

World Hearing Day

3 MARCH **2021**

HEARING CARE FOR ALL SCREEN · REHABILITATE · COMMUNICATE

REPORT of Activities



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A project by

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WHO's activities





World Hearing Day is an annual global advocacy event for raising awareness regarding hearing loss and promoting ear and hearing care and calling for action to address hearing loss and related issues. Each year, this event is celebrated on 3 March, covering a specific theme on which the World Health Organization (WHO) and its partners carry out activities based on this theme.

The theme of World Hearing Day (WHD) 2021 was "Hearing care for ALL! Screen, Rehabilitate, Communicate" which presented a global call for action to address hearing loss and ear diseases across the life course.

The key messages of World Hearing Day 2021 were:

- The number of people living with unaddressed hearing loss and ear diseases is unacceptable.
- Hearing loss (and related ear diseases) can be avoided through preventative actions such as: protection against loud sounds; good ear care practices and immunization.
- Hearing loss (and related ear diseases) can be addressed when identified in a timely manner and appropriate care sought
- Investing in cost-effective interventions will benefit people with hearing loss and bring financial gains to the society.
- Integrate person-centered ear and hearing care within national health plans for universal health coverage.



Activities at the WHO

Global launch of the World Report on Hearing and related events

On World Hearing Day 2021, the *World Report on Hearing* was launched at a virtual event that included an eminent panel to share insights on the need to integrate people-centered ear and hearing care within the health systems.

The panel included:

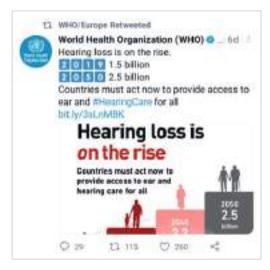
- Welcome: Dr Gaya Manori Gamhewage, Head of Learning & Capacity Development, Health Emergencies Programme, WHO moderator
- · Musical video: Ndlovu youth choir
- Hearing loss prevention through safe listening: Mr Sandile Majola, Ndlovu youth choir
- Remarks: Dr Tedros Adhanom Ghebreyesus, Director-General, WHO
- Introduction to the report: Dr Shelly Chadha, Technical Officer, Ear and hearing care, WHO
- The potential of ear and hearing care: Ms Alana Nichols
- Implementing ear and hearing care in India: Dr Harsh Vardhan, Minister of Health and Family Welfare, India
- The stigma of hearing loss: Ms Katherine Bouton
- Closing remarks: Dr Bente Mikkelsen, Director, Department of Noncommunicable Diseases, WHO

The global launch was followed by a Facebook live session by Dr Shelly Chadha, answering and disseminating the key messages of the world report.

The global launch was followed by regional launches in

- · the Region of the Americas
- South East Asia Region, and a
- · Launch webinar in Chinese.

The regional launches involved the participation of ministries of health and nominations from several Member States.

































#Hearathon2021

Hearathon 2021 was a 24-hour live event on Facebook for stakeholders, partners, and members to showcase their advocacy initiatives on the global platform. The #Hearathon2021 on Facebook page gained 787 followers and 691 likes. There were around 200 posts made on the day, reaching over 12,700 people. Content includes video, images and anecdotal content related to World Hearing Day activities. Content from the #Hearathon2021 reached Facebook users from over 45 countries.























The World Hearing Forum Changemakers, Facebook group was launched: this is a closed group for stakeholders and partners that provides a platform to share work around ear and hearing care and stay connected with others in the field.







https://www.facebook.com/groups/1119931818468512/

Social media outreach

Social media outreach was undertaken through Facebook, Twitter, YouTube, Instagram, LinkedIn and TikTok. The content included Facebook Live, social media advocacy post, launch video, and information around ear and hearing care. Through these, over 1.1 million people were reached globally. Some of the outreach content were:

- Facebook Live event-held on the WHO's official Facebook Page https://fb.watch/8KkK_aM2YF/
- Advocacy post on twitter- stating that over 1.5 billion people are affected by hearing loss
- The live launch of the *World Report on Hearing* https://www.who.int/news-room/events/detail/2021/03/03/default-calendar/launch-of-the-world-report-on-hearing
- A video on Making ear and hearing care accessible in Zambia

World Hearing Day small grants

A small grant scheme was initiated by WHO in collaboration with the Coalition for Global Hearing Health (CGHH) and CBM aiming to support events around the launch of the *World Report on Hearing* and advocacy around hearing care. As part of this scheme, partners can apply for a





grant of up to **USD 800** to cover expenses related to activities of 2021 World Hearing Day. This year a total of 133 applications were received of which **52 organization from 29 countries** were awarded.

World Hearing Day 2021 small grant awardees

Al IA Foundation - Habilitation/Rehabilitation and Development Center, Georgia

All Ears Cambodia, Cambodia

Canadian Hard of Hearing Association, Canada

Carel du Toit Trust, South Africa

Center of Hearing and Speech, Kazakhstan

Centre for China-UK Audiology Education, University of Southampton, United Kingdom

Children's Surgical Centre, Cambodia

Chris Hani Baragwanath Academic Hospital, South Africa

Deafblind Association of Zambia, Zambia

Dr. Cipto Mangunkusumo National Hospital, Medical Faculty University of Indonesia

Dr. S R Chandrasekhar Institute of Speech and Hearing, India

Ear Science Institute Australia, Uganda

Eargym, United Kingdom

Elvachi Specialist Hospital, Nigeria

ENT Department, University of Abuja Teaching Hospital, Nigeria

Egkuiaccess Foundation, India

Garnet Clinic, Nigeria

Genomic Based Research and Development Centre for Health, Canada

Hard of Hearing West Nile Regional Association, Uganda

Hospital Gradika, Bosnia and Herzegovina

Humanhood Clinics, Rwanda

IMPACT Nepal, Nepal

Indian Council of Medical Research, Ministry of Health and Family Welfare, India

Institute for Health Policy and Organisation (IHPO), The University of Manchester, United Kingdom







Institute of Global Health Innovation, United Kingdom
Institute of Sensory Organs, Poland
International Federation of Hard of Hearing Young People, Canada
Kampala Parents of Children with Disabilities Association Makindye, Uganda
King George Medical University Lucknow India, India
Komfo Anokye Teaching Hospital, Ghana
Long Island Doctor of Audiology Consortium, USA
Macquarie University, Australia
Mahatma Gandhi Medical College and Research Institute, India
Marcin Masalski, Poland
Minstry of Health, Zambia
MT EMERK Audiere, Estonia
Nonno Ascoltami Udito Italia Onlus, Italy
OHDIR Foundation, Bangladesh
Operation Ear Drop, Kenya
Pakistan Institute of Rehabilitation Sciences, Pakistan
QECH Audiology clinic, Malawi
Rotary Club of Metro Cebu, Philippines
South African EHC WHF Influencers, South Africa
Sri Ramachandra Medical College & Research Institute (SRMC & RI), Sri Ramachandra Institute of Higher Education and Reserarch (SRIHER), Porur, India
Suleiman Hearing and Educational Foundation, Nigeria
The ELJIVA company limited, Tanzania
Uganda Cancer Institute, Uganda
Uganda Federation of the Hard of Hearing(UFHOH), Uganda
University of Calabar Teaching Hospital, Nigeria
University of Santo Tomas / Better Hearing Philippines, Philippines
Vardhman Mahavir Medical College & Safdarjung Hospital & Safdarjung Hospital, New Delhi, India
Dr. Cipto Mangunkusumo National Hospital, Medical Faculty University of Indonesia, WHO CC INO-19, Indonesia
WizEar Trust, Zimbabwe

Activity reports from countries







Hansaton Albania - Organized a hearing screening for 30 people and designed a brochure on the importance of hearing and hearing loss prevention, reaching 30 people.

Otofon - Organized free hearing checkups on the World Hearing Day. Over 50 people were screened for hearing loss through the clinic.



"The Voice of Silence" NGO - Prepared a video clip on hearing awareness which was shared on our social media page. A webinar was conducted on "Hearing Care" and shared on the NGO's social media page.









Asociación Panamericana de Otorinolaringología y Cirugía de Cabeza y Cuello - With its 18 member societies, hosted three webinars on WHD 2021 and developed an action plan with the delegates. Also, different activities were organized in the region during and around WHD.

Federacion Argentina de Sociedades de Otorrinolaringología - There was a Declaration of interest by the Senate of Argentina, supported by the heads of the Hearing Loss Prevention Programme of the Ministry of Health of Argentina.

Media covered the event through social media networks, graphic media, and television. A video containing recommendations for the general population on hearing health care for newborns, children, adolescents and the elderly was released. The event was championed by an actress and singer. She produced a video on her social media platform, raising awareness among her almost 30,000 followers.





Advanced Hearing WA - Reached out to local companies that generate excessive noise within the workplace, to discuss regular hearing checks for their employees. The campaign reached over a hundred people.

Arches Audiology - Conducted a tele-audiology event and successfully screened staff members of a community organization with the assistance of an ear health coordinator who facilitated the event at the remote site or and the clinic.

Audiohealth Pty Ltd - Reaching over 200 people, with free hearing screening and hearing aid education offered to all those interested within the community. Over 200 people were reached by the event, and 50 people were screened.

Aussie Deaf Kids - Launched a short video on their social media page, highlighting some of the messages of the *World Report on Hearing*.

Deafness Forum and Audiology Australia - Organized the Libby Harricks Memorial Oration, an annual oration of Deafness Forum-the peak hearing body in Australia. The subject was focused on Global Indigenous Ear Health. This event was attended by the Managing Director & CEO of the Quasi-Government orga-





nization Hearing Australia and National Acoustic Laboratories. Also, they had a subsequent online meeting concerning the rollout of new programs addressing Aboriginal and Torres Strait Islander (ATSI) ear health.

Deafness Foundation - Held its inaugural "Soundbites Picnic" that aligned with WHO theme for World Hearing Day (WHD). The event encouraged schools, businesses, and individuals to hold a Soundbites Picnic to raise awareness of the impact of hearing loss and prevention. The event, in its first year, was a huge success and is proposed to be held annually to align with WHD each year.

Ear Science Institute Australia - Held an event in the central pedestrian area of Perth and was joined by the **Perth City Lord Mayor** at their Lions Healthy Hearing Pop Up for a hearing test. The event champion was an Ambassador and Australian Cricket Coach.

There was wide media coverage with radio, TV, and media press.

HEAR Macquarie University (HEAR MU), Australian Hearing Hub, Australian World Hearing Forum (WHF) Members & Hearing Health Sector Alliance - Held an event that reached more than 250 people online. This event pro-



vided an opportunity for those involved in the development of the World Report on Hearing and in hearing health in Australia, to speak on the importance of hearing, the report's key messages, current government initiatives and encourage the adoption of the themes of the WHO World Hearing Day 2021 "Hearing care for ALL! Screen, Rehabilitate, Communicate". The event was championed by the WHO WHF champion and world-renowned cricketer, who attended and spoke at the event. HEAR MU also held a conference, themed "Inclusion, Equity, Diversity, and Access," to have a better understanding of the role of diversity in access to healthcare and hearing healthcare. The conference was targeting healthcare students and reached 90 people.

HEAR Macquarie University in collaboration with the American Auditory Society - Organized a conference themed "inclusion, equity, diversity, and access", aiming to increase understanding of how diversity (including culture, gender, and age) plays a role in access to healthcare and hearing healthcare. Speakers discussed the importance of population in building and transforming evidence-based policy and practices.

Nuheara - Organized a social media awareness campaign on hearing health with product giveaways. Reaching 1,400 people, the campaign was publicized on the Nuhear a website.





Telethon Speech & Hearing - Organized a national campaign to high light some hearing-related information and occupations that support Hearing Care for All. It was championed by local parents involved in the campaign who utilize hearing services.







Bangladesh

Central Hearing Care Centre - Held a national online awareness programme reaching over 50 people and screening 15.

Centre For Disability in Development (CDD)

- Representatives from local government and government officials played a vital role. With the theme "Hearing Care for All: Screen-Rehabilitate-Communicate", this year CDD celebrated WHD 2021 in collaboration with its implementing-partner organizations. In-house discussion programmes were organized, discussing the importance of ear-care and good hearing. Through its partner organizations, CDD organized community-level awareness programmes to celebrate WHD 2021 across its project catchment areas.

One thousand and three hundred people were reached through different events.CDD also organized a hearing screening camp at the Rohingya Refugee camp in Cox's Bazar.

ENT and Head Neck Cancer Hospital & Institute - Organized an event, reaching 4,000 people with 100 screened. It included counselling sessions for the public and patients, hearing screening, training for the hospital workforce, and distribution of leaflets. There was a live webinar, targeting a general audience, which was participated by one of the country's



leading otolaryngologists, social workers, and NGO professionals.

Minhajur Rahman Shahin - Reached approximately 2,500 people and screened 1,500. The campaign's objective is to share information and promote actions towards the prevention of hearing loss and improved hearing care.









Republican Centre for Research and Practice in Otorhinolaryngology of Belarus -

National event, reaching 115people, where 20 people were screened. There was also an online national conference: "Audiology for ENT Doctors".



Cochlear (Belgium) - The Flemish minister for Justice and Enforcement, Environment, Energy, and Tourism participated in an event organized by Cochlear. The Minister visited Cochlear Benelux to raise attention on hearing screening and underwent a hearing test. Three speakers highlighted the topics: "Screen, Rehabilitate and Communicate" to employees, who were the target audience.







MEP Alex Agius Saliba (Malta, S&D) Host of this Lunch Debate "Introduction"



Shelly Chadha
World Health Organisation
"HEARING CARE FOR ALL, the
World Report on Hearing"



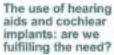
Morten Buan
European Federation of Hard
of Hearing People "Access to
Hearing Care during COVID19"



Robert Mandara
European Cochlear Implant
Users Association
"User experiences with
Cochlear Implants"



Minister Julia Farrugia Portelli Maltese Ministry for Inclusion and Social Wellbeing "Message"



MATRICK D'HAESE



Patrick D'Haese Chairman of Hear-It "The use of hearing aids and cochlear implants"







Asociación de Damas Voluntarias de Ayuda al Sordo(ADAVASH) - Held an event For WHD 2021, carried out a basic strategic plan, commitment, and joint responsibility with the national, regional, local and global authorities. The General Director of the Executing Unit of the National Fund for Solidarity and Equity, political actors, and a guest from the Global Hearing Health Coalition attended this event. The event was covered by social media platforms and the media. Two-hundred people subscribed to the event but many more were reached via the live videos on social media.



Association of Hard of Hearing Cochabamba (Asociación de Hipoacúsicos Cochabamba: Ashico) - Organized a hearing loop launch, that reached approximately 40 people. The event was championed by the Municipal Authorities who delivered the first nationwide magnetic loop in Cochabamba. A webinar was held for the hard of hearing and was attended by the National Federation of the hard of hearing in Bolivia, to raise awareness about hearing care.

A national webinar was held on WHD, sponsored by: Ministry of Health and Sports, Ministry of Justice and Institutional Transparency, WHO country office in Bolivia, Otolaryngology Society of Bolivia, Bolivian School of Speech Therapy, Universidad Nuestra Señora de La Paz, Inclusion and Rights Network Bolivia - Red Inderbo, Association of Parents and Friends of Children with Hearing Loss - APANH, FENAHIBO - National Federation of Hearing Loss Bolivia, FEBOS- Bolivian Federation of the Deaf and CBM Christoffel-Blindenmission Christian Blind Mission e.V.



















Bosnia and Herzegovina

Hospital of Gradiška - Held a national event, reaching 21,000 people. Over 100 people had their hearing tested at the event. Information was provided on good hearing care habits, using WHO materials translated into Serbian.



Brazil

Asociación Interamericana de Otorrinolaringología Pediátrica (IAPO) - Reached more than 7,500 members in 83 countries through its webpage and advocated for hearing loss prevention and early intervention.

Audicare - Organized a national event that included the participation of renowned artists, doctors, and audiologists, and it targeted musicians and artists.





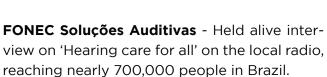




A lecture was organized on Hearing Healthcare for All, with a series of videos and social media actions focused on calling attention to the importance of hearing care and rehabilitation. Over 20,000 people were reached.

Carla Bahillo - SaúdeAuditiva - Held an event called "Hearing Health Consultation", which offered a complete audiometry and educational information about anatomophysiological and hearing care to participants. Over 500 people benefitted from this activity. In addition, information on safe listening was shared through personal interaction and social media posts.





Lions Club Belem Batista Campos - Organized awareness, information, and advocacy campaigns on hearing health prevention, using different networks to publicize the activities.







Raquel Moreno - Organized audiometry screenings for two police battalions, reaching 200 people, and for more than 500 security forces in São Paulo. This event was attended by a State Representative.

Surdos Que Ouvem - Crônicas da Surdez - Reached thousands of people, in Brazil, Portugal, the USA, Argentina and other countries, with a live broadcast and through social media posts. There was widespread media engagement with many influencers, doctors, audiologists and others on WHD.

Universidade Federal de Minas Gerais - Published the *World Report on Hearing* on the University's daily online briefing, reaching 3,400 people. They used the university's web page and social media platforms.













Brunei Darussalam

Vitaliv Health and Wellness Clinic - Organized hearing screening for over 30 people. Also, over 34,000 people were reached through social media outreach.



The Medical University of Varna - Conducted hearing screening and testing for over 500 people over 10 days. The event was covered via the University television channel.



Burundi

Centre D'Audiologie KALE-B - Held a national event that targeted companies with personnel exposed to loud noise or chemical products at the workplace. One thousand people attended the event and 200 were screened. It was attended by various government and political figures and the WHO office in Burundi. Miss Burundi and her runners-up were event champions, along with representatives of the various religious formations.

















Igrej a Do Nazareno Do Palmarejo

- Organized a hearing and screening event that reached more than 50 people. Media coverage took place on social media reaching many more.



Cambodia

All Ears Cambodia - Organized an event named the Hear Say Spectacle, which included two parts: an interactive and educational platform for children to informally learn about sound, hearing, and communication, and a live radio show pitched at the general public. Also, they conducted free hearing screens for over 50 people. Simultaneously, they disseminated ear and hearing care awareness through the live callin show through a radio station. The general public was part of the activities reaching thousands, and all documents were translated to Khmer.

Children's Surgical Centre - Reached over a thousand people through community awareness messages highlighted on the television and a social media platform.

Hearing Care Centre Cambodia - Organized an awareness programme through social media, with the WHO information materials translated to the Khmer language. More than 3,000 people were reached by the posts through social media.









Bentley Hearing Services - Held an online meeting event with the participation of 40 people. During this event, WHD and the *World Report on Hearing* were introduced and a guest speaker discussed the accessibility of services.

Canadian Hard of Hearing - Held a webinar to raise awareness targeting policymakers and the general public. Experts in the field of hearing care and WHO PAHO representative along with board members of the national organization participated in this webinar. They discussed the *World Report on Hearing* and priorities for future policies in Canada and British Colombia. This event reached 100 people.

Eckel Noise Control Technologies (ENCT) - Reached out to people through social media platforms, creating and sharing informational posts.

Genomic Based R&D Centre for Health - Reached approximately 9,000 people during the week of the World Hearing Day.

Speech-Language & Audiology Canada (SAC)

- Hosted a webinar with approximately 300 attendees, with a panel of audiology experts discussing the importance of the *World Report* on *Hearing*, and what it means in the Canadian context. The webinar was recorded, and the

recording shared online via our website and social media.

University of Montreal (UdeM) in collaboration with Audition Québec - The School of Audiology and Speech-Language Pathology at the UdeMhelda regional event with participation of 1350 people. Various activities were carried out remotely using secure platforms. Speakers from UdeM presented a webinar on hearing screening, rehabilitation and communication to over a thousand participants. Awareness activities focused on the prevention of noise-induced hearing loss and importance of administering hearing screenings.











Centro de la Audición, los Sentidos y la Comunicación-Universidad del Desarrollo and Dr. Luis Calvo Mackenna Hospital - Held a 30-minute event in which topic of ear and hearing care was discussed, highlighting the information contained in the *World Report on Hearing*. Representatives from the Ministry of Health and from the Ministry of Education participated in the event.

Corporacion Hipoacusia de Chile - Reached 1,700 people across the country by sharing publications on social media networks about hearing care. The event was championed by the Corporation's Vice President.

Fundación EligeOír - Carried out a home audiometry campaign for older people in Talca to give them the opportunity to access hearing tests and hearing aids as part of launching of the Vestibular and Hearing Care Programme for the Talca elderly.

Sociedad Chilena de Fonoaudiología y Departamento de Fonoaudiología U. Chile - Reached over a thousand people on social media networks with WHD information on hearing care for people of different ages.













3M China Ltd - Two online seminars were organized that attracted more than 6,000 viewers, with another offline seminar concerning hearing protection held on 16 April. An expert in noise-induced hearing loss joined the online seminar to share hearing protection knowledge with the public. The event was championed by Occupational Health Management Experts from multinational companies who shared their experiences on how to implement effective hearing conservation.

Social media coverage was viewed by more than 5,000 people, and several online and offline activities were also organized to raise public awareness.

Affiliated Hospital of North Sichuan Medical

College - Organized different activities such as hearing screening, community staff lectures, medical students' learning, and so on. The public was made aware of the theme and purpose of this year's WHD. The objective was to communicate the ear health status of the local population through screening and epidemiological investigation for people to under-

stand the importance of ear health. The event was championed by the media and TV staff, and 150 people were screened.







Audiology Development Foundation of China - Carried out extensive activities including audiometric examinations, a talent show for hearing impaired children, fundraising and awareness creation through games. Local government officials, such as the Municipal Health Committee, Disabled People's Federation, women and children, and health care institutes also participated in the activities, reaching millions of people.

Beijing Society of Audiology - Using the media platform, China Hearing, experts were invited to join in for interview, and promote the *World Report on Hearing*, translated to Chinese. The day was championed by a number of senior medical hearing specialists from various local hospitals and reached 40,000 people.

Beijing Tongren Hospital, CMU - Organized a variety of activities, reaching 1,000,000 people at the provincial level, which included public lectures on prevention of deafness for the communities around Beijing, and pro-bono tele-audiology consultation. Activities were

also published on the hospital website for outreach.

China Rehabilitation Research Centre for Hearing and Speech Impairment - Organized nation-wide events that included online concerts, and distribution of promotional materials that reached over 200 million people. The events were attended by WHO officers, leaders of the China Disabled Persons Federation, the Ministry of Education, and the National Health and Health Commission. Approximately 300 hundred people were tested. Eleven ministries and commissions jointly issued documents to promote the "Ear Care Day" theme activity across the entire country.

Department of Otolaryngology - Head and Neck Surgery, Mianyang Central Hospital, School of Medicine, University of Electronic Science and Technology of China, Mianyang, Sichuan, China - Organized a meeting, attended by the Mianyang Branch of the China Disabled Persons Federation, to improve the cochlear implant referral process for young children. There was also a meeting at a primary school to raise awareness on hearing loss, hearing screening, and ear protection among pupils and teachers. The hospital held a free medical consultation clinic for people with hearing loss on 03 March 2021. In addition, the Mianyang Children's Hospital held a local event with the participation of representatives from the China Federation of the Disabled, reaching more than 100 people, and screening more than 50 people.





Department of Otolaryngology Head & Neck Surgery of Zhujiang Hospital of the Southern Medical University - Held a series of activities, including the launch of a "Sound Seeker" project. Media coverage occurred through the popular "Health 100 FUN" TV platform and social media accounts.

Department of Otorhinolaryngology, Provincial Key Discipline of the affiliated Drum Tower Hospital of Nanjing University - With a total reach of 40,000, hearing screening for 2000 people were done. A programme for hearing care education and training, and genetic screening for deafness was launched. A free clinic with volunteer medical consultations was also set up for the day.

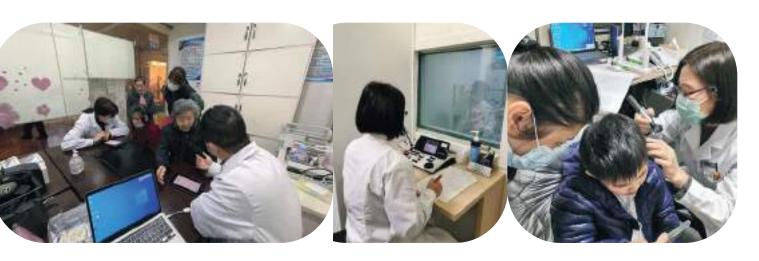
Fei Ji - Offered free medical ENT consultations and hearing tests, championed by the Chairman of the Chinese National Clinical Research Centre for Otolaryngology Diseases. Additionally, 20 popular science articles have been published in the Journal of Otology.

Fosun Health+ - Arranged several hearing protection live streams during the week of World

Hearing Day. Key opinion leaders were invited to give presentations on hearing protection, and science programmes were held with education through entertainment. On WHD 2021, participants obtained free diagnoses for hearing protection on the Fosun Health platform. Free hearing screening and consulting were held in communities on the day, and 1,838 people were screened.

Fu Xinping - Invited many people from different industries to record short videos about hearing care and edited these short videos to form a public welfare video, which was shared on social media on 03 March.

Hang Zhou Ren - Ai Hearing Rehabilitation Research Center - Organized a regional event in collaboration with the local China Disabled Persons Federation. The presentations raised awareness of the importance of providing the best possible hearing health care to people of all ages, which includes comprehensive audiological evaluation for early diagnosis, and use of hearing devices for early intervention. Nearly 150 policymakers were reached through the presentations and case studies.









Healthy Macau Organization - In collaboration with Widex organized television broadcasts reaching more than 100,000 and donated some hearing aids to the Macau Special Olympics. To celebrate WHD 2021, 8 individuals who received their new hearing aids were invited to speak with the media.

The Director of Macau Special Olympics shared his views on the everyday difficulties of unaddressed hearing loss.

Huadong Hospital affiliated with Fudan University - Held an event in which over 5,000 people participated in a physical check-up including a hearing screening test. About 15% were identified to have at least moderate hearing loss and were referred to the ENT department to have a full audiometric evaluation. In a series of random interviews, all participants expressed their appreciation for the check-up and reported a considerable increase in hearing health awareness as a result.

The Health Commission in Shanghai Songjiang district approved inclusion of the two-step pure tone hearing test into the annual physical check-up for community-dwelling adults above 60 years of age. The *World Report on Hearing* was translated and shared on social media.

Huier Hearing - Hosted WHD 2021 with a range of activities and events all over China, including running a month long Hearathon. More than a thousand hearing health fairs were held in over 240 cities. 25,260 people received free hearing screenings, and approximately 11.4% were found to have hearing loss. More than 6,000 hearing aids were donated, and 2,100 house calls were made.

Jiangsu Province Hospital. Nanjing Medical University - Reached about 2,000,000 people through its activities. They organized media campaigns including a press conference that focused on the messages of the World Report on Hearing, which was picked up by 20 media outlets. In addition, a television show raised awareness on hearing care, five articles were published in a national professional journal, community outreach activities were undertaken to offer free EHC counseling, and presentations on the World Report on Hearing were made at national conferences. The center also participated in the WHO webinar to launch the World Report on Hearing in the Chinese language.







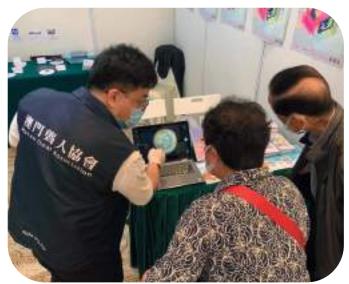
wMacau Deaf Association - Held a community-based hearing screening event and a hearing healthcare webinar. About 600 people were screened through a two-stage screening process. A webinar emphasized the importance of hearing healthcare and the importance of screening and hearing accessibility, reaching over 3,000. As a demonstration, live captioning and sign language interpretation was incorporated into the webinar.

Shandong Provincial ENT Hospital - Undertook a variety of activities with social media posts and videos. There were television stories and interviews with ENT doctors and audiologists, and free consultations for ear health. Free hearing aid fitting was undertaken for 20 people. All WHO materials were published in Chinese. A talk about hearing protection in daily life was given, also discussing the importance of hearing screening, rehabilitation and communication. A total of 250 people were screened during the day.

Sir Run Run Hospital, Nanjing Medical University - Held a local event with more than 500 people attending. They conducted a popular science lecture on ear protection for more than 500 students in primary and middle schools, and published the relevant statistics of WHO, which aroused students' attention and enhanced their awareness of hearing protection.

Sonitus Medical Shanghai Co. Ltd - Published dozens of news articles to alert the public to the increased concern about single-sided deafness. An expert interview reached2,000 people and was uploaded onto a national website.

Starck Hearing Technology (Suzhou) Co., Ltd. Beijing Branch - Organized a hearing screening event, with hearing tests and hearing aid fitting in collaboration with the Beijing Audiology Society. The WHO materials were translated to Chinese and used. Social media outreach through WeChat reached more than 8,000 people.









Tianjin Guidance Group for Prevention and Treatment of Deafness - Along with the Department of Otorhinolaryngology Head and Neck Surgery, Tianjin First Central Hospital, generated media publicity of ear knowledge, online free diagnosis, with the publication of a popular science article.

In collaboration with the department of Otorhinolaryngology Head and Neck Surgery, Tiajin advocacy for ear care was done through media. Free virtual and tele consultations were arranged and a scientific publication was made.

Volunteer medical consultation on hearing - Held a local event that included hearing screening and testing. Over 200 people participated. Other activities included publications of articles and news reports in national papers, medical consultations, lectures and an interview on newborn hearing screening.

Widex Macau Hearing and Speech Center

- The local daycare "Sun Child Care Centre" invited Widex Macau to host a health talk for children and their parents, and 70 people participated. In a presentation by an audiologist, participants learned to care for children's ears,



the importance of healthy hearing, and its relation to their learning, communication, and bonding with parents. Children received ear and hearing examinations at the center.

Wuhan Douting Technology Co. Ltd - Reached 100,000 people, screening 10,000 people, using a hearing testing app. There was liaison with the Disabled Persons' Federation, Civil Affairs Bureau and other government agencies with use of their media platforms to promote WHD activities.

Xiamen NewSound Technology Co. Ltd - Organized a campaign in two cities in over ten stores, with gifts to attract people's attention. 200 people were reached, and 10 were screened.

Xuzhou Society of Audiology - The Clinical Vertigo Hearing Centre of the affiliated Hospital of Xuzhou Medical University held popular science education activities and a public welfare free clinic activity, with the theme of "Hearing Health for All" in its outpatient hall, to publicize ear protection knowledge to the general public and raise awareness for ear care.









National Academy Of Medicine - Organized a conference on causes, prevention, and hearing care for children between the prenatal to age of four. It was attended by the PAHO representative.

Universidad del Valle - In collaboration with the health department, Valle del Cauca organized a local event, reaching out to 180 people. An academic event for students and the health care workforce, with four conferences were held by speech therapists, audiologists, and otologists on "Neonatal Hearing Screening" and "Otogenetics and Hearing". Students of the speech therapist program conducted a conference on "Hearing Care and Health", and advocacy videos made by students were used in the event for the general public.

Universidad Santiago de Cali - Produced a video about cleaning the ear, which was published on the University's social networks and the University's media page.



Asociación Costarricense de Audiología - Disseminated information on WHD and *World Report on Hearing* over a period of several days, reaching out to 1,400 people.

Asociación Costarricense de ORL - Organized variety of activities related to ear and hearing health, diseases and treatment, that reached to 150 people.

Colegio de Terapeutas de Costa Rica - Organized a national event, reaching 2,000 people with publication on the social media networks about the information on WHD 2021.

Instituto Nacional de Seguros (INS) - Organized an event to emphasize the importance of hearing loss prevention, periodical screening, and rehabilitation by prosthesis hearing aids or implants, prevention of illnesses or conditions that can affect hearing. Doctors and ENT specialists made speeches to the public, to policymakers, and in schools. About 300 people were reached by this event.

Ministerio de Salud - Organized a local event, reaching out to 200 people, promoting actions by WHO/PAHO and stakeholders. The Minister of Health and medical doctors from different hospitals collaborated to produce an educational video for the general public. The Minis-





ter of Health with some of the leading physicians championed the event. The event had a reach of at least 2,000,000 people.

Universidad de Costa Rica/Asociación Estudiantes de Audiología - Reached 1,500 people on WHD 2021, along with preparing a publication highlighting education on the prevention of hearing problems. Information was also disseminated on the social media platform.

Universidad Santa Paula - Published videos and other informational materials on the social media page of Santa Paula University, which reached around 53,0000 people.







Samentacom Project/MCF Côte d'Ivoire - Held a hearing health awareness event, with practical explanations of activities and the ENT treatment process. ENT consultation with specialist physicians, carrying out in-depth hearing assessment were also organized This local event reached 150 people, with 68 screened and tested.















Croatian Association of the Deaf and Hard of Hearing - Translated WHD 2021poster to Croatian and published it on the Association's web page. In addition, a video was recorded in Croatian sign language and was published on their social media, web page and was also distributed by e-mail. Through these activities, they reached out to over 1,000 people.

Denmark

Arbejdsgruppe for Fremtidens Hørerehabilitering - Organized a half-day webinar with keynote speakers addressing the challenges of hearing loss in the context of a changed demography, which was attended by approximately 150 people, and championed by the Chairman of the Danish patient organization for people with hearing loss. A leading health economist outlined the potential future costs, and an ENT outlined the perspectives related to remote care. The webinar culminated with a political panel debate with decision makers.

Danish Deaf Association - National level advocacy targeting deaf people was carried out



by publishing news articles on the website and sharing information about the launch of the *World Report on Hearing*.

GN Hearing - Organized a virtual concert hosted by the GNH CEO and with a British musician, attended by1,500 people.









MTÜ Audiere - Held a national event, reaching 500 people to bring attention to the lack of qualified specialists and high standard services for the hearing-impaired. It was held as a Social Affairs Committee public meeting. The recording of the online event is available on the Estonian Parliament social media channel.



Federation of Ethiopian Associations of Persons with Disabilities (FEAPD) - Reached over 15 million people through a national-level event. Policymakers attended the event with words of support for the inclusion of deaf people. Awareness messages were disseminated via the public media outlets.



Frank Hilton Organization - Supported five Special Schools events, undertaking activities and raising awareness. Each school in the West and in the Central division reached numerous people, including parents, children and the general public.

They sought to raise awareness and were facilitated through the hearing aid champions in the schools and the audiology team at the FHO, which provided all the resources and awareness material. Every Special School has a hearing aid champion who is also a teacher at the schools and who facilitates ear care, the checking of hearing aids, raising awareness and reporting to the FHO.



Music Matters podcast in collaboration with Sensaphonics - Hosted Sensaphonics Founder, President, and audiologist who discussed about the development of good hearing health for musicians and provided some valuable technical information for musicians and the general public. About 60,000 people were reached through this activity.







Edward Francis Small Teaching Hospital/ENT Unit Polyclinic - Held a local event with over one hundred students and adults at the clinic. The activities included testing and screening the participants, sensitizing WHD 2021 first report on hearing health, and a radio talk show at a community radio station to sensitize the general public about the *World Report on Hearing* and to create awareness about the importance of hearing health by trained staff from the hospital and teachers from St. Johns School for the deaf. There was television coverage of the activities on WHD.





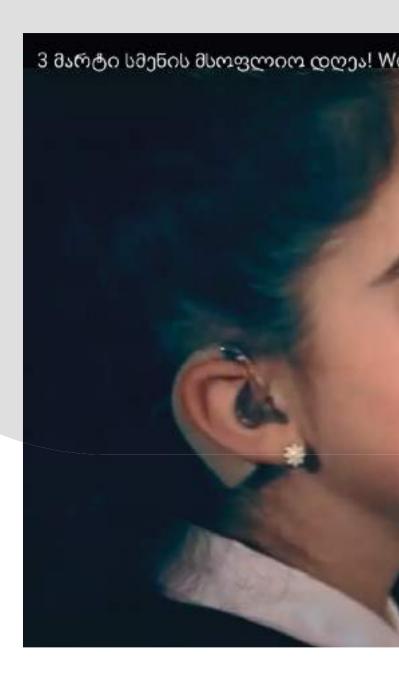






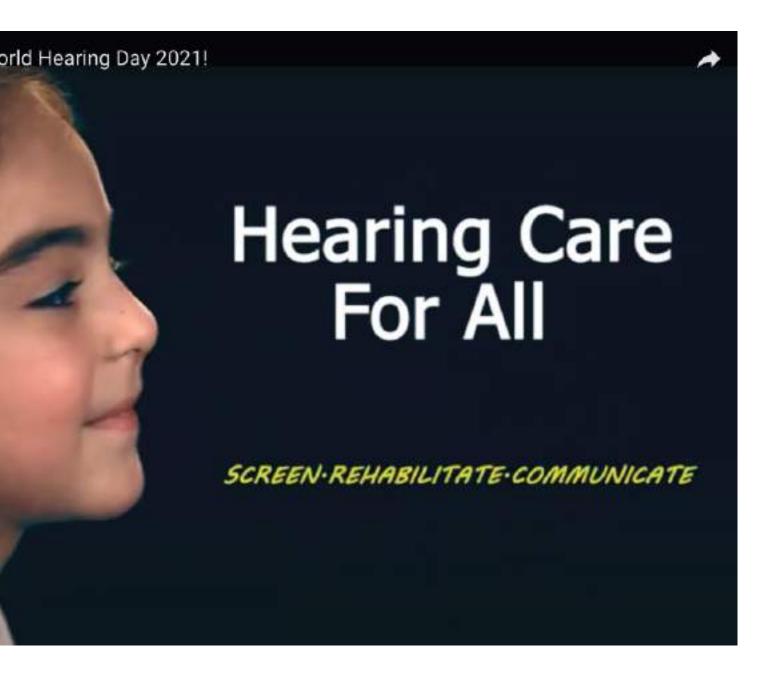
Ai Ia Foundation - Habilitation/Rehabilitation and Development Center "Ai Ia" for Children with Hearing Impairments" - Produced a 3-minute video, which spread the key messages of WHD 2021. Also, parents of children with cochlear implants shared their experiences and the importance of cochlear implant surgery. The video summarizes the three key messages of WHD. The event reached over 35,000 people.

Aures Foundation - Held a roundtable discussion in partnership with the Centre for Strategic Research and Development of Georgia (CSRDG), which was attended by government agencies and organizations working in the field of hearing care. More than 15,000 people were reached. This meeting discussed WHD, and it included awareness-raising and educational webinars for students and teachers. There was a wide social media coverage with videos for #Hearathon for "Clear Masks for Human Rights" and "Listen to the Ears". A formal appeal to the government to make hearing care a priority and to take concrete steps to create an effective national hearing management system was presented by AF and Public Defender. One of the leading pharmacy chains and ENT clinics in the country offered customers discounts on ear care products and services.















CBM Christoffel-Blindenmission Christian Blind Mission e.V. - Reached hundreds through websites and social media. The event brought together members of the German CDU Parliamentary Group in an online meeting participated by numerous WHO representatives. Key issues were discussed such as awareness to increase EHC audibility; CBM's work around the world; Small Grants funding; WHO's social media "Hearathon", fundraising support; WHD information on German media; a parliamentary group session co-led by CBM, WHO-EURO/HQ & EHIMA, and the publication at Welt-Sighten of "My Name is Sally".

Deutscher Schwerhörigenbunde. V. - For better health and quality of life, the German Hard of Hearing Association called for better access to cochlear implants for people with severe to profound hearing loss outlining the risks involved.

This national event was attended by the Australian Ambassador to Germany, the Federal Government Commissioner for Matters relating to Persons with Disabilities at the Ministry of Health, the National Association of Statutory Health Insurance Funds, the Federal Joint Committee, and members of the German Bundestag.







Elternvereinigung hörgeschädigter Kinder in Hessen e.V. - Organized a round table drawing attention to access to education and equal participation of children with hearing impairments in Hesse, as access to education has become more difficult due to Covid-19. The round table of 12 people was attended by members of the educational department, school leaders and members of regional associations.

German Society for Audiology (Deutsche Gesellschaft für Audiologie: DGA) - Organized a webinar presenting the first World Report on Hearing by the WHO Programme of Prevention of Deafness and Hearing Loss, with other experts and WHO advisers in audiology. It contained the most up-to-date knowledge on the global burden of hearing loss, identification, diagnosis, treatment and rehabilitation of hearing disorders, and a new classification of hearing loss. The event reached 140 people and there was media coverage in the local press.

German Society for Phoniatrics and Pedaudiology (DGPP), the European Federation of Audiology Societies (EFAS), and the University Hospital of Münster, the Germany, **Dept. of Phoniatrics and Pedaudiology** - Held a webinar focused on hearing loss of people with intellectual disability (ID). Topics about hearing screening for people with ID and hearing rehabilitation for people with hearing loss were presented by the professionals. The webinar reached 50 people and received media coverage in the local press.

Germany Hearing Industry Association BVHI

- Regional event and activities, reaching 220 million readers of print and online, television and radio broadcasts. Audiologists all over Germany offered limited testing, but due to the Covid-19pandemic crisis it was estimated that only about 5.000 tests were undertaken. A lunch debate was held on WHD with members of GFP, among them the Federal Commissioner for Patient Affairs.

There was a broad media campaign on the relevance of early and regular hearing screenings with several television and radio appearances.

Mimi Hearing Technologies GmbH - Held a week-long event, reaching 3,500 people, with panels and interviews that raised awareness of healthy hearing.



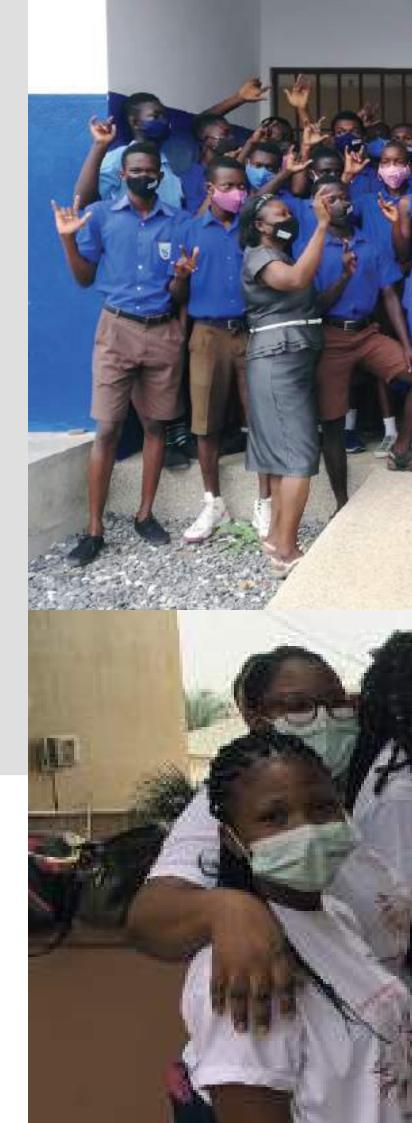


ENT Department, Tamale Teaching Hospital - Reached over 50,000 people with radio education in English and local dialect.

ENTD - Audiology/Speech Unit of Komfo Anokye Teaching Hospital, Kumasi - Launched the Neonatal Hearing Screening programme, with a demonstration of OAEs procedures and free screening. The medical directors and heads of departments of units such as child health and pharmaceutical companies attended the event, which reached over 100 people.

Speech Therapists and Audiologists Association of Ghana - Hearing screening was undertaken at the well-baby Clinic of the Korle Bu Teaching Hospital, Accra. Parents and guardians were given education on proper ear and hearing care, and flyers were also shared at various hospitals. Also, a meeting was held with policymakers to implement the ear and hearing care policy document that was drafted in 2019. There were several media education programmes held. The event reached a million people, and 50 babies were screened.

University of Ghana, West African Centre for Cell Biology of Infectious Pathogens (WAC-CBIP), and Hearing Impairment Genetics Studies (HIGeneS) - Held a local discussion on "Hearing and Hearing Loss Genetics" with









Junior High School learners, and some parents at the State School for the Deaf. Audiological assessments were carried out on volunteers, that reached approximately 60 people, with 12 people screened.





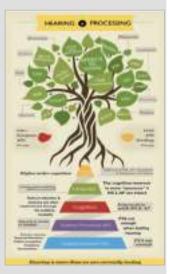




European Auditory Processing Disorder (APD) Group - Produced and screened a short video with subtitles and closed captions to raise awareness on auditory processing disorders. This reached over10,000 people, and in which Members of European Parliament participated.

Panhellenic Pediatric Otolaryngology Association - Held an online webinar about hearing loss, championed by an influencer. The online seminar was attended live by approximately 250 people of various specializations, such as otolaryngologists, paediatricians, speech therapists, other health professionals, as well as the general public. The main topics covered in the seminar were noise, the genetics of hearing loss and its treatment, its diagnostic methods, and cochlear implants. A special moment was the speech of a person with cochlear implants. There was a radio show on a national radio station, hosted live by the president of the association, who reported in detail about hearing loss and the importance of timely seek for medical help.











Fondation sayon pour L'ORL communautaire

- Held a regional event, mobilizing all the workers of the regional hospital of Mamou and that of Kankan for the organization of free consultation days and 3 surgical interventions, reaching 358 people and testing and screening of 207, offering advice, consultations, listening, identification and guidance.

Programme National de lute contre la déficience auditive en Guinée - Held an event for raising awareness via public and private media, and consultations for the respecting of hearing barriers and ear care, reaching 2,500 people. In addition, 500 people were screened in various hospitals across the country. The Minister of Health made radio and televised speeches one day before the event and called on the population to participate actively in these activities.





Centre d'Aide aux Personnes avec Problèmes Auditifs (CAPPA-Sourds-Haiti & SANFIL) -Held a national WHD 2021 promotion event online through its social media platform page.



Carrera de Fonoaudiología, Universidad Nacional Autónoma de Honduras - Organized an event targeting students, who made infographics and videos. There was academic participation in a Webinar, where they shared the World Report on Hearing. The World Report on Hearing was also posted on social media. The event was championed by an artist on their social media page.

Centro Audiológico Auris - Held a virtual forum called: "Launch of the *World Report on Hearing* and its implications for hearing health in Honduras", in collaboration with ENT Honduran Association AHONORL and the Speech Therapy Career (National Autonomous University of Honduras) UNAH.











There was an online presence of representatives of the Health Commission of the National Congress, Health Ministry, Honduran Council of Private Companies, NGOs related to hearing health, hearing impaired and relatives, specialized physicians, and students. There was national media coverage on the most important television channels, with live interviews and reports pre and post event. The representatives of the WHOPAHO local office, Health Commission of the National Congress, and the Health Ministry ended this event. The forum was viewed around 3,000 times and 70 people were online at the forum.



Iceland

The National Institute of Hearing and Speech

- Held an event that reached 120,000 people. The President of Iceland participated in this event and visited the clinic and made a video message presenting the *World Report on Hearing*. This video went out to all media, including television, radio stations, and social media.







Aahan ENT Clinic - Conducted a free hearing screening and evaluation, with 30 people reached and 25 screened and tested.

All India Institute of Medical Science, Deoghar - Reached thousands with a radio talk on WHD 2021, and a newspaper briefing on awareness on WHD. Also, there was an awareness walk in the morning, and a slogan and poster competition on noise pollution, and a seminar on noise pollution.

All India Institute of Medical Sciences, Jodhpur - Produced three educational awareness videos and one awareness booklet for launching through media and social media platforms.

All India Institute of Medical Sciences, Nagpur - Trained medical students using the HearWHO app. A poster competition was organized based on the WHO WHD theme and 200 people were screened and tested. The event was covered by an article on the World Report on Hearing published in the Times of India newspaper. There was also a public awareness campaign using WHO's Information, Education, and Communication (IEC) material conducted via audio-visual display in the patient waiting areas of the hospital.

All India Institute of Speech and Hearing - Held a free hearing aid distribution event for industrial workers, persons with hearing loss, and pregnant wom-











en. More than 4,800 were tested and screened. Screening, rehabilitation, and public education activities included community-based hearing screening camps, free hearing aid distribution camps, orientation programmes, radio talks, live phone-in consultations, a Walkathon, photo booth advertisements, audio-video bites by celebrities, newspaper publications, and short movies on hearing health care, etc..

The Union Minister of Health and Family Welfare inaugurated seven outreach service centers of AIISH on 03 March 2021, from Delhi, and addressed WHD2021 on the occasion. The event was championed by Union Minister of Health and Family Welfare, Government of India, and national film celebrities. The event materials were translated to four Indian languages: Kannada, Malayalam, Tamil and Telugu.

Ambulkar Speech and Hearing Clinic - Distributed pamphlets translated into Marathi, and arranged a talk online and offline to people, with the help of posters and a selfie point. Twenty-seven people were screened on the day.

















Anandam Ent Hospital - Carried out cochlear implants on 40 children at a rally, with slogans and posters, creating awareness on the need for neonatal hearing screening, early detection of hearing deficiency, and early rehabilitation. The event received wide coverage in the printed media. It was a regional event, reaching more than a million people, including a member of the Legislative Assembly.





















Anubhuti Charitable Trust Foundation and Jaipur Medical Association

- Organized a Cyclothon for hearing awareness before WHD 2021 in Jaipur, which included approximately 200 cyclists from various professions and a wide age range. There were short lectures and interactions about hearing screening, noise pollution and cochlear implants, and it was all coordinated by a Nodal Officer for cochlear implants of the Sawai Man Singh Medical College Medical College in Jaipur. Cochlear implanted individuals also interacted with all cyclists to demonstrate the importance of hearing. The event was championed by two individuals who had undergone cochlear implantation and are now doing extremely well and were the brand ambassadors. Members of the State government attended the event.

Anwesha Kolkata - Celebrated WHD with a presentation of the World Report on Hearing at a press briefing to raise awareness on Ear & Hearing Care, an Awareness Rally with bicycles and a decorated vehicle, a weeklong virtual event (Run/Ride/Walk), a webinar on Ear & Hearing Care for college students, university faculties & parents, and with an online signature petition for implementation of newborn Hearing. Their activities were covered through social media platforms.

Apasipa - Held a Cyclothon to show global respect for hard work and services, reaching 150 people and 70 screened on the day.

Ascent Ent Hospital - Held a Cyclothon, reaching crowds of 100,000 people, to create public awareness on the importance of hearing at Calicut, Malappurum, and Perinthalmanna. Free hearing evaluations, including consultation and audiometry, were offered to the police, taxi drivers, and senior citizens. The Cyclothonwas championed by the Member of the Legislative Assembly Chairperson of each center.

Ashtavakra Institute of Rehabilitation Sciences & Research - Held a local event reaching 400 people, championed by the Medical Director of the Ashtavakra Institute of Rehabilitation Sciences. They displayed live models related to WHD 2021 and a poster making competition.

























Association of Otolayrngologists of India Thiruvananthapuram Chapter - Arranged a health education class for adolescents and their teachers in a college with a Q&A session, reaching 100 people.

Balavidyalaya The School for Young Deaf Children - Reaching 750 people, a short-animated poster was created and shared on social media. The aim was to create an awareness regarding the causes of hearing loss in children and its prevention.

Chacha Nehru Bal Chikitsalaya Geeta Colony, Delhi - Conducted ear screening during two days at Govt.
Lady Boyce School for the Deaf.
Screenings were conducted through the tele-otology and tele-audiology device "ENT review". There was a screening of over 100 people, including both students and teachers.

Department of Audiology and Speech
Language Pathology, Sumandeep
Vidyapeeth Deemed to be University - Conducted a sensitization programme with Avalon World School,
educating children and teachers on
hearing health and its benefits. Teachers were also informed of the basics
of hearing loss screening, which will help
identify hearing issues in children from an early age and manage the related problems.

Department of Community Medicine, Vardhman Mahavir Medical College & Safdarjung

Hospital, New Delhi - Organized screening, Pure tone audiometry, and otoscopy examinations of over 70 school children aged between 5 to 10 years and healthcare workers. Onsite ENT Specialist consultation and free medicines were distributed for those in need. There was a sensitization of school teachers about hearing loss and its identifi-

cation in school children's prevention and care. The World Report on Hearing was launched. The event was championed by an ENT specialist, and a medical officer in charge of the nearest primary health center, a paediatrician, a public health specialist and a research team. The Indian Council of

Medical Research representatives attended the event, and the Department is planning on launching a universal hearing screening pilot study.

Department of ENT, All India Institute of Medical ScienceMangalagiri - Organized an awareness programme regarding safe ear practices, harmful effects of noise pollution and the risk factors associated with childhood deafness. They released Information, Education, and Communication(IEC) materials such as posters and videos on newborn hearing screening and noise-induced hearing loss. A nationwide e-poster competition and video competition were held on the theme "Hearing Care for





All: Screen, Rehabilitate, Communicate". Also, screening of 50 people for ear diseases was conducted.

Department of ENT, Apollo Cochlear Implant Clinic, Society to Aid the Hearing Impaired (SAHI) & Apollo Hospitals, Hyderabad

- Reached more than a million people by a television meeting with policymakers, which was covered by most of the printed media at the national level. The meeting was with the Chief Minister and health officials explaining the need for a universal newborn hearing screening programme in the state, explaining the importance of universal newborn hearing screening, and hearing screening for school children, and bilateral cochlear implantation for the poor of the state. The Minister agreed to work on these key proposals and form several committees to work on making state deaf treatment free. There was also wide social media coverage on different platforms.

Department of ENT, Government Kanyakumari Medical College - Conducted regional drawing, elocution, and essay competitions on WHD 2021 theme for undergraduate medical and nursing students. The Hearing screening was undertaken with 140 people, and hearing aids were distributed. Cochlear implanted individuals and parents participated and shared their life-changing success stories with participants. HOD and the Dean explained the importance of hearing screening and hearing preservation. Universal newborn screening has begun, with hearing preservation awareness undertaken both online and offline.

Banners and Information, Education, and Com-

munication (IEC) materials were all translated into Tamil.

Department of ENT, Kanyakumari Government Medical College - Conducted various competitions for the undergraduates to get them involved and that they can feel motivated to educate more people about hearing preservation. The Head of the department of ENT and the dean of the medical college emphasized the importance of hearing screening and preservation and explained the importance of prompt consultation with ENT surgeons and audiologists. Around 350 participants benefitted from offline and online awareness-raising activities. Universal hearing screening for all new borns has started and hearing-impaired individuals were issued hearing aids free of cost. Also, cochlear implanted children and their parents participated and shared their stories about how it has changed the life of their child from disability.

Department of ENT & HNS All India Institute of Medical Sciences, Raipur - Conducted a
free deafness screening camp and along with
talks in local languages on awareness and education regarding hearing problems. A local
event was organized that reached 100 people
and screened 65 people.

Department of Otolaryngology and HNS, All India Institute of Medical Science, Raipur - Conducted a CME between professionals of various AIIMS of the country which are institutes of national importance. The professionals were educated on various topics related to Hearing Care for All. Around 120 medical





doctors, residents and students from various departments attended the programme, which discussed hearing care for all, tele-otology practices, the importance of early identification and intervention, psychiatric conditions associated with hearing loss, and hearing problems and rehabilitation options in adults and the elderly population. A hundred people and 120 professionals attended, and 100 people were screened. The Department of ENT & HNS organized various activities with the general public who came to the Outpatient departments and made them aware of various ear and hearing care treatments through dif-

ferent activities.

Department of Otorhinolaryngology
Kodagu Institute of Medical
Sciences - Organized a programme, including
a stage programme
addressing healthcare

workers on the impor-

tance of hearing screening, protection and rehabilitation, and attended by the District Family Welfare Officer. Hearing aids were provided to recipients in need. There was also a poster-making competition for medical students and awareness-raising on hearing screening and rehabilitation to the general public through print media. The activity was covered by the Deccan Herald newspaper online.

Department of Otorhinolaryngology, Mahatma Gandhi Medical College and Research

institute, Sri Balaji Vidyapeeth, Puducherry -Held an event with 30 undergraduate students from MGMCRI along with 30 students from a Nursing College and 50 members of the Department of Otorhinolaryngology. The entire population of around 500 living close to the Institute's Urban Health center was reached through the free ENT camp. 50 children from a nearby public school were also screened during this event. An ENT Camp was organized at the Urban Health Centre of the Institute on WHD 2021, raising awareness regarding the prevention of noise-induced hearing loss. The day was championed by the Institute's Deputy Medical Superintendent and there was media coverage via a local newspaper, radio, and social media.

Department of Speech Pathology and Audiology, Sri Devaraj Urs Academy of Higher Education and Research - The department observed WHD2021on 03 March, reaching 500 people and visiting all the colleges.

Department of Speech and Hearing, Manipal College of Health Professions, Manipal Academy of Higher Education - Held a national event with more than 300 people attending and 10 tested and screened. An online survey and awareness activities were conducted through the mass media.

Dept. of Audiology and Speech Language Pathology, Aarupadai Veedu Medical College, Vinayaka Missions Research Foundation-Deemed to be University, Pondicherry -Held a local event that screened and tested 74 people and was broadcast on a local television





channel. It reached almost 100,000 people. A poster exhibition was organized in the Outpatient Department of the medical college for all the outpatients and their escorts.

Dept. of Audiology and Speech Language Pathology, Kasturba Medical College, Mangalore, Manipal Academy of Higher Education, Manipal - Organized multiple regional events on the occasion of WHD 2021, with a weeklong hearing screening camp organized for the security guards. There was also an awareness session for care & maintenance of cochlear implants for cochlear implant users, and training on cochlear implant technology for professionals through a webinar. Students spread awareness of hearing care for all through e-posters. Screening was undertaken with 37 people. The students produced videos of the events, shared on different social media platforms to reach the masses.

Dept. of Community Medicine, Sri Ramachandra Medical College & Research Institute, Sri Ramachandra Institute of Higher Education and Research (SRIHER), Chennai, India - Organized a national event that reached more than 500 people and screened and tested 100. Champions and influencers were students in training for hearing and hearing screening. During this event, the importance of hearing and hearing issues during the Covid-19 pandemic were discussed. Ear examinations for the population were held in health and training centers. There was an online CME hands-on workshop on prevention and early diagnosis, and community-based services on hearing loss. There was training for health care professionals and students on the easy use of the WHO hearing APP for easy identification of hearing loss. This event was promoted by social media.

Dept. of Speech Language and Hearing Sciences, Sriher (DU) - Held a regional event, reaching 8,000 people. They conducted a questionnaire-based screening programme on over 2,500 people with online consultations, and a social media live awareness discussion. Also, over 10 people received free hearing aid, in collaboration with the Phonak hearing aid company. 2,500 people were provided with a questionnaire, of which 800 were returned.

Dr. C Sunil Kumar - Held an online webinar for teachers, students, and school management, reaching a thousand people. Webinar topics were about awareness of hearing loss and health related issues among mobile phone users. During the first week of March, there were free ear checkups and audiometry tests for over 100 people attending the

Dr. D Y Patil Medical College, Kolhapur - Conducted over 50 audiometry tests free of charge, with a public awareness article published on websites & newspapers. There was also advertising on two radio channels and local television coverage in the local language with interviews regarding the awareness of hearing loss rehabilitation. Policymakers attended the inauguration. Hearing aids were

clinic. The event was covered via so-

cial media.





distributed to people at concessional rates. Also, a universal screening programme for newborn children commenced, where all hospital newborns will undergo an OAEs examination before discharge. The decision was taken to extend the programme to all the hospitals in the Kolhapur district.

Dr. Kris
- Held screet childred worked people

Dr. Krishan Kumar Rajbhar

- Held a local hearing screening among school children and health care workers, reaching 500 people and screening 50.

D.Y. Patil Medical College -

Organized an awareness programme on hearing loss, reaching over 5,000.





Ear to Hear - Meenakshi Venkatraman Foundation - Held various activities to celebrate WHD 2021, such as a three-day webinar on a Newborn Hearing Screening Programme, a Q&A live session on social media on Hearing Conservation, Ear and Hearing Screening at the Mudfort Slum, a hearing conservation programme for factory workers, a hearing screening programme for senior citizens, and the launch of the World Report on Hearing at the Government Gandhi Medical College. The event was championed by a successful student of a master's degree in Audiology and Speech-Language Pathology who also received a Cochlear implant.

The event was attended by the Superintendent of Medical Colleges and reached 1,500 people and 600 people were screened. Publications were in English and Telugu, with newspaper publication and news channel coverage.





































Eqkuiaccess Foundation - Held an event aimed at public health students and professionals nationally and reached 1,000 people. During this event,80 people were screened and tested. Championed by a travel photographer who was diagnosed with Hearing loss at the age of six. During this meeting the World Report on Hearing was launched. School authorities took part in the workshop on "Hearing Care for All", designed by Eqkuiaccess, and made available in the local language. This event was covered by newspapers.

The foundation collaborated with **Yuni-kee, & Let's Sign** to translate the song "Listen up" by Ricky Kej to Indian Sign Language and produced an accessible format to raise awareness regarding the importance of ear and hearing care.

Father Muller College of Speech and Hearing - Held a regional event providing ear protective devices. More than 5,000 attended, and over 200 people were screened and tested. Awareness training on noise-induced hearing loss was provided to traffic police personnel and 1,000 ear protective devices were distributed to the traffic police in various parts of the city. Also, a hearing screening camp was organized to raise awareness of the need for hearing conservation among the police, and other workers near noisy machinery. E-posters were shared on social media platforms, using the WHO logo.

















GMERS Medical College and Hospital, Gandhinagar, Health and Family Welfare, Government of Gujarat - Organized a national event with participation from government officials and other policymakers. Championed by the Commissioner of Health, and Collector of all districts, parents and the Rashtriya Bal Swasthya Karyakram team (health staff) also participated in the event with the aim of raising their awareness about deafness and the universal newborn hearing screening programme of the Government of Gujarat. Fifty children with cochlear implant also participated in the event.

Government Medical College and AOI PAL- AKKAD - Organized events for raising awareness among medical students, and organized an awareness campaign for the general public, patients, and medical students. There was also an inter-college e-Poster competition for medical students.

Government Medical College & Hospital (GMCH), Sector 32, Chandigarh - Designed and displayed posters and Banners in the ENT OPD of GMCH to raise awareness for hearing impairment and for educational purposes of medical and other para-medical students. Photos of the material were circulated on social media. Hearing screening activities were conducted in the ENT OPD, and a total of 17 people were screened. There was media coverage in the Hindustan Times online.

Govt. Medical College, Kozhikode, Kerala - Made efforts to raise awareness among the 4,000,000 inhabitants of the region. With

the support of the government of Kerala, the webinars were organized pre-WHD 2021 with a live panel discussion on Hearing and Speech Disability, and Challenges in Certification.

An awareness webinar was inaugurated by the Director of Medical Education supported by other dignitaries and broadcast to many that included eminent ENT medical professionals from Kerala. WHD was covered by a TV channel.

Institute of Otorhinolaryngology and Head & Neck Surgery - Held a regional event, reaching more than 1,000 people, which was attended by the Health Secretary of West Bengal and other officials. The event included activities performed by children with a cochlear implant. Parents of hearing-impaired children, health-care professionals, and media personnel also took part in the programme.

Josh Foundation - Organized various activities to celebrate WHD 2021. The activities included a webinar with Widex India to raise awareness regarding safe listening and hearing care, screening of 100 hearing-impaired children who were provided with free digital hearing aids, creating a video for the awareness of the Coalition for Global Hearing Care which explained the advocacy committee's roles and duty, and a video for the Indian Speech and Hearing Association to promote "Hearing Care for All".

JSS Institute of Speech and Hearing - Organized a live phone-in in collaboration with Andolanaa newspaper agency on WHD. During this activity, people were consulted with the













appropriate recommendations and if needed, they were advised to visit the Institute for further evaluation and treatment. Also, on WHD 2021, a Walkathon was organized, which was flagged off by the District Disability Officer of Mysuru. There were placards displayed on prevention and control of hearing.

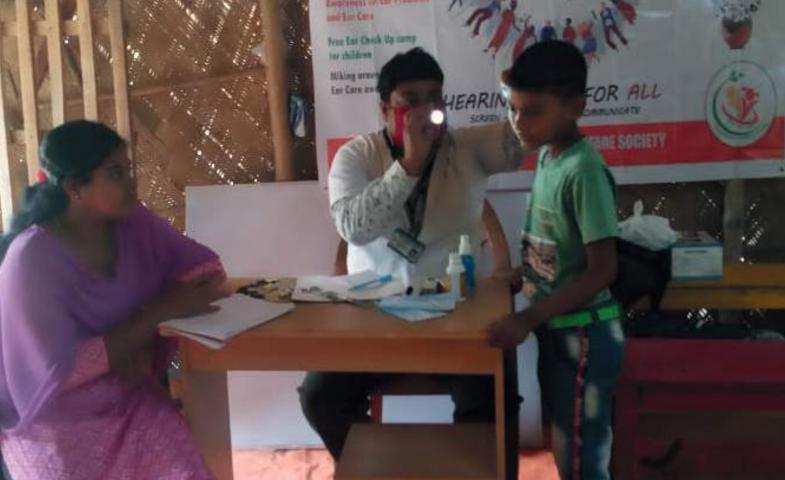
JSS Medical College-Hospital attached to JSS Academy of Higher Education and Research - Conducted a school screening on 300 children between the ages of 12-15 years, and screening 700 people and reaching over 1,700 people by educating them with a public awareness campaign. There was also rural hearing screening undertaken, and the hearing impaired were enrolled for hearing aids. A poster competition by undergraduates was held on WHD theme. A short video was produced on hearing care and released on social media.

Katakhali Swapnopuron Welfare Society - Organized a local event to spread awareness on ear care, reaching 550 people, with over 200 being screened and a free ear check-up camp for mothers and children.

KauseKonnect India - Organized a digital campaign to create awareness on minimizing cell phone use to reduce hearing damage. There were also campaigns in the engineering community to promote the same purpose. Media coverage was via social media platforms.

Kinder Multispeciality Hospital - Organized a week-long free hearing screening camp for the general public, as part of WHD 2021. An ENT doctor provided an awareness video about









common hearing problems and their solutions. Also, a social media campaign shared posters to create awareness about the importance of WHD.

King George's Medical University, Lucknow (UP) India - Organized a range of events at camps and handicap schools targeting school teachers. Interacted with over 1,500people, they screened and tested approximately 200 with two outreach hearing camps.

In collaboration with the National Health Mission for Paramedics, they organized day care sessions along with other activities such as hearing screening and hearing-aid trials with the free distribution of ear drops and hearing aids. The event was attended by the WHO Regional Team Leader and many other government representatives. The event was covered by local and regional newspapers.

Kolkata Society For Empowerment Of The Differently Abled (Kseda) - Organized a discussion, attended by 18 people, about the importance of early intervention with persons with disabilities, and the entire process of functional assessment was discussed. All the children and young adults showed their skills to the audience with coloring displays, poem recitations, table playing, art and craft items displayed, and dance performances.

Laxmendra Chandrakar - Held a regional event with 30 participants. In this event 18 people were screened and tested. NIHL awareness was spread through an industrial hearing screening and consultation. There was also training held for the few teaching staff on noise-induced

hearing loss in children due to excessive use of headphones.

Listening Ears, New Delhi - Held a national event for promoting WHD 2021 called "Hymning Hearing Health", in collaboration with the WHO and championed by parents and people with hearing impairment. Listening Ears proposed a week-long Hearing Health Celebration. The event included excursions for children and a trip to Lodhi Garden. Approximately 100 people were screened.

Maa Institute Of Speech And Hearing - Sent thirty Audiology & Speech Language Pathology students to different areas of Telangana, where they educated the local people concerning hearing, and distributed pamphlets and explained about free screening camps. More than 2,000 people were reached and 300 were screened.











Medtronic LABS - Conducted a nationwide hearing screening tour for communities in 12 cities across 8 states of India. A vehicle with mobile screening kit travelled to selected cities. Awareness raising information were shared through announcements, flyers, and activities, followed by the hearing screening of over 1,800 people. Those identified with ear and hearing disorders were counselled for treatment and medication at nearby clinics or hospitals. A webinar was conducted on 02 March 2021, with senior members from the ENT & Audiology community to discuss: "Use of Telemedicine in Community Ear & Hearing Care".



National Institute of Physical Medicine and Rehabilitation - Held an event targeting industrial and factory workers on hearing conservation and hygiene. The focus was on the workers who are exposed to loud noises on an occupational basis.

National Programme for Prevention and Control of Deafness, Kerala - Inaugurated WHD 2021 celebration by the State Nodal Officer of Kerala with an official social media page launch. NPPCD Kerala held various hearing awareness programmes, a short film, brochure and poster presentation, N95 mask distribution, hearing screening camps, online cultural activities for hearing impaired children, seminars and classes, hearing screening camps for

occupational noise exposure employers. Over 1,000,000 people were reached by the event.

National Programme for Prevention and Control of Deafness (NPPCD) - Organized a local event that reached 500 but screened and tested 10,000 people. Pamphlets were distributed to the general public and there were awareness classes held, rattle distribution to newborn babies and screening camps for healthcare workers.

National Programme for Prevention and Control of Deafness (NPPCD), Kollam, Kerala - This was a national event that reached more than 600 people, with 250 screened and tested. This event aimed to raise awareness regard-





ing ear and hearing care among health care workers. WHD celebration 2021was inaugurated by the Nodal Officer. Awareness creation regarding ear and hearing care was given to the health care workers with hearing screening camps at district and taluk levels, competitions, and an awareness class for the general population and parents of the hearing impaired.

Neuro-Otology Unit, Sanjay Gandhi Postgraduate Institute of Medical Sciences, Lucknow - Launched a booklet on Childhood Deafness in the local language for parents of hearing-impaired children. The hospital and state administration were sensitized about the problem of childhood hearing loss in Uttar Pradesh, who then pledged to render support for infrastructure and financial assistance for hearing aid and cochlear implants. A meet-and-greet was organized for children rehabilitated with hearing aids and cochlear implants and children who were recently diagnosed.

Practicing Audiologist of Vadodara - Organized a Walkathon on WHD 2021 to generate public awareness, with 35 audiologists taking part. 500 people were reached and 100 people were screened. Activities posted on the social media page.











Pranav - Held a local event for launching WHD 2021, reaching 200 people and tested and screened over 100 people. Also, hearing screening for people with disability and orphans, and sharing posters were part of this event. All material was translated to Telugu.













Prathamesh ENT Clinic in association with Association of Otolaryngologists of India Mum-

bai - Conducted Free OAEs test at the clinic, thus creating awareness about the importance of hearing screening at birth. In total, over 30 infants were tested for OAEs. Also, a webinar on noise-induced Hearing loss was held on their social platform, which had more than 100 participants including policymakers. The webinar was organized by the Association of Otolaryngologists of Mumbai and ENTOD Pharma.



Pratibandhi Kalyan Kendra - Organized a week-long programme in three locations to campaign and provide necessary services, such as screening of over 100children and elderly, who are at a higher risk of hearing loss. Twenty-nine hearing aids were issued to 15 children, hailing from families with socio-economic difficulties. Recommendations were made for amplification devices with proper trials. There were also interactive sessions on "Hearing Care" with parents, family members, local people and Audiology students.







Public Health **Students Forum** (PHSF), in association with Eqkuiaccess foundation - Organized an event by the PHSF (Ministry of Public Health 2020 batch) of the Sree Chitra Tirunal Institute for Medical Sciences and Technology, Thiruvananthapuram in association with the Eqkuiaccess Foundation. The PHSF President launched the first-ever World Report on Hearing. During the day there was the introduction of the HearWHO App by the campus Ambassador of the Eqkuiaccess foundation. Media coverage was provided.

Saarthy Foundation - Held a local conference with educational activities, reaching over 200 people. Over 150people were screened and tested.

Sanchar Arod - Organized an awareness campaign on "Ear Care" for WHD 2021, targeting parents and people with hearing loss. This event was organized in collaboration with the local administration - Panchay at offices, PHCs, Block development offices, Integrated Child Development Services, and villagers. Banners were displayed and leaflets were distributed among participants. Training on ear care for parents and community members was given with a government ENT specialist attending. Fifty individuals from the villages underwent the hearing screening.









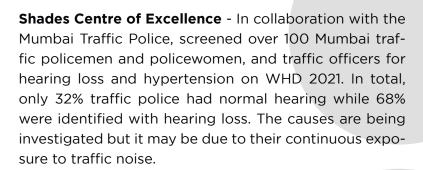








Shabda - Brahma Speech & Hearing Clinic - Organized four programmes, that reached 1,200 people and screened and tested 800. The programmes included geriatric hearing screening, hearing screening for truck drivers, hearing screening for the heavy metal industry, and a programme for cochlear implant recipients and candidates to promote the right age for the identification of hearing loss and its intervention and benefits. A hospital CEO attended the cochlear implant programme who discussed hearing screening becoming mandatory in hospitals. The event was championed by a cochlear implant surgeon, who played a pivotal role in organizing the programmes and getting media coverage for the event. A newsletter was published to promote awareness concerning hearing and hearing loss.



Shravana Institute of Speech and Hearing - Conducted a free Hearing Screening Camp for one week, including an awareness rally for WHD 2021, reaching 5,000 people, and with 200 being tested and screened. All material translated to Kannada, Telugu, Tamil and Malayalam.



Shravya Speech and Hearing Centre - Conducted a television interview with a national level television channel, reaching approximately 20,000,000 people.











Simran Speech and Hearing Clinic - Held a regional camp event, reaching and testing 16 people of all age groups. This event was covered by newspaper and media platforms in Hindi and English.

Sonadev Aarogyam - Held an event for policemen and pilots, with 300 reached and screened. the Deputy Commissioner of Police (Dwarka district) inaugurated WHD2021 events and explained the purpose of the programme to the policemen and their family members, encouraging them to have their hearing tested and to follow an early intervention training to maintain healthy hearing. The events included a free hearing health check-up camp, educational training on hearing and ear health, free otoscope ear examination, free Ear Protection Devices (EPDs), and a free Hearing Aid digital advanced demo. There was also free screening for speech and language disorders. The event was covered by a radio broadcast.

Sound Hearing 2030 (Society for Sound Hearing) - Organized a State Nodal Officer's meeting to assess the manpower training under the NPPCD, and a webinar











on awareness regarding neonatal hearing and screening. Approximately 5,000 people were reached through the social media platform with audio-visuals, exhibitions, videos, meetings, and webinars. No screening was possible due to strict Covid-19 pandemic protocols. Representatives of the state took part in inaugurating six new 'outreach service centers for communication disorders' across the country by the All India Institute of Speech and Hearing. A pictorial guidebook on "Prevent Hearing Loss" by Directorate General of Health Services- Postgraduate Institute of Medical Education and Research and Sound Hearing 2030 was presented, along with a seminar on "The Long Journey from Inception to Birth" on Neonatal Hearing Care & Screening.





Sri Manakula Vinayagar Medical College And Hospital - Organized a hearing screening event in the village community and on the hospital premises on WHD 2021. Pure tone audiometry screening was done for 1,000 people in the village over 45yrs of age with risk factors, such as factory workers, drivers, and people with a high risk of noise-induced hearing loss. An awareness programme via a Zoom meeting was held, and a lecture on congenital deafness was given to more than 100 students and ENT faculty.













Swarsangya Foundation - Organized an event for WHD 2021 targeting newborn children with Covid-19 positive mothers, industrial workers, parents, and teachers of hearing-impaired children. Despite Covid-19 restrictions, the three groups participated, and a total of 400 people were screened, including newborn babies and teachers of hearing-impaired children, to whom training for care and maintenance was given through tele-rehabilitation programme.







Telangana Audiologists and Speech Language Pathologists Association - Held a national event that reached 5,000 people, of which 100 were screened and tested. A Walkathon inaugurated by the Minister of Health of Telangana and with the participation of various government officials and the Ex-BCCI chief selector of the Indian National Cricket Team, was conducted and widely covered by various media outlets.

There was also a Walkathon with various government officials invited, which was covered by various media outlets.

The Cochlear Implant Group of India - Held a virtual seminar, reaching 200 people, on the WHO advised theme of WHD 2021; Hearing Care for All: Screen, Rehabilitate, Communicate. The same theme was used for experts from ENT, Audiology, Speech Pathology, and Special Education, with brainstorming on the three core areas. The target audience was all professionals in hearing health care from India and abroad.



The Cochlear Implant Group of India - Reached 200 professionals working in the field of cochlear implants with a panel discussion, which included ENT surgeons, Audiologists and Speech-Language Pathologists, and an Educator. The panel was via a webinar platform and the subject was "Screen, Rehabilitate, Communicate". The panelists discussed the identification of permanent hearing impairment, universal newborn hearing screening vs targeted screening, etc..

VConnect Foundation - Supports over 1,500 parents across 15 V Connect circles all over India and neighboring countries, including Kenya. This foundation shared some videos and materials through their communication platforms and social media. The videos were to advocate for universal newborn hearing and screening and to create awareness.

All stakeholders posted and shared all material on social media and messaging groups.

Yashashri ENT Hospital and Cochlear Implant Center, Miraj - Organized Interviews broadcast on two radio channels on hearing care on WHD 2021. The paediatric consultants sent children to free hearing screening camp between 01 and 12 March 2021, screening 52. Online and offline events were held on paediatric hearing loss. There was media coverage through radio broadcasting up to a radius of 80Kms around the city.





Indonesia

Central and Local Committee on the Prevention and Management of Hearing Loss and Deafness - Carried out almost 50 activities, performed by the local committees, all over the country. The activities were mostly webinars, television and radio talk shows, a competition of Quran reading for children following cochlear implant surgery, and patient education in clinics. Some webinars speakers were high official members of the Ministry of Health.

FK UNAIR - Held an event celebrating WHD, participated by 200 people.





















Jakarta WHO CC INO-19, in Collaboration with the Indonesian Society ORL-HNS - Coordinated WHD 2021 activities, targeting teenagers, with 16,000 reached in a national event. The ongoing Covid-19 pandemic prevented screening and testing activities. The Ministry of Health organized a WHD Committee, and the Minister participated in the Virtual Advocacy Mini-Seminar and radio talk show. Also, an Online Public Survey of Knowledge - Attitude Towards EHC, EHC Posters and Video Competition, and EHC Socialization through media online activities were undertaken. On 01 March 2021, Jakarta WHO CC INO-19, ISORL-HNS, and Ministry of Health held a Media Briefing about WHD 2021, attended by 18 journalists from online media, radio, and television.





Iran (Islamic Republic of)

Advanced Audiology and Hearing care - Organized an event, reaching up to 3,000,000 people, on the impact of risk factors causing permanent damage to the hearing system over time.

ENT-head and Neck Research Centre, Iran University of Medical Sciences - Advocated for addressing hearing loss by allocating suitable resources, integrating ear and hearing care into health system, building human resource capacity, implementing early identification and intervention programmes, and increasing awareness among all sectors of society. All WHO materials (posters, banners, flyers, and booklets) were translated to Persian on WHD 2021. Various celebrities, actors, and famous singers championed the day, which was broadcast on national television and covered in newspapers and magazines.

Iran Airlines - Held a regional event for its pilots and flight attendants. The event reached 1,000 staff, with a few screened and tested. Also, awareness raising was done via social media platforms.









University of Kufa - Held an event, reaching 50 people, which initiated a programme of increasing awareness among health care workers at primary health center sin Najaf city. The participants of this programme were General Practitioners. There was an online educational activity for the participants and a short lecture delivered by the assistant professor of the Otolaryngology Department of the University, the focal point of WHO CC. The event was attended by senior members of the health institutions of Najaf.



Chime - The National Association for Deafness and Hearing Loss - Issued a press release to highlight the World Report on Hearing on WHD 2021, and the high level of unaddressed hearing loss amongst the older population in Ireland. They contacted over 30 public representatives about WHD 2021. They also made a short video featuring a number of people with hearing loss speaking about their experiences using hearing aids. They had coverage in the media on one national television station and a number of newspapers and local radio stations. Media coverage reached 1,600,000 people.



Alango - BeHear - Held a national event, reaching hundreds of people, with free access to the general public to the Be Hear's hearing check kiosks located at the Assuta Hospital, Tel Aviv. The innovative kiosks offer a unique balance of user independence with precision results, testing in a quick and simple process that anybody can undertake without the help of a healthcare professional. An intuitive interface in English, Hebrew, Russian, and Arabic, provided visitors with immediate results. 30 people were screened and tested.

Assuta Ashdod University Hospital - Organized local events reaching 26,000, also using a social media platform. One hundred individuals were screened and tested.









Nonno Ascoltami! - UDITO ITALIA ONLUS - Promoted a Hearathon in Italy as a "Hearing Marathon", with 2 days of full communication activities to provide accurate and accessible information on hearing disorders. On 02 and 03 March, the mandate of the WHO was welcomed, to establish a new alliance for hearing with the aim of enhancing knowledge and prevention in Italy of a disability that deserves to be placed at the center of the political and health debate. With wide media engagement, the event was attended by the Mayor of Pescara, an Abruzzo Region councilor for health, and a Senator. The event was championed by a well-known Italian actor, and the ambassador for Udito Italia Onlus.











JAD Hearing Services - Organized activities on WHD including a press release and social media posts to create awareness.



City Health Hospital - Published different posts on their social media to create awareness, while at the same time people were able to undertake free hearing tests. Eventually, over 100 people were screened.

County Government of Laikipia, Nyahururu County Hospital - Conducted a series of talks to the individuals in general and the ENT and eye clinic waiting area, focusing on ear care, using the material and illustrations provided by the WHO. The healthcare workers, mostly nurses, clinical and medical officers, were engaged in an ear and hearing care session and the materials were shared with them to distribute to their messaging groups. The Director of Medical Services briefed on the current state of otology and audiology services in the County and of expectations and needs in order to better offer the services to the public. On that day, 50 members of the general public were reached.

Lokichoggio Pwds Development Organization -

Organized an event limited by, but in accordance with, Covid-19 protocols. The event was attended by the area senior Chiefs and Community leaders. It was a local event that reached 2,000 people and 1,500 were screened and tested.











Machakos County ENT Practitioners - Visited primary schools, where students in the final years were taught about the basics of ear and hearing care. They were taught to recognize people with ear disease and hearing problems, to protect their ears, and safe listening practices. Facilitated by the Ministry of Health and Ministry of Education officials within the county, this was undertaken by the three county ENT surgeons who visited the three biggest schools in the county. Teachers were given separate training.

Operation Ear Drop Kenya (OEDK) - As the lead agency, organized a campaign to mark WHD 2021 in partnership with the Ministry of Health, University of Nairobi, and Kenyatta National Hospital (KNH), CBM Kenya, Kenya Medical Training College (KMTC), Nairobi ENT Clinic (NENTC), and Nairobi Audiology Centre

(NAC). CMB Kenya was the main sponsor for WHD 2021. Key posters & banners were printed, and 2,600 noise protection earplugs were purchased. The Nairobi County WHD team led by OEDK organized a series of activities, such as outreach to the Jua Kali sheds in Kamukunji area.

The World Report on Hearing was released in a press briefing by the Director General of Health. The Kenya Ear Nose and Throat Society (KENTS) held a webinar on the World Report on Hearing 2021. There was wide media coverage by Kenya Television Network and radio interviews. The event was championed by a few senior medical staff from the Ministry, University, and Hospital. A mini documentary was shared and was also covered by a news item during the prime-time news. Kisii, Kitui, and Machakos counties were also involved in the activities in their region.







The Center of Hearing and Speech Medincus -

Organized a national event, reaching 500 people and 200 screened and tested. Children, adolescents, and older people were examined by hearing screening and otoscopy examination in Bishkek and Osh. There were also educational lectures for individuals and their caregivers on hearing problems and ways of diagnostics, treatment, and rehabilitation in a specialized school for children with hearing loss.



Lebanon

The Ear Institute - Produced an online webinar introducing the different types of screenings. There were various specialist contributors on topics such as protocols for newborn hearing screening, paediatric screening, adult hearing screening, noise-induced hearing loss. The webinar reached 195 people.





Libya

University of Benghazi - Conducted a hearing screening event by the faculty members and postgraduate students at Otolaryngology-Head & Neck Surgery Department, Faculty of Medicine. The activity also included conducting a questionnaire to assess knowledge, practice, and effect of occupational noise exposure among dentists and raising awareness on occupational noise-induced hearing loss and the importance of using hearing protection devices at workplace.











Madagascar

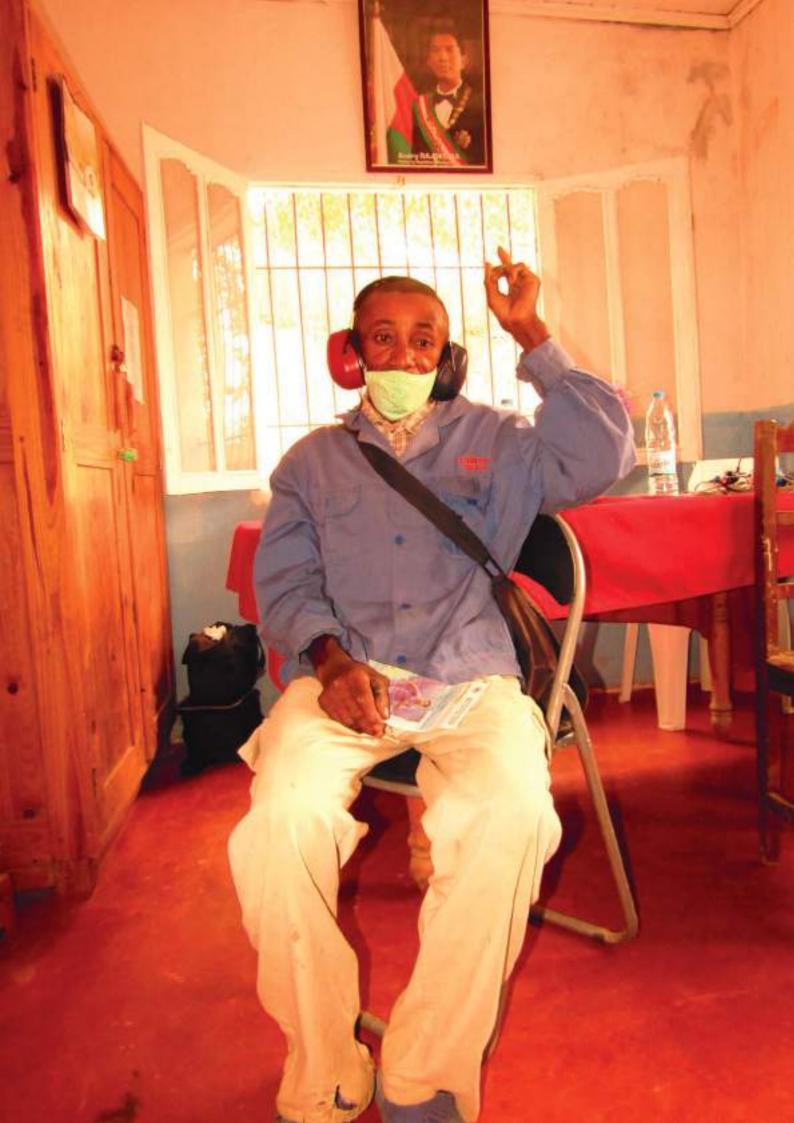
MAHENO Project / CBM / SALFA - Held a national event, reaching 1,000 people, screening and testing 150. It was a celebration of WHD in Anosibelfody, a rural commune of the district of Moramanga, Region Alaotra Mangoro. Many governmental and institutional representatives, including the Minister of Public Health, attended the opening ceremony. In addition, otology consultations occurred during the day. There was also social media coverage.

















Queen Elizabeth Central Hospital Audiology

Clinic - Organized an event targeting individuals and their guardians. The chief hospital administrators were involved in the *World Report on Hearing* presentation during the event. The event was broadcast by Journalists from Times Television and a public television station. A total of 17 people attended the conference on the WHO *World Report on Hearing*, and 32 people were screened.



Audiology Technical Committee, Ministry of Health Malaysia - Reached more than 3,000 people through a social media campaign in Malay language. Different social media campaigns were made through the official social media pages of the Ministry of Health Malaysia, with daily postings for 6 days during the countdown to 03 March 2021. Various activities took place in different public hospitals across Malaysia, including poster exhibitions, awareness videos on hearing health and early detection of hearing loss, quiz and information on hearing loss sharing with the public.

Centre for Ear, Hearing, and Speech, Faculty of Health Sciences, University Kebangsaan Malaysia - Held a drawing competition using their online platforms, with infographics about hearing loss, quizzes, hearing loss simulation, hearing screening, and webinar. All these activities were organized between February and March and reached 1,400 people.

Department of Otorhinolaryngology, University of Malaya - Held a national event reaching 270 people. Due to the Covid-19 pandemic no screening was possible. The Director and Deputy Director of the Hospital officiated the event. WHD 2021 was held on 03 March at the







University of Malaya Medical Centre, with a live broadcast via social media, targeting hospital staff and the general public. The programme was divided into 4 sessions: universal hearing screening, ear care, cochlear implant and other hearing implant sessions. There was a speech by the Chairman of WHD event and by other delegates.

Ear and Hearing Clinic, Dept of Orl-Hns, Kulliyyah of Medicine, International Islamic University Malaysia - Held an event targeting more than 150 audiology and medical students. It aimed to address and create awareness on occupational noise exposure and the importance of speech testing in assessing hearing health. The speaker at the event was the national Chairman for Guidelines on Management of Occupational Noise Related Hearing Disorders (ONRHD) by the Department of Occupational Safety and Health (DOSH), Malaysia.

Malaysian National Society of Audiologists (MANSA) - Undertook public awareness measures through a social media campaign and a Call to Pledge for ear and hearing care/Prevention of Hearing Disability to related Ministries and government agencies, reaching up to 200 people. The social media campaign was initiated two weeks before WHD, and continuous daily postings were made until 06 March 2021.

ORL Department, Hospital Sultan Haji Ahmad Shah - Held a local awareness programme discussing hearing loss and hearing screening to healthcare workers, that reached 80 people and where 30 were screened and tested.

Soundlife Hearing - Held a series of Live Talks on a social media platform with various professionals such as an ENT specialist, paediatrician, hearing aid users and others, to educate the public about hearing awareness.









Clinicas Audiologicas Oir Bien - Reached 3,000 people with a regional event with 3 radio programmes and an online interview with a well-known opera singer.

Instituto Nacional de Enfermedades Respiratorias - Held a commemorative online course for WHD 2021, dealing with issues prevention, treatment, and early detection, targeting audiology specialists. There were over 300 attendees, however, screening was not able to be performed because of the Covid-9 restrictions.

L.D. Teresa Escorza Chavez - Organized presentation of the *World Report* on *Hearing* to the Director-General of Health Promotion at the General Directorate of Health Promotion, accompanied by a PAHO representative in Mexico and Llc. Efrain Morales. All information was uploaded on the official social media page.

Scorza ICJ, A.C. - Generated the alliance "TOGETHER" on the first national week of hearing health, that reached many hundreds of people and was attended by the Minister of Health of Mexico and other government figures and representatives.







Scorza ICJ, A.C. - Dirección General de Promoción de la Salu - Organized live broadcasts reaching hundreds of thousands in Mexico and beyond, and supported WHD2021 by the General Directorate for Health Promotion, with an inauguration by a representative of the Ministry of Health. There were daily activities to raise awareness and training on hearing health, and the World Report on Hearing was presented during the event. The event champions were children who had received cochlear implants. On 25 February, there was the inauguration of the National Cochlear Implant Day, where society, government, and children with cochlear implants worked together on hearing disabilities.

Servicios de Salud de Morelos / Instituto de Seguridad y Servicios Sociales de los Trabajadores del Estado (SSM/ISSSTE) - Held a meeting, reaching 100,000 people and attended by the State Secretary of Health, with a press conference to discuss hearing health and the *World Report on Hearing*. Media coverage with radio and television and newspaper coverage.

Tecnológico de Monterrey - Held a regional event that reached 500 people and where 100 were screened and tested. Social media was used to promote educational and hearing screening in the community clinic, the medical school and hospitals.









National Centre for Maternal and Child Health

- Held a regional event that reached 20 people.

National Centre for Maternal and Child Health

- Delivered hearing screening equipment to remote hospitals and training of medical professionals, along with medical and hearing care for individuals in a children's hospital. The event was championed by the Executive Director and Founder of Global Foundation for Children with Hearing Loss and also attended by representatives of the Health Ministry of Mongolia.



Fundacao Rizwan Adatia - Conducted a debate in the Foundation's headquarters and reached 1,000 people and attended by the director of the special school for the deaf, and other hearing and medical specialists. The debate was covered by TV Surdo, which is a television channel run by the deaf. The main points discussed were the situation of deaf children and adults, the screening process in the country, and the introduction of sign language classes. The objective is to start a sign language course for teachers, parents of deaf children, and the general public.







B.P. Eye Foundation (Bpef), Hospital For Children, Eye, Ent And Rehabilitation Services (Cheers) - Marked WHD 2021 by organizing a webinar on tele-otology, tele-audiology in present pandemic situation, and shared their future perspectives to the policymakers, stakeholders, and clinical practitioners. An awareness programme was also organized within the hospital, adopting the Nepali version of "Check Your Hearing". developed by WHO. Using a mobile App, over 30 individuals aged 50 and above were screened. The awareness programme was also conducted in five different clinics. A number of senior medical and policymaker representatives attended the webinar.

Cochlear Implant Nepal Group - Conducted a rally for awareness and a formal programme with policy makers, in collaboration with the Society of Otolaryngologists of Nepal (SOL-Nepal) and the Speech and Hearing Association of Nepal (SHAN) Cochlear Implant of Nepal (CING). Also, in association with Audiology & Speech Language Pathology students at Tribhuvan University Teaching Hospital and CING, they conducted poster presentation and awareness for hospital visitors. The Chief Consultant of the Ministry of Health and population of Nepal, Coordinator of Eye, ENT and Oral Health Section, Ministry of Health and Population











lation and the President of the Nepal Medical association all participated as chief guest and special guests in the formal programme.

Ear Care Nepal - Organized a flash

mob in Kathmandu, reaching 4,000 people, with a message about ear and hearing care. ECN and Female Community Health Workers participated in an awareness rally organized by ear health organizations in Nepal. An article was published in Nepal's national newspaper, the Himalayan Times, disseminating the World report on hearing.



IMPACT Nepal - Held a Walkathon and an Awareness Rally in Kathmandu and Kailali, along with spreading ear and hearing care messages through radio, reaching to more than 56,000 people directly and indirectly. Ear screening and awareness programmes were organized in schools and communities, with over 90 individuals referred from screening camps treated, 5 people supported with hearing aids, 5 people operated on, and almost 2,000 people were tested. All the activities were organized in close coordination with the Godawari Municipality (Local Government) and its policy makers, who also took part in the events along with the Municipal Chief of the Health Department. The local media news covered the events.

























RING CARE FOR ALL







International Nepal Fellowship - Organized a local event that reached 200 people to celebrate WHD 2021. The event was attended by hospital staff, including management.

Nepal Netra Jyoti Sangh Eastern Regional Eye Care Programme (NNJS/EREC-P), Department of Ear of Sagarmatha Choudhary Eye Hospital and Biratnagar Eye Hospital - Conducted ear and hearing screening programme at school's level in the Sunari and Siraha districts, with the local government involved in the programme. During this programme, 500 people were reached and 300 were screened. The event was covered by radio broadcasts.

Society of Otolaryngologists of Nepal - Reached more than 10,000 people and screened 100. Championed by senior national medical specialists, activities began a day before WHD 2021 with television and radio Interviews regarding the importance of hearing, which was broadcast on WHD 2021. On the day, there was a Walkathon from four different locations in the city, creating awareness, with crowds gathered at the city center in the afternoon where an exhibition was held on hearing, and was covered by the media. In the afternoon there was interaction with policy makers.

Society of Otolaryngologists of Nepal - Held a regional event that reached 200 people and where 150 were screened and tested, the Society organized a Walkathon. Also, programme the chief consultant of the Ministry of Health and Population along with a number of institutional representatives were present during the formal programme of the event.









Auditory and Vestibular Translational Neuroscience Cluster - Involved a group of scientists, academics and postgraduate students with hearing and balance research. Online resources were collated relevant to the research and made available online, with the message "Hearing Care for All". They also held a local awareness campaign around the campus for university students and homes.

Eisdell Moore Centre for Hearing and Balance Centre - Produced a podcast series sharing Aotearoa, New Zealand's latest Maori hearing and balance research through a platform that is accessible to the general public and the healthcare workforce. The release of the first episode was timed to coincide with the release of the World Report on Hearing on WHD 2021. A karakia, or Maori prayer/formal greeting, was used on 03 March 2021 as a way to formally greet audiology students during their day of lectures and to acknowledge the importance of WHD 2021. The event was championed by Maori researchers and clinicians, and the WHO WHD posters were translated into four Pacific and Indigenous languages.

Hearing Association Wellington Inc.- Held an event reaching over 15,000 people. The event was attended by the Governor General, Members of Parliament, and a hospital CEO. Indi-

vidual meetings were also held with policymakers, with an open day for the community at the Centre. There were poster making sessions, video otoscopy, and a white cat campaign that was promoted by the Department of Education to raise awareness of how many people have hearing loss, and a presentation to the general community.

Hearing Association Wellington Inc. - Held a meeting to celebrate WHD 2021, with the mayor and councilor from Porirua City Council, and the Mayor of Hutt City Council. They were made aware of WHD 2021 and hearing health in the region and discussed how it can be implemented within the New Zealand context. There were also activities arranged for the public on the premises. The event was covered by a publication in the Educational Gazette, and radio interviews. There was a session for invited guests & members of the association regarding WHD World Report on Hearing, with a discussion on how it can be implemented within the New Zealand context.

Triton Hearing - Held a national event, that reached more than 1,000,000 people and screened and tested over 10,000 during March. It involved working with the National Foundation for Deaf and Hard of Hearing and NZ Government ministers to launch *World Report on Hearing* on 03 March.



We Support
World Hearing Day
&
Hearing Care For All



Auditory and Vestibular Translational Neurosciene Cluter







Nicaragua

Equipo Nacional de Salud Auditiva - Organized the First International Congress of Hearing Health, Nicaragua 2021, with the support of the Ministry of Health, the Minister and Adviser to the Presidency for health issues, the National Director of the Everyone with a Voice Programme, the National Director of Teaching of the Ministry of Health. The event was covered by national television.

Mayflower Medical Outreach Inc. - Organized regional activities to promote WHD, reaching 1,500,000 people in two main cities of the country: Managua, and Jinotega. All activities were carried out with the support of the Nicaraguan Otorhinolaryngology Association, in coordination with the programme "Todos con Voz" of the Ministry of Health, from March 01 to 05 March 2021.







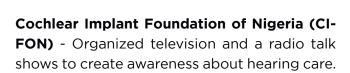






Adebayo Yetunde Tinudae - Organized a radio programme with an audiologist, with a one-on-one conversation with the general public in the city's largest shopping mall. Also, flyers were distributed.

Cochlear Implant Foundation Of Nigeria (CIFON) - Held a health talk on hearing tests and early intervention for the general public. There was a distribution of flyers to create awareness of signs of hearing loss. There was wide media coverage on television and radio, and the organization's social media platform. Screening was carried out to a community of albinos.

















Department of Ear Nose Throat Head and Neck Surgery University of Benin Teaching Hospital - Reached over 10,000 people with free ear treatment sessions. Over 100 screened and tested. The Government's Chief Medical Director participated and the event, which was championed by the traditional ruler, Iyase of Udo.

Department of Ear, Nose, and Throat (ENT) University of Abuja Teaching Hospital (UATH)

- Held a national event in conjunction with the Federal institutions concerned with the deaf. There was an awareness programme for WHD 2021, and a Nigerian Television programme, with a Health Walk and awareness campaign led by a music band. The event was covered by the media.



































Elvachi Specialist Hospital, Abuja - Spread banners and e-fliers, publicized the programme and sensitized people on hearing care, prior to WHD 2021. On the day, there were free hearing screenings for the participants. People were diagnosed with moderate, severe and profound hearing loss, as well as some with normal hearing. There was also a conference held on "Care of the Ear and Preservation of Hearing." The Chairman of the Senate Committee on Health, Federal Republic of Nigeria attended as the Chairman of the event. Also attending was a representative from the Health Management Organizations and ENT doctors from government hospitals.

















Garnet Clinic - Launched a regional programme that reached 1000 people, and screened 52 people, called "Hear-On Campaign", in collaboration with the Kaduna State Ministry of Health and Kaduna State Primary Health Care Board. The campaign was to raise awareness about hearing loss, its causes, prevention and treatment. There was free hearing screening in the community. On the day the event was attended by the Executive Secretary Primary Health Care Board. The Hear-On campaign is still ongoing with free hearing screening.

HealthTrust Medicare - Organized a high-level meeting between the organization and the state's ministries to discuss health and social development and gender Issues, to discuss modalities for implementing a policy of universal newborn and preschool hearing screening. The meeting was attended by top officials of the Ministry of Health and Ministry of Social Development and Gender Issues, which reached 150 people. Also, a policy brief prepared by the organization was discussed in detail.

HealthTrust Medicare - Held a regional event in three phases, reaching 100. Firstly, there



were strategic meetings with the heads of the state's largest secondary and tertiary health-care facilities on the need to expand the scope of screening facilities. Secondly, there was an official presentation of a policy proposal for a universal newborn and preschool hearing screening to State officials. Finally, they organized an advocacy lecture. The event was championed by senior government figures and representatives.

Joy to the World Special Needs Initiative - Organized a webinar on 06 March, participated by over 100 people, with a discussion about ear care practices, those at risk of hearing loss, and effective interventions for hearing loss. A consultant ENT surgeon, ENT/Neck surgeon, and a clinical audiologist discussed the issues extensively. Hearing screening was also carried out for more than 100 people with albinism in Lagos state. The event was covered by a social media platform.

National Ear Care Centre Kaduna - Held a local event that reached 200,000 people with screening and testing over 100 people. Attended by the Speaker of the Kaduna State House, it included free neonatal hearing screening, and dispensing of free hearing aids, free ear Care and hearing screening at the House of Assembly clinic in which more than 100 people were treated. There was also live hearing care and awareness radio programmes.

National Hospital Abuja - Held a series of newspaper and radio interviews to raise awareness on hearing loss, hearing care, and to advocate for government support for better hearing









care services. There was an awareness rally, with banners, t-shirts and theme songs, with health talks on hearing loss and hearing care to hundreds of individuals and staff, and free hearing screening for 20 hospital staff members.

















Niger Delta University/Oasis Public Health Consulting Ltd - Organized screening for common hear disorders targeting medical students on WHD 2021. There were about 200 examinations, screenings and treatment for common hearing disorders. There was a lecture on common hearing problems in the community and the World Report on Hearing launched. The event champions were the Deputy Vice-Chancellor, and the Provost of the College of Health Sciences of the University. A state representative also attended and gave his support for an improved government commitment to addressing hearing disorders.

Nigerbell Speech and Hearing Centers - Held a regional event, reaching 10,000 people and was covered by the media. The event consisted of launching the universal newborn hearing screening, an awareness campaign presentation conference style, a radio talk show, and a media briefing.

Otolix Speech And Hearing Centres - Launched a new born hearing screening event, with two television stations covering it. Also, 500 people were reached and 100 were screened. The event began on 02 March with two radio shows to raise awareness and invite the general public to the events. On WHD 2021, the event began with a talk on hearing and ear care, and was followed by free hearing screening, screening audiometry for adults and OAEs for children. ENT doctors offered free consultations and free ear syringing, and there was a launch of the newborn hearing screening in the state hospital.

Otorhinolaryngology Society Of Nigeria, Sokoto State Branch - Reached almost 1,200 people and screened 700 as part of WHD2021 activities in Sokoto. It was the first WHD celebrated in Sokoto and was championed by the Association of Grinding Machine operators in the Kara market. The event was publicized by local and national media outlets and materials were translated to the Hausa language.

Suleiman Hearing & Educational Foundation (SHEF) - Reached more than 20,000 people, targeting teachers and schools. Also,50 babies were screened and tested. The State Com-

and other officials, and the proprietors of private schools along with health workers including doctors, nurses, specialist physicians, and some NGOs, including Rotary and the WHO's Katsina office attended the event. The event was covered by newspapers, as well as local, national and interna-

missioner for Health and Education.

tional television stations, and social media platforms.

Usmanu Danfodiyo University Teaching Hospital, Sokoto - Organized a morning radio briefing to sensitize on hearing loss, conducted in local languages (Hausa) and English prior to the opening ceremony. The event was attended by the chief medical directors of UDUTH Sokoto, State Specialist hospital Sokoto, the Commissioner for Health Sokoto, and directors from the state Ministry of Health. This event was followed by a free hearing screening and awareness-raising in Sokoto to grinding machine operators in the market.







Ministry of Health, Oman - Organized a regional radio interview that broadcasted live in English and Arabic to raise awareness about hearing impairment and WHD 2021 for the general public.





Danishkadah - Organized two awareness-raising programme stargeting special educators, with one at a DPO and another at a university. One programme was on transparent masks, with the HOISE University of Japan, and the other was a hearing test for 10 children in rural areas. There was media coverage through a television channel. Over 200 people were reached on the day.











ENT Department, Indus Hospital & Health Network

(IHNN) - Held a regional event, reaching 1,200 people, and tested and screened more than 50. It was championed by the success stories of many cochlear implant recipients. The ENT department of Indus Hospital & Health Network (IHNN) celebrated a milestone, completing 100 Free Cochlear Implant surgeries. IHNN also collaborated with DHQ Badin to raise awareness among individuals regarding new born hearing screening, with a hearing screening camp. This camp included OAEs testing and Pure tone audiometry.















Eye and ENT Department Aga Khan University Hospital -

Celebrated WHD 2021 by undertaking four major activities including: e-quiz competition and e-poster competition for Medical and Nursing students, health care workers (HCWs) and the general public, a short video message on social media by the departmental leadership, all the ENT patients who were registered on WHD received a bookmark, and lastly, a session was arranged for HCWs to highlight the importance of hearing screening.



GMT hearing solution - Celebrated the WHD 2021, by conducting free of charge hearing screening tests in its branches nationwide, reaching more than 500 people. Also, the day was celebrated with free consultations from Audiologists and Speech Language Pathologists, reaching over 1,000 people.



Government officials took part in the event. A short video was made on the struggle and social inclusion of deaf individuals.

















Clínica de Audiología Especializada (CLAUDIE) - Organized a national event, reaching 500 people. Approximately 80 people were then screened and tested.



Club de Leones de Panamá - Held a live presentation by an ENT specialist on the impact of hearing loss and the preventive measures. This was presented to underscore the importance of the launch of the *World Report on Hearing* later in the week.



Hospital Santo Tomas - Presented a recording by the public service television SER-TV channel the week before WHD 2021 about the primary and secondary preventive measures to avoid hearing loss, with a clear explanation of the diagnostic exams available at the Institution. An online Forum for the launch of the World Report on Hearing and WHD was presented on the social media page of the Institution with the participation of the Audiology and ENT Department.

Ministry of Health of Panama - Promoted ear and hearing care through the Department of Health Promotion on all the social media links. WHD Short recommendations were distributed with a poster in collaboration within the Ministry. There were talks held at several medical centers. The Vice Minister of Health participated in the launch of the World Report on Hearing, hosted by PAHO and the hierarchy of the Ministry attended the launch via the digital platform. There was media coverage via social media, television and newspaper reports.

Panamanian Society of Otorhinolaryngology Head and Neck Surgery - Collaborated with the Ministry of Health in the production of printed materials with relevant information to the general public and helped with the material distribution to health centers and private practices. Two short videos were produced for the general public, with the collaboration of a society member, and two well-known musicians with Grammy awards. The videos were also displayed on television. The event was championed by a singer and composer and a political figure in Panamá.







Peruvian Center for Hearing, Language and Learning

- Published the WHO's posters with recommendations from audiologists on social media networks and the CPAL blog, which reached over 15,000 people.



Abigail Feliciano-Rebulado, MClinAud - Held various events to celebrate WHD 2021 through advocacy programmes and lecture campaigns, hearing screening of infants and adults, as well as the elderly. This was to bridge the gap in the acquisition of hearing services across the Bicol Region. The event was championed by the doctors of each rural health unit and was attended by the Mayor of the Municipality of Bula and the Fire City Director of Naga City. Almost 200 people were reached, with over 40 adults and 70 babies screened. The events were covered by the media team of the Bicol Medical Centre.

Better Hearing Philippines Inc. - Conducted a hearing screening for students and staff of a school and local officials of Infanta, Pangasinan. Students were provided with a Learning Guide/Modules and given haring screening questionnaires. Participating centers







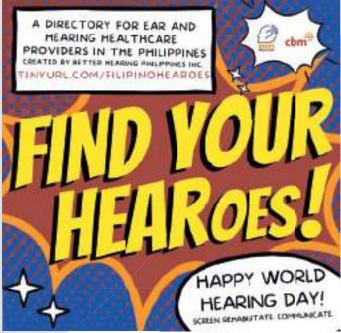
















conducted free hearing screenings on WHD. During the national event more than 300people were screened and tested, and the Local Government Unit of the Municipality of Infanta participated in the event.

All Audiological/Hearing Aid Centers, and private and public ENT Departments of hospitals in the Philippines championed the event.

CBM Country Office Philippines - Organized social media promotion of Ear and Hearing Care, CBM WHD video, and the WHO App.

Department of Otorhinolaryngology - Head and Neck Surgery, University of Santo Tomas Hospital - Arranged an event on WHD 2021 promoting an individual with cochlear implant, followed by an online session on hearing loss associated with audio devices. This was followed by an afternoon of hearing screening using the WHO App and video otoscopy on health workers of UST Hospital for 50 individuals. The event was championed by an otologist and audiologist, reaching 600 people.

Eye Hear Foundation, Inc. - Held a local event targeting people with disabilities, and gathered people to conduct ear and hearing screening, with the inclusion of eye screening to a community. The number of people screened with impacted earwax, and the elderly with hearing problems was surprising and hearing tests were conduct on almost 10% of the screened people.

Ikapitbisigmo Community Led Development

- Organized activities focused on a panel discussion, with impact oriented social research









entitled: Occupational Aspirations and Self-Efficacy of Deaf and Hard of Hearing Student, completing the breakthrough project for students in transition living with hearing loss or impairments. The programme reached 300 people. Attending the event was a senior policymaker from the National Council on Disability Affairs along with a number of senior government representatives advocating for the welfare and wellbeing of the PWD sector programme.

Institute on Aging - Held a national event, reaching 400 people, with the organization's publication on visual and hearing Impairments, which was shared through an official social media post.

ORL-HNS Department Amang Rodriguez Memorial Medical Centre - Championed by ENT doctors and residents, a video lecture was played over the local televisions in the hospital, followed by hearing screening with Pure Tone Audiometry on all the employees of the hospital who had signed up for the event. In total, 20 employees were screened.

Rotary Club of Metro Cebu - Reached about 3,000 people through organizing a project for hearing Screening and training of Hearing screeners involving the youth of the parishes. full diagnostic evaluation for those who failed in the screening, fitting of hearing aids, community awareness by media and advocating for implementing hearing health as one of the services, especially the Newborn Hearing Screening. The Rotary Club of Metro Cebu together with the Archdiocese of Cebu Commission on Youth and Persons with Disabilities, Basilica Minore del Sto Nino, HelpTV, Gruppo Hearing, St Michael's Multispecialty Clinic, Premiere Crew and Spring Rain Global together advocated for Hearing Health. In line with WHO's Theme: Screen, Rehabilitate, Communicate.

Southern Philippines Medical Centre - Held a regional event with a panel of otorhinolaryngologists, otology surgeons, clinical audiologists, on newborn hearing screening. A medical officer took part in the online platform providing awareness in the management of ear care and hearing loss. The event was championed by several senior medical specialists.







Marcin Masalski - Held a regional event that reached almost 150,000 people. During the month of March 2021, about 50,000 tests were performed. A new version of the free Hearing Test App was released to celebrate WHD 2021and the update was sent to almost150,000 App users. Also, upport for five additional languages has been added to the App: Greek, Indonesian, Chinese, Turkish and Dutch. In addition, the App's function expanded with a new Noise Digit Comprehension Test, which has been implemented in all languages supported by the App.

The Institute of Sensory Organs - Organized free of charge tests and consultations by hearing care professionals in 15 major cities, reaching over 1,000and all screened and tested. The event was championed by specialists from the Institute of Sensory Organs and the Centre of Hearing and Speech MEDINCUS.













GRISI- Grupo de Rastreio e Intervenção da SurdezInfantil - Reached 1,000,000 people with national television shows, such as Portugal em Direto, and Programa Sociedade. They were also broadcast on the morning and evening news to influence different audiences. The topics were child hearing health, and the maintenance of healthy hearing throughout the human life span, hearing preservation and hearing screening of children and senior citizens.

Materials were translated into Portuguese by the National Health Authority, DGS (Direção Geral de Saúde).

Hospital das Forças Armadas - Pólo do Porto - Held a local event where 150 participated. A presentation was made illustrating key WHO messages for WHD 2021 that streamed all day on televisions located in all the waiting rooms. Flyers on noise-induced hearing loss and hearing aids myths were distributed.

Hospital de Brag - Held a regional event, with a hearing aids programme and planning with the Hospital Administration Board, along with social media promotion. Activities were severely restricted due to the Covid-19 pandemic, but they were covered by regional newspapers.

National Confederation of Organizations of Disabled People - Held a local event with political decision makers, reaching 10 people.

Sociedade Portuguesa de Terapia da Fala - Reached over 11,000 people through their social media platforms. Throughout WHD 2021 information was shared about hearing and WHD. All materials were translated into European Portuguese and the infographic and the PowerPoint summary of the World Report on Hearing was shared on the website. Also, the coordinator of the Hearing Department of Sociedade Portuguesa de Terapia da Fala (Portuguese Speech Therapy Society) spoke on national television.







Russian Federation

Center of Pediatric Audiology - Organized an event approved by the Local Health Care Committee, reaching over 200 people. The neonatal universal hearing screening system in St. Petersburg was checked as the newborn hearing screening systems, even if they are present in a country, need to be periodically checked. The check programme covered 73 sections: maternity wards, NICUs, children's clinics with visits by audiologists checking the presence of OAEs equipment in the clinics, appropriate testing techniques and conditions, staff qualifications.

I Hear You - Undertook research that reached 100,000 people, on "The attitude of Russians to the problems of hearing loss." Over 2,000 people took part, and the results showed that only 17% of Russians consider hearing loss a very important problem. And 50% of respondents rated their hearing as excellent, 42% do not consider their hearing to be perfect but do not recognize it as being a problem, 6% have hearing problems but do nothing about it and only 2% of people with hearing problems turned to specialists.

Laboratory of Hearing and Speech, Pavlov First St. Petersburg State Medical University - Published announcements about hearing tests at the laboratory of hearing and speech in advance of WHD 2021.Otoscopy and pure tone audiometry tests were performed on all visitors and in total, more than 40 people were screened and tested.

National Research Centre for Audiology and Hearing Rehabilitation

- Organized a webinar by the WHO Collaboration Centre that reached 570 people, following the *World Report on Hearing* official launch on 03 March in Geneva. The WHO official representative made a presentation devoted to the *World Report on Hearing*. A presentation titled "Global burden of hearing loss and deafness: recent achievements and perspectives" was given.







Centre des Jeunes Sourds Muets (BUTARE-RWANDA) - Held a national event that

- Held a national event that reached 100 people and where 48 were screened and tested. Rwanda started a collaborating with the Deaf Reach (UK) and made a specialist membership with the BATOD. The Deaf Reach's lead for Audiology-in-Education was welcomed to the school. Discussions took place about the school's current audiology provision to learners and the local community targeting training in a school for the deaf. Over 50were screened and tested. Around 10 people were provided hearing aids with accessories.

Hearing Health Rwanda - Conducted five consecutive days of television shows, that may have reached over one million people, and were attended by various members of government and many WHO representatives. The event was championed by ENT surgeons.











ENT Department, Tupua Tamasese Meaole Hospital, Ministry of Health - Organized an event involving the entire population of Samoa and approximately 200 people screened and tested with 2 days of clinical ENT and Audiology outreach. There was also a clinical outreach to rural and remote areas. A formal ceremony was held on WHD 2021, which included the CEO of the Ministry of Health as the keynote speaker. The Statement of Support for inclusion of ear and hearing care as outlined in the World Report on Hearing was signed by the CEO of the Ministry of Health, Director of WHO (Samoa Office), Australian High Commissioner, and the Chinese Ambassador. The Samoa WHO Office supported all activities through media promotions and logistical support, and liaison with other stakeholders.



Saudi Arabia

Department of Special Education at Taibah University - Organized a national event targeting people with disabilities, with instructions for teachers and parents, and providing strategies for early intervention. It reached 1,500 people, but no testing was undertaken. People were encouraged to use the Hear WHO App.







Department of ORL HNS, Comenius University Bratislava, Slovak Society of ORL HNS - Held a scientific webinar for Slovak Otologists attended by 150 people. The first part of the day was devoted to the *World Report on Hearing*.





South Africa

Be Heard Audiology - Celebrated WHD 2021 with education through verbal explanations and pamphlets translated into IsiZulu and distributed at local clinics and pharmacies. The event reached 200 people.

Carel du Toit Trust - Held an event screening the 30 staff members and 80 children in a school and reaching to more than 15,000 people through social media and media posts. They organized an awareness quiz after screening which contributed to a fun learning experience for the students. The Carel du Toit Trust-hear X Foundation partnership community team started with screening in a new health district. Their digital portal concept was launched on WHD, followed by 3 days of content development. The event was covered through radio interviews, social media posts, and they also took part in #hearathon.

Department of Speech Pathology and Audiology, University of the Witwatersrand - Hosted a webinar in collaboration with the Adler Museum of Medicine, recognizing the work achieved to date, acknowledging history and context. The webinar shared insights, stimulated reflection, and started conversations so that a part can be played in HEARING CARE FOR ALL! It was aired to people from within and outside of the university. The champions and influencers of the event were the WHO HQ and regional representatives.













Disability Rights Unit and the Department of Speech Pathology and Audiology, University of the Witwatersrand

- Held a virtual event with the university's Disability Interest Group, reaching approximately 40 people, which included a structured presentation and a Q&A session on WHD and the *World Report on Hearing*, a discussion about ear and hearing care needs of university students, safe listening suggestions, classroom acoustic considerations, and the inclusion of deaf and Deaf students while also recognizing language diversity needs. The information was shared on the Disability Rights Unit's social media platforms.

Dr. Tami Mehl Audiology - Organized a social media platform campaign with hourly posts about hearing health.

Estelle Novella Speech Therapy and Audiology - Conducted a screening for 5-6 year old children at a local primary school, screening over100 children. This event was publicized via a social media platform.

Gift of Sound Foundation - Held an event championed by National Department of Health and the South African Defence Force, which were in charge of distribution of pamphlets, badges and posters raising national awareness on behalf of GSF.

These materials were shared with all the affiliate organizations in different provincial municipalities to share with their local communities.GFS also visited audiologists and donated hearing aids to people in need. About 30,000 people were reached through this event. Social media covered the event.

HearX Group - Hosted a webinar tabling the *World Report* on *Hearing* and discussing hearing care for all in the digital age. The hear X Foundation Team joined forces with the Metro South Education District to launch a new school screening pilot in Cape Town and managed to screen over 400 children, 18 of which were referred for a diagnostic follow-up.















HI-Genes Africa - Held a local event, thatraised awareness about hearing loss in children and the ways that parents and caregivers could identify hearing loss, and what steps to follow in such a situation. People were encouraged to use the Hear WHO App. This was issued to many organizations who distributed it amongst their members and was also distributed to the social media platforms. The HI-Genes Ghana site undertook a school visit where a hearing screening was carried out and awareness was raised about hearing loss.

HI Hopes - Centre for Deaf Studies, University of Witwatersrand - Conducted a social media outreach campaign that reached over 300 people, in order to promote WHD 2021. This included sharing vital information on early screening/detection, inclusivity, and reducing stigma.

Kutlo-Puo Audiology and Speech Therapy in collaboration with Foldang Medical Centre -

Organized an event targeting diabetic individuals, with screening and testing of 40 people, including those who take diabetic medication, pregnant women and children. The event was headed by a well-known audiologist, and a champion for rural ear and hearing health care. The local radio station covered the event to reach the communities. For the radio station coverage, the health talks and campaigns, all the WHO materials were translated to Sepedi to ensure that communities could follow and use the information.

National Institute for the Deaf - Organized a free Basic South African Sign Language (SASL) training, which was given to the general public via Zoom, reaching more than 30 people.

South African Association of Audiologists - Held a national event celebrating the launch of the WHO WHD 2021, viewed by over 2,000 on social media. Government hospitals with Audiology Departments participated in sharing their activities such as hearing screening and sharing their locations. The WHO pamphlets were translated into the indigenous South African languages - SeSotho, isiZulu, SetSwana, SeSwati - through a joint effort with the association, the University of Cape Town, and the University of KwaZulu Natal.

Speech Language Therapy by Aeysha Ebrahim - Organized a local event, aimed at educating children on how to protect their hearing. Through this event, they encouraged people to join the ear plug challenge.

The National Council for Persons with Disabilities - Held online sessions on "How the rights of persons with hearing loss are covered by disability legislation, codes and policies".

The South African Influencers Group - Held multiple events, including community walks, hearing testing, programme launching, and webinars across the country. They had a collaborative effort to get ear and hearing care stakeholders from across the country engaging in WHD 2021 and understanding the reasons for the *World Report on Hearing*, with a commitment to work together and advocate for better EHC. Twenty-seven large formal EHC entities participated in this collaboration, with coverage reaching thousands with radio interviews and news articles. A South African launch co-hosted by the South African government was planned.









Spain

AICCV - Asociación de Implantados Cocleares de la Comunidad Valenciana - Held a local event directly reaching 1,000 people and indirectly around 100,000 people, celebration of WHD began on 25 February and through to 03 March on WHD. The period was celebrated by mounting banners on public transport in different cities, and also cochlear implant users made videos of themselves talking about what the cochlear implant means to them. There was a talk held in the local market about hearing loss, and there were press conferences in collaboration with politicians and Valencia Town Hall City. The events were championed by the Hearing Loss community in Spain. The event was covered by social media platforms.













Centre Auditiu Llobregat - Organized a presentation of the facilities and undertook auditory screening. The event was attended by the mayor and a councilor, and more than 20 people were reached.

Centro de Investigación Biomédica en Red de Enfermedades Raras, Instituto de Salud Carlos III (Ciberer, Isciii) - Held a conference targeting biomedical researchers, entitled: "Research: the key to advance in the diagnosis and treatment of hearing loss". It was held on the occasion of WHD 2021 to make the general public aware of the importance of maintaining good hearing in all stages of life, early detection and treatment of hearing loss, and research to improve diagnosis and develop new safe and effective therapeutic strategies. Videos of all the activities were produced and are available online.

Federación AICE Asociaciones de Implantados Cocleares de España - Held various events, reaching over 5,000 people directly and over a 1,000,000 people indirectly. The organization began celebrating WHD 2021 on 25 February (International Cochlear Implant Day) and finished on 03 March, WHD 2021. During the period of days different actions were undertaken, such as mounting banners on public transports in different cities, making videos of

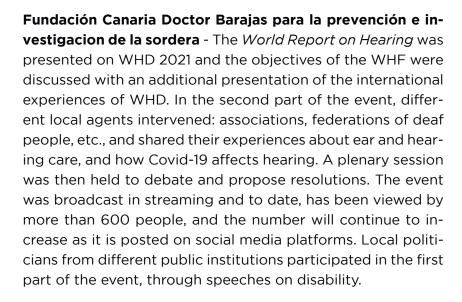








cochlear implant users about hearing loss, or cochlear implanted children dancing to music to show that people with hearing loss can enjoy life. There were press releases, with collaboration from the Spanish Senate. Several newspapers published the *World Report on Hearing*. Politicians participated actively in having interviews and press conferences, and had their photographs taken wearing communicative masks, or beneath the banners posted on different city town halls. Several local, regional and national administrations helped to raise awareness.



Servizo de Urxencias. Hospital de A Coruña - Conducted a video broadcast made by professionals from the HUAC Emergency Service highlighting the care of a person with hearing difficulties, poster presentation and dissemination of the WHO WHD campaign, and sharing Information on different social networks.

Sociedad Española de Acústica (Spanish Acoustical Society) - Held three webinar conferences discussing the *World Report on Hearing* and the situation in Spain, with the new available technologies. Over 40 people were reached through this event.













Department of Disability Studies and the "Ayati" National Centre for Children with Disabilities of the Faculty of Medicine, University of Kelaniya - Held an event for children with Down's Syndrome and their parents, organized by the Department of Disability Studies and the Ayati National Centre for Children with Disabilities of the Faculty of Medicine of the University of Kelaniya. Around 10 children with Down's Syndrome attended the event and were all screened and were involved in interactive listening activities. The event was attended by academic members of the Coordinating Centre for Students with Disabilities (CCSD) of the University of Kelaniya. Flyers were posted on the WHF Changemakers social media page, and on the webpage of the Faculty of Medicine, University of Kelaniya. Photos were posted with a summary of the project on the WHO Hearathon social media on WHD 2021.







Bo Edin AB - Reached approximately 800 people, providing general information on WHD 2021 on screening and hearing loss with links to local screening-facilities.











Teenergy Productions - Produced a short film: "The Talking Ear", which was shown on national television. The film shows the daily life of hearing-impaired people and was freely accessed by the public.







Thailand

Center of excellence in Otolaryngology Head and Neck surgery, Rajavithi Hospital - Held a local event, reaching 200 people. They organized asocial media live discussion with an ENT specialist for general information of ear and hearing care. Also, two poster exhibitions were held.

Department of Communication Sciences and Disorders, Faculty of Medicine Ramathibodi Hospital, Mahidol University - Held an online event publicized via the social media platforms.

Department of Otorhinolaryngology, Faculty of Medicine, Khon Kaen University - Produced short videos on hearing loss signs and symptoms in both children and older people to raise the awareness of hearing loss and encourage people to seek medical services in their area. They also produced leaflets for newborn hearing screening, including how to access hearing services in the area. Also, policy makers sponsored the pilot project for the newborn hearing screening.

Otolaryngology Department, Vajira Hospital - Held a local event presenting posters concerning newborn hearing screening and hearing loss in elderly, reaching 100 people and with staff, residents and audiologists attending the event.







Agence Nationale de Contrôle Sanitaire et Environnemental des Produits - Organized a webinar on behalf of WHD 2021, with the main objective to promote communication between professionals on this topic, and also, to improve awareness of the benefits of prevention and early treatment. Some heads of environmental health in some regions from Tunisia and representatives from Environment Ministry and other national agencies in charge of environment protection attended the webinar.





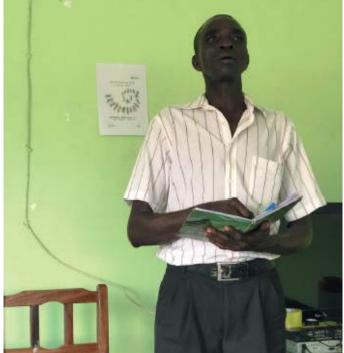
Etyang Francis - Held a local event for over1,000people, championed by the head teachers at public primary schools, and special needs education officials. Also, they visited over 10 schools.

Hear His Voice Uganda (HHVU) - Trained families how to make and use Ling Sounds using local materials, reaching over 10,000 people inside and outside of Uganda. Policy makers and government authorities attended the event, and they were sensitized to using the WHO embargoed materials. The chief guest was a member of the umbrella organization for parents of children with hearing loss in Uganda. Social media streaming was viewed by people all over Uganda, as well as people in the region of East Africa.

Hard of Hearing West Nile Regional Association - Held a local WHD 2021 event that reached 700 people. All WHD 2021 information material was translated into the Alur language. There were testimonies from hard-of-hearing people sharing their life experiences, along with different speeches and entertainment. Policymakers attending mentioned in their speeches that they will work to develop policies that suit the conditions of the people, openly acknowledging their lack of knowledge about of Hard of Hearing people.













Uganda Federation of the Hard of Hearing (UFHOH) - Held a national event, reaching almost 5,000,000 Ugandans, with free ear screening for over 50people, mainly children, and a Radio talk show on 01 and 10 March. There was a workshop to commemorate WHD 2021 and the launch of the first *World Report on Hearing* at the Bugema University, with a presentation using WHO materials, education, social media information dissemination of the *World Report on Hearing* key messages. Tes-

timonials came from people who lived with hearing loss. The event was championed by a politician with hearing impairment. The guest of honor was the Executive Secretary of the National Council for Disability who was delegated by the state minister for disability and the elderly.

They pledged to work hand in hand with UF-HOH to domesticate issues outlined in the report and also to enter WHD formally on the Ministry's calendar.







Hearing Centre Ivano-Frankivsk - Held a lecture on Contemporary Methods of Hearing Diagnostics, Myths Regarding Hearing Aids, ABR/ASSR, with best practices and practical tips for hearing and speech rehabilitation. Live Streaming of the World Report on Hearing with a Ukrainian translation of the key messages. The importance of hearing screening, care and rehabilitation was shared with the public through social media.

Kryvyi Rih City Hearing Rehabilitation Center for Adults and Children - Carried out free hearing diagnostics for adults and children, with more than 100,000 reached, of which around 30 people, including 6 children, were tested by the ABR. Also, they had free hearing diagnostics for everyone and consultation with an audiologist.















United Arab Emirates

Aster Clinic, AL KHAIL - Due to Covid-19 restrictions activities were limited and only60 individuals were reached for raising awareness concerning hearing care and good practices.







BSHAA - Organized social media activities, with article publications on the website, and a podcast.

Cambridgeshire Community Services NHS Trust - Organized a webinar to address recent research findings and alignment with the *World Report on Hearing* and to discuss research and innovation over 2021 that could be adopted in the future. There was a strong social media presence before and after the event. Leads for deaf children's services were invited to attend from across the UK.

Eargym - Held a national event reaching over 55,000 people. An exclusive 5-minute edition of one of the immersive auditory training games was released, giving people the opportunity to discover more about their hearing skills and put them to the test in one of the games. Eargym's #loveyourhearing campaign aimed to raise awareness about the scale and seriousness of hearing loss, whilst encouraging people to take time to appreciate their hearing and to care for it. A mixture of media and resources were shared, besides the WHO resources provided.

Happy Stance Yoga Therapy - Organized a yoga and meditation event, talking about the methods for better sleep and relaxation, something most people with hearing issues complain most about, reaching 5,500 people. The event was published on their website.







IDEAL Charity, UK - Held a national event, but no testing was undertaken. The event was to release a short film "Sunoge to Bologe" (in Hindi subtitled in English) meaning "Only if you hear, you speak". The film highlighted the importance of early detection of deafness and a plea to Indian Government to initiate newborn hearing screening programme in all states in India. Programme Invitations were sent to all the Principal Secretaries and Directors of the National Health Missions of all states in India. Also, high profile champions and influencers spoke at the events.

Institute for Health Policy and Organization (IHPO), University of Manchester - Conducted a Hearing Care for ALL Virtual Gallery Competition. People from 15 countries participated with 45 photos for an online exhibition, and with over 2,000 visits. There was an online lecture on WHD 2021 and other activities that reached over 18,000 people on social media platforms through the social media campaigns, including a live Q&A chat.

International Centre for Evidence in Disability, London School of Hygiene and Tropical Medicine - Held two presentations: Introduction to the Public Health Approach to Ear and Hearing Care and the Burden of Otitis Media. Both presentations were held online and achieved numerous views and downloads. There were also two half-hour PowerPoint presentations with recorded narrations illustrating the Public Health Approach to Hearing Health. They were based on presentations given on the ICED/LSHTM short course on Public Health Planning for Hearing Impairment (PHPHI).

Mediaplanet - Held a global event, reaching out to over 3,000,000 people, and attended by the All-Party Parliamentary Group on deafness. It was













championed by Deafblind UK, and a Patron of NADP and also members of WHO, and many other well-known contributors from the professional and medical sectors.

National Association of Deafened People - Organized launch of the *World Report on Hearing* and awareness of hearing loss and its impact. Over 90 participants were involved on the day of the meeting and visitors to the various social media platforms and the website. The event was hosted in collaboration with the All-Party Parliamentary Group of Deafness and All-Party Parliamentary Group on Disability.

National Campaign for Better Hearing UK & Hidden Hearing

- Hosted a virtual Hearing Care Surgery on social media to answer people's questions on hearing care. They held a national event, reaching 60,000 people, with screening and testing of 2,000. Championed by a TV medic and champion of public health campaigns, and the British Tinnitus Association.

NIHR University College London Hospitals Biomedical Research Centre, Deafness and Hearing Problems - Produced short awareness raising videos about WHD, reaching 1,000 people. There was wide public involvement, as well as representatives, graduate students and health professionals.

Premier Hearing - The company's Audiology Director, championed the local press to publicize hearing screening locally, which allowed more than 30 people to be screened.

The Ear Trust - Organized an event reaching approximately 100,000 people. More than 30 people, of which 6 children, were tested by the Auditory Brainstem Response (ABR) and there were free hearing diagnostics for everyone, as well as consultations with an audiologist. With the Covid-19pandemic mass screening was not considered appropriate.

Via the hospital publicity office there was a press release to all regional newspapers. There was also a 20-minute interview with local BBC Radio on WHD 2021.







United Republic of Tanzania

Isaack Myovela, in collaboration with Open University of Tanzania, Sintef and Patandi Teachers College - Invited different stakeholders to present at a conference on WHD 2021 about hearing loss and ear diseases, and to raise the public's awareness about the WHD. They also organized games for students of a primary and a secondary school to raise awareness among them. Over 60 people were screened during this event.

SINTEF, The Open University of Tanzania and Patandi Teachers College of Special Needs Education - Organized the WHD2021 at the college, as part of implementation of the "I Hear You Project", in partnership with SINTEF and OUT organizations. WHD was celebrated by holding a two-day conference attended by academics, local community leaders, religious leaders, college leaders, Special Needs Education Officers, and teachers and students from primary schools. The event was officiated by the Arusha Regional Education Officer.













Zanzibar Outreach Programme - Organized regional events, reaching 500,000. Activities for WHD 2021 included two television programmes ,a visit to adairy industry to discuss with the staff the causes and prevention of noise-induced hearing loss. There was also a visit to a school and College of Health Science to discuss with the students the causes of hearing loss, emphasizing hearing protection methods. The school for the deaf held a parents day event, for which the ZOP developed some informational materials.

























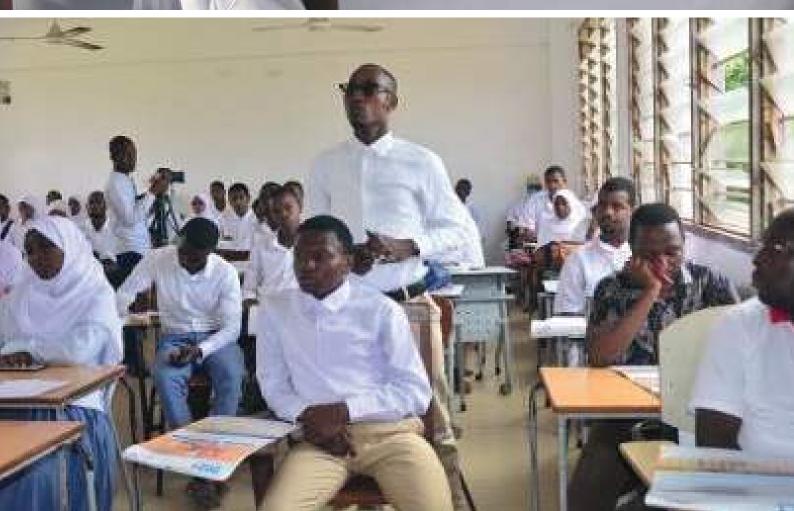
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United States of America

3M Personal Safety Division - Held two webinars targeting occupational health and safety professionals, presented by an Audiologist. One webinar was regarding Global Hearing Conservation Regulations and Best Practices, and the other was regarding use of hearing protection attenuation ratings. Over 200 occupational health and safety professionals attended each webinar.

American Cochlear Implant Alliance - Held an event that registered over 7,500 hits across social media posts, with a sharing of the WHD 2021 and *World Report on Hearing* across all social media channels, including promoting events hosted by other organizations featuring the ACI Alliance Board Chair.

American Speech-Language-Hearing Association (ASHA) - Engaged in multi-level campaign via press releases, social media, Congressional resolution and more, reaching over 122 million people. The campaign was championed by the ASHA 2021 President with wide coverage in the mainstream media and trade channels. ASHA spearheaded the introduction of a U.S. Congressional resolution in support of WHD and its ideals, and also engaged 11 allied organizations that are part of the U.S. "Friends of the Congressional Hearing Health Caucus" in bringing the resolution to fruition.

Audiology programme, Medical Science Campus, University of Puerto Rico - Prepared a short video on worldwide statistics on Hearing Loss, causes and symptoms, tole of the audiologist in hearing care and prevention strategies.

Audition Technology - Held a local event, reaching 5,000 people, disseminating information and bringing awareness of the *World Report on Hearing*, as well as related literature, screening tools, and best practices to improve ear and hearing care, including mitigating noise-induced hearing loss risk. The dissemination event was within Carnegie Mellon University, USA, as well as the community of Urbana, Maryland, USA.

Centers for Disease Control and Prevention

- Issued a partner advisory to CDC's non-occupational, noise-induced hearing loss partnership nationwide, and reaching more than 100,000 people. Media coverage was various and wide with a feature produced, a blog, social media content and images, and a website banner, infographic and poster.

Cuny Graduate Center - Held a local event on WHD 2021, with about 100 students, and with a social media promotion and trivia event on hearing awareness.





Educational Audiology Association - Held a national event for education administrators and public health officials. Over 400 members were asked to share the infographic with at least 25 policymakers or agencies. The infographic was also posted on the EAA social media sites for sharing. Also, E-blast was sent to over 400 members requesting they share with a minimum of 25 constituents for WHD.

Hearing Industries Association (HIA) - Created a unified post schedule for the days surrounding WHD, to post in unison with HIA members and partners to increase the reach of hearing health educational messages and the World Report on Hearing to the general public, policymakers, their members, and partners. The HIA President held 27 radio and television interviews throughout the month to discuss WHD and the important facts about hearing health. They reached nearly 14,000 people through HIA social media channels and prompted members and partners to post unified posts also.

Hearing Loss Association of America (HLAA)

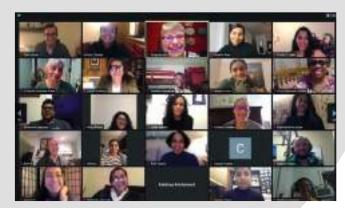
- Issued a press release, e-newsletter articles, social media posts, email blasts, and website posts. U.S. Congressional Representatives and co-chairs of the Congressional Hearing Health Caucus submitted a resolution in the House of Representatives supporting WHD 2021 on 03 March 2021. The resolution expressed support for the goals and ideals of WHD 2021. HLAA worked closely with The American Speech-Language-Hearing Association (ASHA) on all marketing and publicity efforts.

Lamar University/Lilian Felipe - Organized presentations about Understanding how the auditory system works, The Importance of Hearing for Communication and Life, Protecting the Auditory System and Preventing Hearing Loss, and How can I have access to audiology evaluation (screening and routine evaluations). There was also a special moment opened for the community to ask questions from the professionals. The event was published by the University's own press.

Long Island Au.D. Consortium SAA - Organized a local paint night and library presentation to discuss the importance of detection and intervention of hearing problems.

Loop - Organized a sweepstake where consumers entered to win a pair of limited-edition earplugs. About 50 consumers won a pair of the company's products. This was created to help redefine the implications of wearing earplugs and build awareness on hearing loss and complications.

Nsslha Lehman College Chapter - Held a local event, creating an online event to inform peers and families about loud noise exposure, along with basic tips for hearing protection, and the resources to get a hearing test done.





The Hearing Journal - Hosted its 4th annual #HearingChat to promote this year's theme "Hearing Care for All". The chat featured 2 guests in a Q&A session on hearing care. Over 14,000 people were reached though this activity. The #HearingChat 2021 special guests were the managing director of Ida Institute, and the head of Audiological Science at the National Acoustic Laboratories (NAL), Sydney, Australia.

The House Institute Foundation - Held a live streamed Ask Me Anything Event, that began by introducing the World Report on Hearing with its key takeaways, and then launched into a Q&A session with two neurologists. The event was reposted on social media and the internet and has so had 200 views.

University of Nebraska - Lincoln - Launched the World Report on Hearing, with Faculty and students working together, cleaning, repairing, and verifying hearing aids that will be sent to and used in Nicaragua. Activities were posted on the social media platform page.

University of Toledo National Student Speech-Language-Hearing Association - Held a local event where 40 people attended and where 10 people undertook public hearing screenings.











Venezuela (Bolivarian Republic of)

Postgrado de Foniatría Hospital Universitario Dr. Luís Razetti - Held a Hearing Screening Day in conjunction with educational talks on the care and importance of hearing health in two health centers in the northern zone of the Anzoátegui State in Venezuela. There was media coverage from a radio station to promote the hearing screening activity. Through this event, 150 were reached and more than 30 screened and tested.



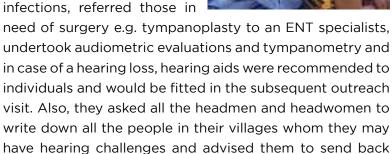




University Teaching Hospital - Organized various activities on WHD 2021 in Mungule palace, a village setup. The activity was held with 40 headmen and headwomen in attendance with the message "Eliminating stigmatization against hearing loss". They screened all the people who attended the event. In addition, they did otoscopy examination, syringed those with compact ear wax, prescribed

medication for those with ear infections, referred those in

the list for a future outreach.









Beit Cure Hospital - Held a workshop titled "The role of Media in raising awareness for Hearing Loss". They invited media personnel from television networks, newsroom, radio stations and newspaper media outlets. The idea behind the workshop was to raise awareness in hearing loss and invite the media to partner with them in promoting healthy hearing in communities. The workshop consisted of presentations on messages around promoting healthy hearing, stigmatization against hearing loss and ended with a brain storming session on exploring roles that media could play in raising awareness for hearing loss in Zambia.







Audiomax Pvt Ltd - Organized different WHD 2021 activities from the 01 to 05 March, reaching over 5,000 people, with radio and national television covering the event, social media live streaming and an online concert, championed by local musicians and celebrities supporting the cause. All events were focusing on the day's theme screen: Rehabilitate and Communicate. Representatives from the Ministry of Health and Child Welfare attended the event and gave speeches and interviews.

Wiz Ear Trust - Held a national event, reaching over 4,000 people, with representatives from the Ministry of Health and Child Care taking part in the commemoration. They were also interviewed regarding WHD2021 and presented their position as the Parent Ministry.









Also, attending was an ITC officer with the Ministry of Transport. His message to the nation, as part of the deaf community, was not to hide children with hearing loss but to seek ways to rehabilitate them into society so they grow up to be independent.

The event was covered by radio and national television, social media live streaming event, and a virtual music show.

MultinationalOrganizations





■ CBM Christoffel-Blinden mission Christian Blind Mission e.V.

Reached hundreds through websites and social media. The event brought together members of the German CDU Parliamentary Group in an online meeting participated by numerous WHO representatives. Key issues were discussed such as awareness to increase EHC audibility; CBM's work around the world; Small Grants funding; WHO's social media "Hearathon", fundraising support; WHD information on German media; a parliamentary group session co-led by CBM, WHO-EURO/HQ & EHIMA, and the publication at Welt-Sighten of "My Name is Sally".

Coalition for Global Hearing Health

Undertook web-based and social media outreach. The organization also collaborated with WHO and CBM for the Small Grants Scheme.

Deaf Kidz International

Our audiology teams in Zambia carried out awareness, screening and remote hearing aid fittings in local schools and communities, to raise awareness of ear and hearing care and the importance of early identification. This was part of our wider 3-year ear and hearing care project in Zambia, funded by Jersey Overseas Aid in collaboration with the Zambia Ministry of Health. The team at University Teaching Hospital in Lusaka travelled to Kotaba Health Centre and screened people for hearing loss, fitting people with hearing aids, and the team at Arthur Davison Children's Hospital in Ndola visited Kabwate School, and screened children for hearing loss.

EURO-CIU European Association of Cochlear Implant Users -

Celebrated WHD 2021 between 25 February (International Cochlear Implant Day) and 03 March. All the events were online, with webinars, meetings, reaching out to influencers. Videos were produced with Cochlear Implant Users as well as videos to encourage hearing care. The events were championed by an actor, who discussed WHD through his social media platform, reaching out to more than 154.000 people. Since there are 31 members from 23 countries several translations of posters were undertaken. There was wide media and social media platform coverage, including posting on the EURO-CIU website.





European associations of Hard of Hearing People (EFHOH), European Cochlear Implant Users (Euro-CIU), European Association of Hearing Aid Professionals (AEA) and European Hearing Instruments Manufacturers Association (EHIMA) - Organized a virtual lunch debate on "HEARING CARE FOR ALL" in the European Parliament in Brussels, to celebrate WHD. It was hosted by a Member of the European Parliament "HEARING CARE FOR ALL" The material was translated into multiple languages. Policymakers within the European Union Parliament attended, as did staff members of National Health Insurances, National Prevention Organizations, and Environmental safety organizations.

■ GPODHH - Global Coalition of Parents of Children who are Deaf or Hard of Hearing - Held a webinar, reaching 8,500 people, on Universal Newborn Hearing Screening (UNHS) and Launch of the World Report on Hearing on 26 February 2021, attended by parents, professionals and others from 17 countries. The messages were further percolated in different countries by the attending members at the webinar. There was constant update on social media, with organization of a Hearathon and with the WHF change maker. Social media helped reach thousands of people across the world with messages of WHD 2021 and the World Report on Hearing.

A press brief was released in collaboration with FEPEDA - European Federation of Parents of Hearing-Impaired Children.

- Hear the World Foundation and Sonova AG Organized a campaign on Sonova channels and on the ambassadors' social media channels, reaching more than 10,000 people. The campaign was covered by the press, and it was championed by a number of influential people.
- Ida Institute The Institute organized a social media campaign using the WHO's infographics, interviews, and key facts about hearing loss. The campaign reached more than 50,000 people.





- International Association of Communication Sciences and Disorders (IALP) Organized an international conference on audiological topics in communication sciences with prominent speakers. Different topics such as newborn hearing screening for newborns, programmes screening for congenital CMV infection and associated hearing loss, and auditory problems were discussed during this conference. 35 people were reached through this event and there was media coverage in the local press.
- International Commission for Acoustics Posted a message from the WHO on the International Year of Sound website as the top story for March.
- International Federation of Hard of Hearing Young People (IFHOHYP) Held an online webinar called "Remembering, Reimagining, Rebuilding: Life after late deafness", for late-deafened people or who know someone with the condition. The IFHOHYP hosted this webinar to address the needs of this community.
- Union of the European Phoniatricians (UEP) Organized a webinar on audiological topics from the Hearing Committee of the UEP, which reached 45 people. Speakers talked about screening for congenital CMV infection and associated hearing loss, a global survey on newborn hearing screening, hearing aids and implantable devices in Pedaudiology, and ototoxicity. Also, there was media coverage in the local press.
- World Federation of the Deaf Published press releases on their website and social media, reaching out to deaf people globally and others, with videos in sign language describing the World Report on Hearing and the key messages.
- World Wide Hearing Foundation International Created an animation video for WHD 2021, which was translated into three languages. The video was promoted on social media and on the foundation's website, reaching nearly 30,000 people.



