears at a local community centre. These talks were then followed by an ENT check and Hearing Screening. **Muthaiga Golf Club** was chosen as a place to conduct screening and raise awareness due to the age profile of Kenyans at the club. It was also chosen as a way of helping remove stigma from hearing loss and spread the message to the general population that hearing loss is common in different parts of society

and that we all need to prevent, recognize, and act on it. Audiologists were on hand to answer questions.

Hear Better Centre raised awareness for World Hearing Day by providing free hearing screening and advice on hearing health.

Starehe Sub County, Nairobi County organized a workshop for healthcare consultants, emphasizing the important of hearing health and raised awareness for ear and hearing care.

KUWAIT



The **Ministry of Health** and **Salim AlAli Audiology and Speech Therapy Center** had a booth set up in the biggest mall in Kuwait City. The therapy center offered hearing screening, awareness, and informational materials provided by WHO to the attendees and had staff on hand to answer any questions. The events were covered by a local TV station and on social media.

LESOTHO

Hearing Speech and Balance Clinic raised awareness for World Hearing Day through an array of events, including free hearing screening, training for hearing health.

LIBYA

The audiology and cochlear implant team at **Al-Hiwari Center for Specialized Surgeries** collaborated with Al-Qawqa'a Private Clinic for Hearing Speech and the Faculty of Medicine, **University of Benghazi** to celebrate World Hearing Day. A presentation titled 'Occupational Noise Exposure and Hearing Loss' was given. The audience was over 50 people, including workers and employees. The presentation focused on the importance of using personal hearing protection devices as well as applying administrative and engineering controls to reduce the harmful effects of loud noise on hearing, especially for aircraft maintenance personnel, and emphasized checking worker's baseline and annual hearing as a part of the hearing conservation program. Many airport workers had an otoscopic ear exam done.



MADAGASCAR

The **Ministry of Health** held a day event offering many activities including: free health consultation and care of the ear, ophthalmic care, free diabetes screening, medicine, hearing prevention counseling, and audiometric hearing screening test. Attended by authorities of the state, awareness sessions on hearing prevention were conducted using a local radio station and a series of activities were conducted by the artistic section of the school of the deaf, local high school students, and local community agents, to give a good atmosphere and attract attention. Several TV stations and national radio were present on site to ensure media coverage of the event.



MALAWI



ABC Hearing Clinic and Training Centre raised awareness through national and regional television. The team had a special program on TV that encouraged people to get their ears checked and to use the **hearWHO app** for screening. The dangers of too much sound encouraged people to use ear plugs. The day's events ended with screenings and referrals to **ABC Hearing Clinic** for diagnostic testing.

MALAYSIA

Audiology Program, Faculty of Health Sciences, **Universiti Kebangsaan Malaysia (UKM)** celebrated World Hearing Day by organizing multiple activities throughout March. A health seminar talk covered hearing awareness and hearing screening. The **UKM Audiology and Speech Sciences Clinic** also held a 2-day free hearing screening day. The celebration ended with a 2-day **Dangerous Decibels Educators Workshop**. 19 **UKM** undergraduate students and 9 professionals including those from the **Ministry of Health** and hearing aid companies became certified **Dangerous Decibels Educators**. The aim of this workshop was for educators to make an impact by delivering knowledge and awareness on the prevention of noise-induced hearing loss and tinnitus among school children, communities, and adults working in the industrial sectors.

The **KPJ Penang Specialist Hospital** celebrated World Hearing Day by holding an event at the hospital to raise awareness on hearing loss and care. An audiologist held an educational talk and a speech therapist led interactive activities. This event spread awareness on both community and national levels with sponsorship from some Malaysian hearing aid companies.

Soundlife Hearing raised awareness during World Hearing Day, providing free hearing screening for the public.



MEXICO



Celebrations were organized by the **National Institute of Respiratory Diseases and Health Services of Morelos and Campeche**. A TV interview was shown and an article was published in a local newspaper, sensitizing and raising awareness on hearing loss. Talks were given to the local community to raise awareness about the importance of hearing health. Neonatal, child, and adult hearing screenings were offered free of charge.

MONGOLIA

Good Neighbors Mongolia held seminars and questionnaires for children, parents, social workers, and school physicians. Translations from the **WHO-ITU H.870** standard and its toolkit, handouts, and presentations for trainings were prepared. Additionally, school physicians, social workers, community health workers, and representatives from the **Public Health Institute** and family hospital attended the training at **Good Neighbors Mongolia** Head office. The **Community Development Committee** members and community health workers were provided with handouts, bags, stickers, and brochures. The attendees in the trainings tested their hearing using the hearWHO application on site.



The **Otorhinolaryngology Professional Council** held a meeting to design and plan the hosted jointly with district and the capital hospitals for World Hearing Day. Brochures, posters, and banners of 'World Hearing Day' were displayed on social networks. ENT doctors and specialists provided advice and information on hearing loss and preventive strategies on TV, radio, publications, and internet sites. Short time movies on environmental noise and inappropriate headphone impacts on hearing loss were broadcast on social networks. In rural areas, ENT doctors provided ear and hearing disease prevention examinations to 5444 people in their outpatient clinics and to 452 people in kindergartens, schools, and offices. ENT doctors of the **National Health Centre for Maternal and Child Health** provided preventive ear and hearing examinations for 181 children and recorded an interview themed 'How to protect your hearing', which was broadcast live on TV and radio.

The **Mongolian ENT Board** celebrated World Hearing Day in several ways. It spread public information using videos, animations and posters on media and social networks for 1 month, held free screenings and check-ups in nursing homes, held an open day at the hospital, organized social responsibility day to allow hearing impaired children to watch a movie, and offered health training programs. The **ENT department of First Central Hospital, Mongolia** celebrated World Hearing Day by providing education and training for the general public of the country.

MYANMAR

The **Neuro-Oto-Audiology Special Interest Group** held a day event with performances from the **Mary Chapman School for the Deaf**. Children with Down Syndrome also performed songs at the event. The event offered free hearing tests to anyone. The key topics mentioned during the day were advocacy, community awareness, and service provision. The message reached an estimated 250 people on a national level.



NEPAL

Nepal MediCiti celebrated World Hearing Day with an event that offered general ENT check-ups and hearing assessments. 30 students, including those with hearing loss, participated in a poster competition. Prizes, certificates, and an awareness poster to be displayed in the winners' schools were distributed.



SHRUTI (National Association of the Hard of Hearing and Deafened Nepal) conducted ear camps and awareness programs in schools and in the local community. They focused on the theme of World Hearing Day, 'Check Your Hearing.' At **Universal Secondary School**, an ear check-up camp was held for grade 4 students and awareness seminars were held for grade 5 and 6 students. A total of 223 students had their ears checked. Another ear camp was held for 152 students from playgroup to grade 4 of **Little Learner's Fun School**. **Kasthamandap Television** broadcast the events on the nightly television news.

The **Eastern Regional Eye Care Program** held an interactive program on hearing care with stakeholders and in coordination with the Ministry of Social Welfare of Province No. 1. They celebrated with a rally, ear exhibit at hospitals, pamphlet distribution, jingle broadcast and with an ear screening camp at the Eye and Ear Care Center.

The **International Nepal Fellowship (INF), Green Pastures Hospital Ear Center** held a fair with games, food and stalls that focused on ear health education, screening, hearing aids, and noise. Additionally, there was a hearing loss related poster competition for school and university students.

Karuna Foundation raised awareness for World Hearing Day, educating the public on the prevention of ear injuries and hearing loss.

NETHERLANDS

To advance the mission of promoting better awareness of ear and hearing health, **The Hearing Journal (HJ)** launched a social media campaign. It brought together audiologists and patient advocates on World Hearing Day for a #HearingChat.



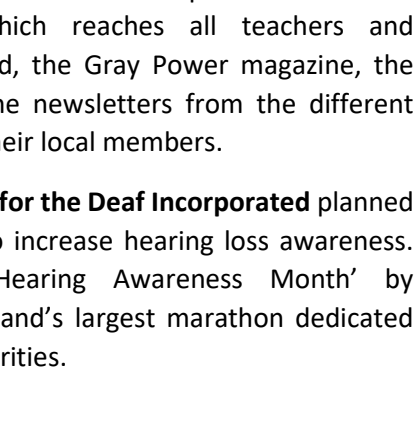
NEW ZEALAND

The **Te Awamutu Hearing Association** and **Hearing New Zealand** held a week-long exposition with the theme 'Hearing Awareness Week.' Many hearing organizations, businesses and experts and researchers from universities across the country attended the exposition. Expert Grant Searchfield held a presentation on tinnitus and the major sponsor NZ Relay Services – held a presentation on captioned telephones. It included demonstrations of sound systems for those who don't wear hearing aids and gave information on other services available to the New Zealanders who live with hearing loss.

The **Hearing Association** launched white cat social media campaign. This campaign was widely shared and garnered 13,000 views within its first week. A poster was designed to be hung all in shop windows to spread the message of getting your hearing tested by different hearing associations nationally. Small cards were handed out at street fairs as well. White cat pins were available too. All proceeds from the pins are being used to finance the **Dangerous Decibels** program. A media release was published in the

educational gazette, which reaches all teachers and principals in New Zealand, the Gray Power magazine, the local paper as well as the newsletters from the different Hearing Associations to their local members.

The **National Foundation for the Deaf Incorporated** planned a month-long program to increase hearing loss awareness. They also launched 'Hearing Awareness Month' by participating in New Zealand's largest marathon dedicated solely to fundraise for charities.



NICARAGUA

The **Department of Jinotega**, in coordination with the **Ministry of Health SILAIS Jinotega** and the **Mayflower Medical Outreach** held a 6-day audiological event including: free consultations, screenings, surgeries, donation of hearing aids, and accessories as well as hearing prosthesis checks to patients benefited in previous years. Educational talk on the prevention and care of the hearing with visual materials; WHO brochures in the Spanish were used. A press release to local newspaper and TV with the aim raise awareness about ear and hearing care. Seminars on ear and hearing care were held in local schools. The **Ministry of Health** held a national meeting for the promotion and awareness of hearing and ear health with two followed up meeting at subnational level. **CBM** and **Asopiecad** celebrated by organizing multiple activities. Detection of hearing impairment and referral to a specialist was done, a short presentation on ear and hearing

care was delivered to the public in health centers across the country, a congress on ear and hearing care prevention was held and sign language training was held at a Ministry of Health Training Center with the collaboration of the national disability program 'Todos con Voz'.

NIGERIA



Lily Hospitals Audiology Center conducted an awareness workshop and screening exercise at its 2 locations, with the theme 'Check your Hearing.' The event consisted of presentations on hearing loss and occupational noise, management of hearing loss and the launch of the hearWHO app. This session made use of WHO materials. Free hearing screening and ear exams were offered for the month of March. The campaign was shared on social media.

The **Otorhinolaryngological Society of Nigeria (ORLSON)** held a national campaign in a collaborative effort with many Universities and hospitals across Nigeria. The ENT department at **Delta State University Teaching Hospital (DELSUTH)**

celebrated World Hearing Day with many activities including: free ear checks for over 100 persons, free hearing assessments and health talks on ear and hearing care and prevention of hearing loss. In Rivers state, the Department of Otorhinolaryngology of **University of Port Harcourt Teaching Hospital (UPTH)** embarked on media talks on different local and national radio stations (Nigeria info. FM 92.3, Classic FM 91.1, Treasure FM 98.5). Flyers were distributed in the hospitals within the state, work places and places of worship. TV programs and lectures were given at the out-patient clinics of the General Out-Patient and ENT clinics. Free hearing screenings were offered at national hospital, University of Abuja Teaching Hospital Gwagwalada, Federal Medical Centre. The southwestern zone of Nigeria held activities in some health institutions in the zone. The **University of Maiduguri Teaching Hospital (UMTH)** joined the activities by holding a lecture on ototoxicity as one of preventable causes of hearing loss. Radio and TV programs followed while hearing screening was carried out in the department.



Westend Hospital held a 5-week long program to commemorate World Hearing Day. The upcoming celebrations were discussed at a local radio talk show, Crown FM. Following the talk show, the opening ceremony began with a workout session, the hearWHO app was introduced, and free audiological screenings were offered. A total of 100 people were screened. A series of health talks and campaigns were carried out, and a total of 5 schools in the Uvwie local government area were reached. The target audiences were students, parents, and teachers.

Offspring Hearing raised awareness for World Hearing Day by educating health workers on primary health care in terms of hearing and ear care. Provided free hearing screening at a local school for children.

Federal Medical Centre Birnin Kebbi raised awareness for World Hearing Day, educating the public on the causes of hearing loss and preventative methods.

NORWAY

HØR AS raised awareness for World Hearing Day by providing free hearing screening and advocating for hearing health via social media.

OMAN

The **Sur Polyclinic by Indian Social club** in conjunction with **Super Quality Hearing Aid & Speech Therapy Centre**, held a medical awareness camp. Early intervention and early identification of hearing and speech problems were highlighted, and informational materials were available. A visitation card was issued to attendees, so they could visit the clinic at a later stage.

Super Quality Hearing Aid & Speech Therapy Centre held an awareness campaign targeting the local community. A seminar highlighting the importance of hearing health and ear hygiene precaution and management was held. A second event was held at the **Department of Special Education and ENT Department** to help raise awareness in the community on hearing related problems, ways to prevent hearing loss, the importance of hearing check-ups, and the use of hearing aids. An awareness activity included early intervention of hearing loss through various hearing tests, aural hygiene, and hearing rehabilitation.



PAKISTAN

The **Ayesha Bashir Trust** held an advocacy and awareness seminar focused on providing information regarding ear and hearing care, global statistics on hearing loss, importance of timely hearing assessment, and consequences of untreated ear and hearing problems, using presentations and videos. The participants included government officials, health workers, deaf community, and public. Policy makers, health workers, and the public were screened using a screening device. Referrals were made to audiology or ENT, according to the problems diagnosed.

DANISHKADAH held was an awareness session for **JS Academy** teaching staff to teach how to use the hearWHO app. Other activities raised awareness through posters and flyers that reached 200+ people.



The Indus Hospital (TIH) planned multiple activities in support of World Hearing Day, inside and outside the hospital, reaching more than 4000 people in Karachi. An interactive session kicked off the celebrations at the Physical and Rehabilitation Department of **The Indus Hospital**. The ENT conducted a free ear check-up and speech language & hearing screening session at the Waja Rahim Buksh Sarbazi Government Girls Secondary School. Over 70 children had their ears checked, out of which 12 were identified as having hearing problems. The department also participated and reached out to the local population of Karachi through FM 97.1 radio channel to raise awareness about hearing prevention.



To celebrate World Hearing Day, the **University of Karachi (UoK)** held an awareness session organized under the supervision of Mr Aqeel Ur Rehman

(Audiologist) in collaboration with **TalkHear** and the **Department of Teachers Education**. Various speakers across the city delivered talks regarding early intervention and prevention of hearing loss. The purpose of this program was to help equip the students of the department of teacher's education, with knowledge and skills to recognize individuals suffering with hearing difficulties, and hence, enable them to take the required actions and steps.



Children with Disabilities Program of Helping Hand for Relief and Development raised awareness of hearing health for World Hearing Day by educating the public and providing training sessions.



Volunteers from the deafness community, **Dr. Sadaf Jamil and Ms. Uroosa Khalid**, along with **Wah Medical College, Wah Cantonment, and Taxilla**, planned three separate activities for World Hearing Day in Pakistan. They conducted awareness sessions for medical students about World Hearing Day, its importance, details about hearing screening, and the burden of the disease in Pakistan specifically. They also provided information about the hearWHO app and how it can be used to screen members of their families and communities. Through these activities, about 160 people were reached. Additionally, they planned hospital level awareness sessions, screenings, and seminars, along with a hearing impairment message to be played throughout the

hospital for one week. Also, they held a workshop of PPHI for postgraduate nursing and medical students. Lastly, Dr. Jamil motivated his students working in the rural area of Sindh to conduct hearing screenings and raise awareness about ear and hearing care in the community.

PHILIPPINES

Amang Rodriguez Memorial Medical Centre (ARMMC) department of Otolaryngology–Head and Neck Surgery held a lecture on hearing loss and an open forum for patients at the outpatient department of **ARMMC**.

Better Hearing Philippines Inc held an advocacy campaign on primary ear and hearing screening. The program was in conjunction with the Clinical Audiology graduate students from the **University of Santo Tomas**. A presentation was held at the outpatient departments of **De La Salle University Medical Center (DLSUMC)** and **Pagamutan ng Dasmaringas**. A total of 40 children were screened. Otoscopy was also performed and those children with identified outer and middle ear pathologies were immediately referred to ENT for management. Counselling to parents was offered as well.



East Avenue Medical Centre department of Otolaryngology–Head and Neck Surgery held a program with 2 lectures on adult and pediatric hearing loss and prevention. Lectures were followed up by a free check-up and otoscopy of the ear and audiometry.



Hard of Hearing Group Philippines (HOHGP) organized a forum entitled ‘Capacity Building Forum for Hard of Hearing Persons.’ The workshop aimed to help hard of hearing (HOH) persons and the parents of HOH children in their capacity building. Both organizations will continue to raise public awareness around building accessibility and inclusivity for hard of hearing people in their communities.

Qatar

To celebrate World Hearing Day (WHD), Qatar planned 3 main events. Interactive lectures promoted hearing care and intersectoral partnership with health care. They were open to all healthcare workers, and attendees were encouraged to share experiences and open channels for referral and future endeavors to promote hearing health.

Educational booths were set up at Ambulatory Care Center, Al Wakra Hospital, Hamad General Hospital, Alkhor Hospital, and at hospitals in the Hamad Medical Corporation. Together, these hospitals cater to over 80% of Qatar’s population. The booths provided information about WHD, promoted hearing health and gave information on the services available at Hamad’s Audiology and Balance department. Segments on hearing health were aired on national TV and interviews were done with Audio-Vestibular physicians to discuss the importance of preserving hearing and promoting hearing health.



Audio-Vestibular physicians and audiologists made school visits to educate students and teachers, and to raise awareness on hearing loss. They discussed the signs to look for in children who may have suspected hearing loss and the methods

for referring patients to health care facilities. The professionals also visited hearing impaired schools where they educated staff and teachers on the proper methods of dealing with hearing aids and cochlear implants needed by students.

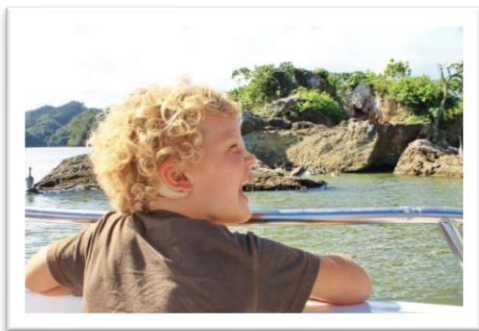
Over the course of these 3 events, the HearWHO app was promoted using flyers, posters and banners from the WHO toolkit.

REPUBLIC OF IRELAND

The **National Charity for Deafness and Hearing Loss (Chime)** planned an outdoor activity, but unfortunately due to the weather, the team had to cancel their public event. An indoor event was arranged during which people took the hearWHO test, talks were delivered, and informational materials were distributed. The event was mentioned in the evening news bulletin and was covered by Raidió Teilifís Éireann (RTE, National Service Broadcaster).



RUSSIAN FEDERATION



I Hear You held various activities in celebration of World Hearing Day. In the Sevkael Port area, a street art painting called ‘**Listen to Yourself**’ was created and dedicated to people with hearing problems. This piece of art was painted by Alexander Blot on World Hearing Day to draw attention to the cause. An article was written online to further spread information about hearing health. An online educational video was created, garnering more than 9300 views. A comic was designed to target and engage a younger audience. The comic is about a boy with a cochlear implant, a girl who knows sign language, and a teenage boy who is deaf.

The **National Research Centre for Audiology and Hearing Rehabilitation, Russian Audiological Society** held presentations in hospitals, outpatient clinics, and in industrial places with high noise levels to spread information on the significance of early detection and intervention of hearing loss and deafness. A press-conference was organized to highlight World Hearing Day and prevention of hearing loss. More than 50 media representatives, professionals, Russian Society of the Deaf, and parents’ organizations participated in the conference. The hearWHO app was introduced and all participants were encouraged to check their hearing.



SAUDI ARABIA

Imam Abdulrahman Bin Faisal University conducted a 2-day national campaign named “My Life with Sounds”. It was aimed at raising awareness and had multiple elements, including a VR simulation of deafness, booths for public education, kids’ corner, and media explaining the cochlear implant program at a local hospital. Over 100 people were involved in conducting these activities, and they reached approximately 500 people.

SINGAPORE

Tan Tock Seng Hospital held a public exhibition on the first day, with 20 educational posters and interactive booth activities including a 3D Ear Anatomy, Video-otoscopy, Dangerous Decibels, and a Hearing Loss Simulation. In addition to this event, the team held a half day public forum with various ENTs and Audiologist speakers.

SLOVAKIA

In support of World Hearing Day, **CIS Slovakia s.r.o.** held a press conference to raise awareness about hearing loss and to invite people to the open day. Additionally, CIS Slovakia s.r.o. had an open day for people to get their hearing tested for free in the audiology department.

SOUTH AFRICA

The Diabetes Association of South Africa held a conference to promote public health actions for ear and hearing care and to raise awareness on hearing loss and care at national and community levels. Free 'Cochlea Care Family Tree' key chains were designed to promote the principle of preserving your inner ear and communicating and sharing the 'cochlea care' message effectively with family and friends, while challenging them to do the same. The event was published in the Rising Sun newspaper.

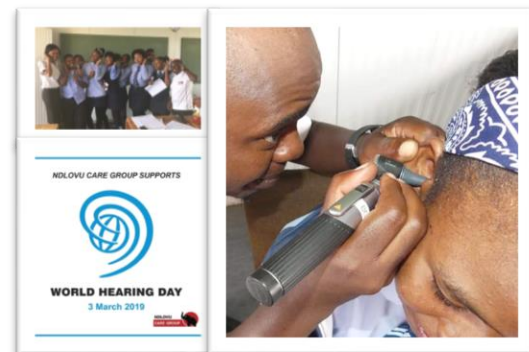


Gift of Sound Foundation (GSF) embarked on a 'Check your hearing' awareness campaign using its provincial affiliate structures to spread the message. To do so, pamphlets, posters, golf shirts, and its annual badges and stickers were distributed. The team held several meetings with government departments and major mining institutions such as **EXXARO** and **GLENCORE COAL** as part of their partnership to do hearing tests in the communities, mostly including the primary schools in the Ogies, Mpumalanga province.

HearX held a day event where they talked to individuals about hearing loss and a local audiologist held a discussion about the importance of protecting your hearing. The attendees were also invited to have their

hearing screened. If the individual didn't pass the screening, they received an air-conduction pure-tone audiometry test and otoscopic examination. If wax impaction was identified, the attendees received wax removal services by qualified audiologists on-site. Individuals who had hearing thresholds indicative of hearing loss on the hearTest™ solution were given referral letters for an audiologist at their closest local state clinic. Once these individuals attend these appointments and have undergone the necessary assessment, they will be provided with hearing aid(s) at no additional cost. The event was attended by 177 people from the local community.

Ndlovu Wits Audiology decided to raise awareness on ear and hearing health amongst grade 12 high school students using presentations. Otoscopic ear



screenings were conducted. The community radio station had a health talk and hearing screening because the presenters are constantly using headphones to monitor their voices during their radio slots.



Nelson Mandela's Children's Hospital held a day event in the neonatal ward of the hospital where hearing screenings were done for new-born babies. Education on language/communication and hearing milestones, using the Road to Health booklet was provided as well. If the tested child failed the hearing screening, a referral was issued. The mothers were also educated about language development, ear hygiene, the hearWHO app and the signs of hearing loss in older children. 52 persons were reached during this event.

The 3E Project

joined the annual event at the school for children with hearing impairment. The team had an informational booth that offered free hearing screening using mHealth technology. Information on hearing loss and the importance of hearing screening and ear hygiene was provided using posters and by holding talks. The event enabled 52 people to get their hearing screened and a further 5 to be referred for a diagnostic follow up.



THRIVE held a community celebration in support of World Hearing Day. The event was attended by 200 people and included families with deaf or hard of hearing children, deaf and hard of hearing adults, professionals such as audiologists, speech therapists, ENT surgeons, and family and friends of each group. The team had a HearX screening booth set up and various activities for the children as well as chat groups for the adults.



University of Cape Town created an awareness strategy for raising awareness on hearing loss and its impacts on young adults through an online campaign. The team used the **University of Cape Town** faculty of health sciences social media platform, Facebook, to share information. This was done through hashtags to gain traction and exposure: **#knowyourhearingstatus #checkyourhearing #uctwhd2019**. This campaign reached out to about 5000 people.

SOUTH KOREA

The **Korean Audiological Society**, along with the **Korean Otological Society** and the **Korean Society of Otorhinolaryngology-Head and Neck Surgery**, organized national-level activities for World Hearing Day in South Korea. They distributed Korean versions of the World Hearing Day posters and distributed them to all of the university hospitals. Additionally, they promoted World Hearing Day on social media. The World Hearing Day event was broadcasted via a radio show through a state-run broadcasting company, raising awareness of hearing loss to many. A campaign to raise interest about hearing protection was also broadcast on nationwide radio. In total, an estimated 4300 ENT doctors were involved, and 51 million people were reached through their activities.



SPAIN

The **Doctor Barajas Foundation** uses art therapy as a fundamental part of caring for people with hearing problems. Their latest project, Project Audire, had art therapy sessions for 3 hours and was carried out weekly. A total of 20 people participated in it. A significant improvement in both the management of emotions and the expression of emotions was observed in those who participated, as well as an increase in identification and group

cohesion. Currently, designing a new project – the Capire Project – is underway.

SWITZERLAND

Sonova and **Hear the World** held a collaborative week-long campaign to help create awareness for hearing loss and its social and financial consequences. The **Sonova** team donated US\$1 to **Hear the World** for every test that was completed. A social media campaign was launched to create more awareness and to promote the online test. All posts had a link to the **Sonova** test page. Posters and graphics from WHO, **BSKom** and **Hear the World** were used.



THAILAND



The **Royal college of Otolaryngologists** held a press conference for a Thai Television Network and published information on all media platforms about the upcoming celebrations for World Hearing Day. 2 mobile buses were set up for free hearing evaluations and stations for ear nose and throat exams were also available. Posters and informational materials were handed out to attendees. A panel discussion on public health policy was offered by an expert from WHO, the Secretary of Public Health Thailand and experts from the University of Toronto. A special talk on pediatric hearing loss was also given by a pediatrician. The event closed with performances from children with cochlear implants and music by student doctors.

TOGO

A collaboration of **228 innovation** and **FELMMEC-TOGO** celebrated the first official event in Togo with hearing screening using the hearWHO app and a video on safe hearing and ear care. Two integrative conferences on hearing screening were held. The conferences tackled the issue on different levels (age, profession) using the materials of provided by WHO. The participants benefited from consultation after the end of conference.



TURKEY

The **Hacettepe University Faculty of Health Sciences Audiology Department** and **Turkish Audiology, Speech and Voice Professional Association (OKSUD)** planned activities in 3 main areas: advocacy, screening, and increasing awareness. To increase awareness, the team used national radio, social media, and local and national newspapers. Hearing screenings were offered to people in a popular shopping mall in Ankara, and referrals to audiology clinics were given, if needed. Information about hearing loss and safe listening was offered with WHO brochures which were translated into Turkish. The screening continued in the Turkish Parliament. In the hearing screening activity, the university reached approximately 300 persons.





İstanbul Aydın University, Küçükçekmece Municipality, and the World Health Organization held the “Küçükçekmece is Hearing” event for global hearing health awareness. Prof. Dr. Özlem Konukseven and her students conducted ear examinations and hearing screenings free of charge. 1680 children and adults and 3320 ears have been examined. A Turkish singer, Gülden Mutlu, Dr. Mustafa Aydın, the chairman of the board of trustees at İstanbul Aydın University, and Temel Karadeniz, the Mayor of Küçükçekmece Municipality participated the event. The festival was merrily celebrated with a sign language choir, audiology students who performed solo and a duet via sign language, Snow White and children’s games, ear mascots, and concerts.



Muğla Sitki Kocman University Department of Otorhinolaryngology and Audiology organized a conference about hearing health, hearing protection and the importance of hearing checks. Medical students, medical staff and staff from the **Muğla Sitki Kocman University** attended the conference where WHO posters and materials were used.

UGANDA

The **Deaf Development Foundation (DDF)** organized talk shows at Rotary Clubs in Nateete, Kampala West and Kampala Arch, Radio One, and **University Community Fellowship (UCF)** to raise awareness about the prevalence of disabling hearing loss (symptoms, cause, and effect). DDF has registered 43 DDF Samaritans, who are individuals that support the work of DDF in communities. The month-long activities garnered over 7000 persons.

The **ENT Department of Mbarara University of Science and Technology** held activities including talks on hearing loss, its prevention, and ear care. Free hearing screenings were also available.

Uganda Federation of Hard of Hearing (UFHOH) held a week of activities in support of World Hearing Day and in partnership with the audiologist team of **Ntinda School for the deaf**. They showcased some of the hearing care practices for preventing hearing loss and explained how preventative behaviors can be promoted in the communities. Talks on safe listening and hearing care for children were delivered at 3 local schools (Busika UMEA primary school, Kawsum primary and Ristaka Junior School). Free ear screening, entertainment/role plays, testimonies from hard of hearing persons sharing life experience, speeches by representatives from the Ugandan Government, CSOs, partners, and the hard of hearing communities all took place during the week of activities. A press release with Kingdom TV station, Gugudde TV station, and radio



broadcasts with Maama FM Radio and Kingdom FM were done to further raise awareness about the importance of checking your hearing.



Another event was organized by the **Ministry of Education and Sports of Uganda** in collaboration with **Starkey Hearing Foundation**. Representatives from the **Ministry of Education, Commissioner for Special Needs Education, UTSEP, UNICEF** participated in this event along with teachers and parents of learners from schools in the central Region of Uganda. Many activities were organized including speeches on hearing care. 408 patients were seen and 397 learners from 43 schools in Central Region were fitted with hearing aids, got Counseling Services, and received free batteries.

UNITED KINGDOM OF GREAT BRITAIN AND NORTHERN IRELAND

EAVE undertook a challenge like no other on and under the streets of London. EAVE travelled across the entire London Underground to record the noise levels. During the challenge, the team spread awareness of noise exposure on the London Underground to hundreds of travelers and gathered the largest data-set of noise levels on the underground that has ever been collected. The data collected revealed that on the tube, there were noise peaks at 105 decibels - louder than a helicopter taking off nearby. In addition to raising awareness, EAVE raised money for five major deafness charities: **Action on Hearing Loss, Sound Seekers, The British Tinnitus Association, The British Society of Audiology and The National Deaf Children's Association**. BBC news covered the [event](#).

House of Hearing, Galashiels branch in Scotland held an event to help raise awareness on the importance of getting your hearing screened and offered free consultations and hearing tests. The team promoted the open days on social media, with a poster in the shop window and with adverts for 2 weeks preceding the event in the local press (Southern Reporter).

Medico Testing Solutions offered free hearing tests to local businesses. Most were delighted to get the chance to have a hearing test as they had either never had one or had not had one since they were at school.

Cambridge Community Services NHS Trust, in conjunction with the **Cambridge Hearing Trust** held an awareness session by hearing specialists. Hearing screenings were available to all participants using the hearWHO app and the Hear Glue Ear App. WHO materials were used to promote awareness.

Imperial College Healthcare NHS Trust in support of World Hearing Day held many events starting with an informational stall at St Mary's Hospital where Kate and Beany (hearing dogs) and Dr Borgstein were on hand to provide information. At St Mary's Hospital, a BSL communicator taught people to sign their names. At Woodfield road medical centre an informational stall was created to raise further awareness at baby clinics and St Mary's Paediatric Outpatients, where the team created awareness with fun props during lunchtime. The main event was held in a busy Tube station, Paddington station, where the team handed out leaflets to the public and spoke about the importance of hearing screening.

Rayovac Europe Ltd launched an online media campaign with [video clips](#) reaching an excess of 133k views on Facebook. A press release was issued to audiology trade publications in the UK, France and Germany with coverage included in ENT & Audiology News, Audio Infos France and Audio Infos Germany. Additionally, the press release was included on the British Society for Audiologists website and emailed to its 1200-member email list. A local press release was issued and obtained coverage on Sun FM Radio and on its website. This was also included on Bdaily, Business Up North, and NE Connected websites.



Hidden Hearing raised awareness for World Hearing Day by providing information about hearing health, offering free hearing screening and educating the public.

REISS Ltd/National Association of Deafened People raised awareness for World Hearing Day by raising awareness and educating staff on the importance of checking your hearing.



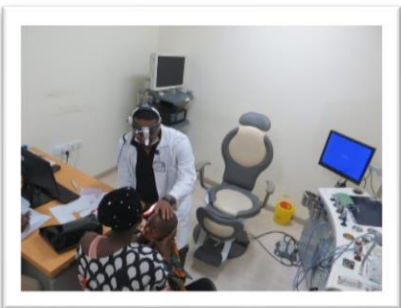
The **UK Hearing Conservation Association** brought together a group of professionals and interested parties and set up a new **UK Hearing Conservation Association**. The new team developed a website as a portal of information which included prominent links to the World Hearing Day materials and the hearWHO app. A press release was released and circulated to 150 contacts who shared with their contacts reaching a total of 100,000 people. The team put other materials on the [website](#) to raise awareness and understanding of hearing health impacts and the importance of protecting hearing from damaging noise.

UNITED REPUBLIC OF TANZANIA

An informational booth was set up in the entrance of the **Aga Khan Hospital**. The booth provided informational leaflets on hearing loss, otitis media, chemotherapy induced ototoxicity, vertigo, and hearing screening (new born & otherwise), and hospital staff were available to speak to the public and other health professionals. Samples of hearing aids, cochlear implants, ear plugs, and ear anatomy models were also displayed and explained to the visitors. The event also offered a hearing screening event where other tests and referrals were recommended when required. Additionally, an ENT was available free of charge for consultations, advice, and immediate referral from audiologists.

Zanzibar Ministry of Health commemorated World Hearing Day with a day of activities to promote awareness for checking your hearing. The event was joined by the **Deputy Minister of Health** who highlighted the need for checking our hearing and getting medical attention immediately. The celebrations were organized by the **Ministry of Health** in

collaboration with the **Chinese Medical Team, WHO and Zanzibar Outreach program**. Present during the occasion were the consul general of the Peoples Republic of China, the WHO Liaison Officer for Zanzibar, the Chinese Medical team and the Zanzibar Outreach Program (ZOP) which was engaged in providing screening and services for ear care. Ear health education, ear screening, and treatment were offered at Nyerere Primary school. A television program played on Island Television, and a radio program was broadcasted on Zenji FM. Additionally, ear health education and follow up evaluation, as well as a refresher course for ENT staff on Basic Audiology, were offered at the Karume institute of Science and Technology.



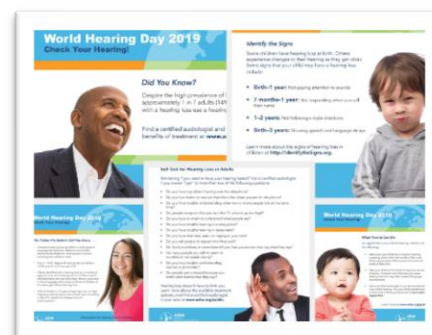
The Ministry of Health, with support from the **ELJIVA Company Limited and the Starkey Foundation -Tanzania**, led the organization of activities from Tanzania. The activities were mainly advocacy, screening, service provision, and general community awareness. The activities to honor the WHD included but were not limited to: education and screening in primary school, media talks – (radio and television), and community screening and treatment. A two days screening and treatment were conducted at the Muhimbili National Hospital – Mloganzila. A total of 470 patients were seen. Of these, 197 were found with hearing impairment and needed further intervention, 55 had wax cleaning, and 9 had abnormal ringing of ears.

UNITED STATES OF AMERICA

American Speech Language Hearing Association (ASHA) issued a national press release, created a digital toolkit for members (audiologists) to use with their online networks, issued social media posts across its digital channels, sent out an eblast to members, and published blog posts.

Audibel offered hearing tests and informational activities such as ear evaluation and hearing and educational videos. More than 1000 people were reached during these activities.

Audition Technology, in collaboration with Carnegie Mellon University's chapter of Alpha Phi Omega, held a campaign at the university's campus in observance of World Hearing Day. There was a booth set up at Carnegie Mellon University, tabling to provide information about World Hearing Day and raising awareness about healthy hearing. Additionally, social media was leveraged to disseminate the WHO materials on hearing to over 13000 university students. They also created WHD 2019 flyers with QR codes to access the website that could be scanned to learn more. The university students provided very positive feedback to this event and expressed that they valued the information. Of the students who took the hearWHO test at the tabling event, all but one received results that indicated potential hearing loss. Many students also expressed that they would spread what they had learned to others as well.





CDC's National Centre for Environmental Health (NCEH) produced and distributed a fact sheet titled 'How Loud is Too Loud? Get the facts.' NCEH spearheaded a 'PostSpeaker' campaign to help disseminate the World Hearing Day message via multiple social media platforms, as well as among partners so they could participate. Resulting metrics showed a social media reach of close to 10,000. NCEH incorporated WHO's graphic and message for World Hearing Day in a CDC feature (which was showcased on the CDC's [homepage](#)) and in a blog. NCEH produced an animated GIF and other graphics that received numerous likes on twitter.



As part of the Long Island **Au.D. Consortium (Adelphi, Hofstra and St. John's Universities)** continued efforts of community outreach, both locally and globally. Several audiology students provided free hearing screenings to over 200 students from the South Jamaica school district. Furthermore, the team provided educational information for teachers and sent home educational information to the parents of the students.

International Hearing Society (IHS) developed and released sample state and provincial resolutions to its 52 chapters for use in state and provincial jurisdictions, and resolutions were introduced in 2 states. IHS also developed and released Advocacy Day Toolkits focused on World Hearing Day activities, which were distributed to members in US, Canada, and beyond through our e-newsletter [publication](#). IHS worked with other US partners, including Hearing Industries Association, to co-sponsor a new public awareness initiative, 'Hear Well, Stay Vital' which includes access to PSAs and other materials that can be shared to raise awareness of the importance of hearing checks and hearing aid treatment.

Lake Forest Hearing Professionals started their celebrations for World Hearing Day with a lecture on hearing protection awareness, followed by free hearing screenings. Around 500 people were reach during this event.

The **University of Cincinnati Student Academy of Audiology** offered free hearing screenings, free otoscopy, tympanometry, and pure tone screenings at a local library branch. Informational papers and brochures addressing hearing loss and treatment were also available on site. Individuals who did not pass the hearing screening were referred to the University clinic for a free complete hearing evaluation.



Student Academy of Audiology (SAA), Texas participated in World Hearing Day by raising awareness, educating the public on hearing loss prevention, and hosting a free hearing screening event.

The Center for Hearing and Speech raised awareness for World Hearing Day by campaigning for a week using social media and educating the public on the importance of early prevention and identification of hearing loss.

International Listening Association – International Day of Listening raised awareness for World Hearing Day by posting on their social media accounts.

VIETNAM



Center for Research and Education of the Deaf and Hard of Hearing (CED) launched a social [media](#) campaign in support of World Hearing Day (WHD). The team wrote and translated 5 articles about WHD. This campaign was followed by an ear care survey on hearing loss, ear care, and hearing test. The survey garnered 228 participants. The final activity was the launch of an eye care program including ear check, tympanum measurement, and hearing test for the entirety of 2019.

ZAMBIA

Sound Seekers advertised their upcoming events through television and radio interviews where people discussed the impact of hearing loss to raise awareness about checking the ears. A hearing screening service and the University Teaching Hospital outreach service were launched on this day. There were stations for history and otoscopy, ENT consultation, wax removal, and hearing tests. 329 people were reached during this event.



ZIMBABWE

AudioMax Clinic and **WizEar Trust** in support of World Hearing Day, held a 2-day event at the University of Zimbabwe. At the event, ENT consultations, screening, and syringing were done for free, reaching 109 patients. Five 30 to 45-minute radio sessions were held on national stations Star FM, Capital FM, and Classic FM for community awareness on ear and hearing care and available solutions.



ORGANIZATIONS

CBM supported a number of activities in Cuba to mark World Hearing Day and raise awareness (details under Cuba).

Cochlear Ltd celebrated World Hearing Day with two dedicated campaigns beginning with an awareness campaign for parents and children. Malala Yousafzai and the Malala Fund worked with **Cochlear Ltd** to raise awareness of the importance of hearing, and to inspire young people with hearing loss to have confidence and to live life to their full

potentials. Malala spoke publicly for the first time about her own experience of having a cochlear implant and informed a public audience in Sydney about her journey with hearing loss. **Cochlear Ltd** captured these inspiring moments in an unbranded film entitled 'Be Everything You Can Be.' The video was translated into 17 languages and launched globally on social media for World Hearing Day. The second campaign launched was aimed at raising awareness for adults. This campaign centered on a 'State of Hearing Report,' which surveyed the attitudes and experiences of more than 7,200 people in 5 countries about hearing loss.

The **European Association of Hearing Aid Professionals (AEA)**, joined with the **European Federation of Hard of Hearing People (EFHOH)** and **Hear-It** to organise a lunch debate inside the European Parliament in Brussels. Two teams of audiology students and their teachers enabled everyone in the parliament to have their hearing checked. In total, 40 people work in the European Parliament. More than 110 participants attended the Lunch Debate, among which were several policy makers, members of European Parliament, and representatives of user associations and professional and manufacturer organisations. Many presentations on hearing loss prevention and awareness were given. These were followed by a debate highlighting the importance of keeping listening safe and ways to enforce safe listening guidelines. For more details visit: <https://www.aea-audio.org/portal/index.php/world-hearing-day>



The **International Association of Logopedics and Phoniatics (IALP)**'s members organized events and activities to celebrate World Hearing Day. Multiple events were organized in China, Egypt, India, Israel, Singapore, South Africa, and USA. These events reached thousands of people, ranged over multiple days and included talks, hearing screenings, events to raise awareness, workshops, walkathons, and more.

The **International Federation of Hard of Hearing People (IFHOH)** and its members celebrated World Hearing Day on March 3rd through events and public awareness activities. In addition, a press release encouraging all partners and members of the public to

check their hearing on World Hearing Day was released.

Starkey Hearing Foundation collaborated with the Government of Uganda to celebrate World Hearing Day (details under Uganda).

WORLD HEARING DAY 2019

SOCIAL MEDIA OUTREACH



**Seen 807K
times**



**Reached
over 97K
people**



**Shared
430 times**



**Viewed
26.6K
times**



I CHECKED MY HEARING
WITH



Check your hearing!