DON'T LET HEARING LOSS LIMIT YOU

TOOLKIT

for

WORLD HEARING DAY 2020

Hearing for life

World Health Organization

Table of Contents

THE TOOLKIT 1

Introduction 1

BACKGROUND 2

Why World Hearing Day matters? 2

What is World Hearing Day and what is it trying to achieve? 2

Why 3 March? 2

GETTING STARTED 3

PHASE I: PREPARATION 3

Assemble your team 3

Familiarize with WHO World Hearing Day theme and materials 3

PHASE II: PLAN WHAT CAN YOU DO 5

Set your objectives, what do you want to achieve 5

Identify your target audience 5

Brainstorming session 6

Prioritizing your ideas 8

PHASE III: IMPLEMENTATION 9

Promoting your event 9

PHASE IV:EVALUATE AND REPORT 10

Contact us 11

ANNEX 1 World Hearing Day 2020 announcement 12

ANNEX 2 Adapting World Hearing Day materials 12

ANNEX 3 hearWHO 12

ANNEX 4 Format for reporting activities 12

ANNEX 5: Photo consent form 12

THE TOOLKIT

Introduction

This toolkit provides a basic and practical framework for any person or organization interested in observing the World Hearing Day to raise awareness and promote ear and hearing care (EHC) at a national and community levels across the world.

The toolkit is a resource for those working in the field of ear and hearing care. It has been prepared to provide **you** with the World Hearing Day branding and key messages and introduce you to the resources for the development of your campaign. Use it to get involved with World Hearing Day and encourage others to join the global campaign. By uniting our efforts, we can help make ear and hearing care a worldwide priority issue.

Ear and hearing care stakeholders may have different needs when it comes to designing World Hearing Day campaigns, their target audiences, country context and requirements will vary. However, the recommendations in this toolkit assume the campaign team has:

- a dedicated budget (even if limited);
- adequate time to plan and execute the effort;
- basic knowledge of ear and hearing care.

The toolkit suggests a campaign development cycle organized in four phases**: preparation; planning; implementation; evaluation and reporting.**

The toolkit is based mainly on the experience of previous World Hearing Day activities. These tips will help your organization to plan and implement your campaign event/activities. Use the ideas below to tailor your plans towards the needs of your community. The examples presented should not be interpreted as “textbook recommendations” but rather as ideas for activities and events.

World Hearing Day relies on the actions of all stakeholders to engage others locally to raise awareness on ear and hearing care; consequences of unaddressed hearing loss; the importance of early identification of and interventions for hearing loss. This day gives us a unique opportunity to have a bigger impact by uniting our efforts.

WHO invites you to **get involved** and be part of this growing global campaign.

BACKGROUND

Why World Hearing Day matters?

Approximately 466 million people live with disabling hearing loss. An overwhelming majority of them reside in low- and middle-income countries and commonly lack access to required services and interventions. Unaddressed hearing loss is the leading cause of morbidity and poses an annual cost of $750 billion globally.

It is expected that the prevalence of hearing loss will rise considerably in coming decades due to changing population demographics, increasing exposure to risk factors such as recreational noise, as well as persistence of untreated ear conditions such as otitis media.

Many of the causes that lead to hearing loss are preventable. In children, 60% of hearing loss can be prevented through public health strategies. Those who have hearing loss can greatly benefit from timely and appropriate interventions. Effective implementation of proven strategies to prevent hearing loss and rehabilitation of those with irreversible impairments require a number of public health measures to be put in place, including the integration of high quality, comprehensive ear and hearing care services into national health systems.

Hearing care and hearing loss were highlighted as a public health issue with the adoption of the resolution (WHA70.13) on prevention of deafness and hearing loss during the World Health Assembly in 2017. This resolution calls upon WHO and its Member States to **undertake advocacy through World Hearing Day on 3 March**.

What is World Hearing Day and what is it trying to achieve?

World Hearing Day is the largest global awareness campaign on ear and hearing care **that calls for action to address hearing loss.**

World Hearing Day aims to:

- **Promote public health actions** for ear and hearing care.
- **Stimulate intersectoral partnership** for ear and hearing care.
- **Raise awareness on hearing loss and care** at a national and community levels across the world.
- **Encourage behavior change** towards healthy EHC practices.

Why 3 March?

3.3 resembles the shape of the two ears

World Hearing Day is the ideal opportunity to spread the word **and raise the profile of ear and hearing care** in people's mind, in the world's media and on the **global health agenda.**

GETTING STARTED

PHASE I: PREPARATION

Assemble your team

The campaign team usually consists of two main groups:

- a core team led by those involved in developing the campaign activities
- implementation team

The **core team** should include a leader, an ear and hearing care expert, and an expert in marketing/communication where possible.

The **implementation team** should include representatives of the organizing body as well as communities, and audiences you are trying to reach.

Consider partnering with like-minded organizations, departments, civil society, and government to maximize the reach of World Hearing Day messages. Look for organizations with interest in related fields such as education, labour, health of older adults, maternal and child health.

Familiarize with WHO World Hearing Day theme and materials

Each year, WHO develops the theme and key messages and information materials, which are then shared widely through WHO's regional and country offices and their partners. These are used and often adapted by partners across the world to undertake activities on and around the day. All the materials are made available in the six UN languages (Arabic, Chinese, English, French, Spanish and Russian).

Materials commonly include:

a. Announcement of the theme
b. Posters, banners, and Infographics
c. Social media assets (images, videos, official hashtags, suggested tweets, Facebook and Instagram posts)
d. Media release
e. Asset files to produce promotional materials (e.g. T-shirts, caps, and/or tote bags)

We appreciate that your organization may have different needs and priorities and we greatly encourage you to incorporate the day and the theme into existing outreach programmes. We also welcome you to adapt the materials or create your own campaigns which are in line with your specific area(s) of focus.

- The WHO World Hearing Day website, http://www.who.int/deafness/world-hearing-day/en/, is your go-to place to find all the campaign resources.
- Each year the theme for next year is announced in early November and an announcement is posted online.

- Other materials are released in early February and made available online.
- Editable versions of these materials are made available on demand.
- Make sure to visit the website regularly for the latest information and share the link with others to help the reach of messages.
- We encourage you to adapt the materials to your local needs.

When adapting materials developed by WHO please **replace WHO logo with your logo**

THEMES

2013 Healthy Hearing, Happy Life- Hearing Health care for Ageing People
2014 Ear care can avoid hearing loss
2015 Make Listening Safe
2016 Children Hearing Loss. Act now, here is how
2017 Action or Hearing Loss. Make a Sound Investment
2018 Hear the Future…and prepare for it
2020 ***Don't let hearing loss limit you*. Hearing for life.**

PHASE II: PLAN WHAT CAN YOU DO

Set your objectives, what do you want to achieve

Setting SMART campaigns objectives increases the likelihood of success and help guide the decision-making process during implementation.

SMART objectives are:

SPECIFIC: What exactly do you want to achieve?

MEASURABLE: Can your campaign's event/activity be measured? Do you have the ability to measure it? (For your objective to be measurable, you should be able to refer to a pre-event/activity and post-event/activity situation).

ACHIEVABLE: Do you have the resources needed to achieve your goal? Will this event reach your target audience?

RELEVANT: is this relevant to your target audience?

TIME BOUND: is this practical and achievable within the given timeframe?

Identify your target audience

Identifying an audience or audiences for World Hearing Day is not complex. You may have primary, secondary and tertiary audiences depending on the focus of your organization. You know your community best, and you know what messages it most needs to hear.

Primary audience should be stakeholders who can directly make an impact and have the power to enact change.
Secondary audiences have the power to influence your primary audience and may be influential in building public support and awareness. These include Ministry officials, local and state government decision makers, media personalities, key opinion leaders, religious leaders, celebrities, NGOs.
While considering the target for your campaign, it may be useful to segment the population based on the following characteristics:

- **Age:** adolescents, adult, older adults.
- **Setting:** school, university, clinic, community, hospital (especially if you are having funding issues- excellent opportunity to showcase the value of your Audiology/ENT department to the organization.
- **Professional groups**: teachers; nurses; doctors; and other allied professionals.
- **Those at higher risk:** exposure to loud noise either recreational or occupational; children at risk of ear infections; parents of young children and others.

Targeted messages make people reflect on what they think, feel, and do. WHO provides World Hearing Day key messages annually. When selecting your audience keep in mind the following questions:
What do you want your target audience to **know**?

- What do you want your target audience to **think**?
- What do you want your target audience to **feel**?
- What do you want your target audience to **do**?

Brainstorming session

Before you start a brainstorming session, review WHO's World Hearing Day theme and research what's happening.

Key principles of brainstorming:

- Write down ALL your ideas/suggestions no matter how impossible or strange they may sound (If you are working in a team, you may wish to appoint a scribe for the session)
- Be respectful of ALL ideas from your team
- Build on the ideas given and be as creative as you can be!

<table>
<tr><th colspan="4">DETERMINE</th></tr>
<tr><td>WHAT</td><td>type of events/activities are appropriate to promote World Hearing Day for your target audience and to achieve the objectives of your campaign? (see ideas for events)</td><td>WHEN</td><td>would you like to host your World Hearing Day event/activity? 3 March
Decide if you would have a:
• Day event
• Week-long event

Time of the event: morning/Afternoon/Evening (e.g., address the school assembly in the morning)</td></tr>
<tr><td>WHO</td><td>should be involved in planning and implementation of the event/activities? (This depends on what events/activities are planned by your organization.)
Potential Partnerships may include:
• Teachers
• Nurses
• Doctors
• Disability Group
• Aged care facility
• Universities
• Local leaders
• Residents associations
• Local NGOs/welfare groups
Consider how local media can help you reach your target audience.</td><td>HOW</td><td>will you be able to carry out the planned activities? What are the resources required for it?</td></tr>
<tr><td>WHERE</td><td>Can you hold this event?
Potential venues may include:
• Local schools and universities
• Staff room
• local library
• Patient waiting rooms in the hospital
• Shopping Centre
• Train station
• Community Halls, temples, mosques, churches</td><td colspan="2">It is important that the venue is safe and can accommodate the numbers you are expecting if held in a community hall. Good lighting, a power source, seating, easily accessible are some of the things you would need to consider in this part. Make sure that people with hearing loss are included. If they have need for sign language or captioning: ensure that these are provided</td></tr>
</table>

IDEAS FOR BRAINSTORMING MARK THE DAY

Hold a public meeting to talk about the consequences of unaddressed hearing loss.

Hold a cultural event with champions / speakers who can call attention to hearing care.

Offer free hearing screening at a special event. Offer incentives to attend. Ask a local celebrity to check their hearing.

Organize a health event to educate people about ear and hearing care and hearing loss.

Honour a deaf or hard of hearing champion.

Set up a stall or stand in your reception area, recreation centre, local shopping centre, local school, and child care centre or community event.

Deliver a talk on safe listening or hearing care to children at a local school.

Host a screening day at school, clinic, hospital, university, churches including staff.

Identify a noisy factory or business in your region and offer to put up posters on the importance of protecting ones hearing and regular hearing checks.

Set up a table at the local shopping centre, have posters, make a banner, and give out information brochures to shoppers.

Host a concert / sport event and disseminate WHO awareness raising and advocacy materials.

Organize ear and hearing care training sessions for health care providers.

Invite local celebrities to be champions for your campaign.

Submit an editorial or letter on local needs to your newspaper.

Encourage radio stations to air public service announcements.

Encourage your newspaper or schools to sponsor essays and painting exhibitions or other competitions.

Hold a news conference with local officials to raise public awareness on ear and hearing care.

Invite a policy maker to take a hearing checked using hearWHO app.

Invite a policy maker / decision-maker to events.

Use World Hearing Day to launch any initiative in EHC.

Honour a local leader or organization for their work in the field of hearing care.

Invite local officials to visit a local service organization.

Ask your mayor or councilor to send a letter/memorandum to all employees about the day, informing them about good hearing care practices.

…and much more!

Prioritizing your ideas

Now you will need to critically evaluate the ideas, venues, resources, target groups and make a decision on which idea/s you would like to implement. Some of the criteria you may want to use to evaluate your ideas are suggested below.

Is the idea:

- relevant to the needs of your community? For example, if there is a high prevalence of otitis media in your community then you may want to choose an idea that addresses this need;
- cost effective and able to be completed with the available funding, resources and time frame?
- culturally sensitive, and appropriate for the target group selected?
- Suitable for reaching the greatest number of people in your community?

After you have evaluated all the ideas from your brainstorming session, you can now rank the ideas and finally select the one or two you wish to implement.

PHASE III: IMPLEMENTATION

A link for registration is provided on the WHO website each year.

Promoting your event

Register your event on WHO's World Hearing Day website. Let us know about your activities and find out what others are doing to celebrate World Hearing Day. This is a great way of promoting your hard work and inspiring others to get involved.

When organizing a World Hearing Day event:

- Please use the materials developed by WHO in your communications to unify your efforts with the rest of the world and gain the most visibility. Remember if you adapt WHO materials, **remove WHO logo and replace it with your logo**.
- If you have to offer hearing checks in the community, you can use hearWHO***pro*** app to check hearing during your event. Make arrangements so that those requiring detailed assessment are properly guided and referred.
- Ask local media to report on the impact of unaddressed hearing loss. Make yourself or other experts available to speak on local radio or TV shows.
- Issue a media advisory and press release to encourage coverage of your event. Publicize your event to community calendars, on TV, and through community centres, and neighborhood markets.
- Add event information to your website, social network sites, your newsletter and other platforms.
- If your hospital or institution has a newsletter, website, Facebook, Twitter account use this to publicize the upcoming event.
- Contact prominent members of the community e.g., religious leaders (including traditional healers) and give them information. They are an excellent starting point since they come in to contact with large numbers of people on a daily basis.
- Take photos of the event and submit a write up for your local professional organization, hospital newsletter.
- Share the event and its success on social media sites (Facebook, Twitter, LinkedIn). They are free to use and are a powerful tool for marketing (if used correctly). While tweeting, use the following hashtags: **#worldhearingday #hearingcare and #safelistening.**
- Share a report and photographs with WHO (see annex 4 and 5).

When taking photographs at the WHD event, also take permission from the subjects to use those photos in advocacy materials, reports and online (see annex 5).

PHASE IV: EVALUATE AND REPORT

World Hearing Day campaigns should always be evaluated. Evaluation should be included from the beginning of the project by assigning it a budget line and timeframe. Evaluation involves measuring what happened as result of the campaign and should answer the question: did the campaign achieve the expected objectives?

The campaign can be evaluated at different levels. To plan the post-campaign evaluation of your campaign you should answer the following questions:
What are the objectives of the evaluation proposed and who will use the information gathered and how? For example, you might have to do an evaluation to fulfil a grant requirement; to improve upon the next campaign; to obtain continued or increased funding; or to help decide how to prioritize and allocate resources in future.

What do you want to measure – for example, inputs, outputs, outcomes or return on investment?
How will you conduct the evaluation?

INPUTS	OUTPUTS	OUTCOMES	IMPACT
Resources allocated to the campaign or programme	Programme activities conducted to influence audiences to perform a desired behaviour	Audience response to activities	Indicators that show levels of impact on the issue focused on in the campaign
• Money • Staff time • Volunteer hours • Existing materials used • Distribution channels utilized • Existing partner contributions	• Number of materials disseminated, calls made, events held, websites created, social media tactics employed • Numbers reached by social media • Reach and frequency of communications • Free media coverage • Paid media impression and cost per impression • Implementation of programme elements (e.g. whether on time, on budget) • Policy dialogues held	• Changes in knowledge • Increase in awareness • Number of people that received care/devices/ or were referred • New partnerships created • Initiatives launched • Policies developed	• Changes in behaviour • Return on investment • Policy implementation • Changes in beliefs

Adapted from: Lee NR, Kotler P Social Marketing. Influencing behaviours for good, fourth Edition. Sage Publications; 2011; 397

If possible always conduct a quick survey of the attendees to your events. The survey could either be done verbally at the end of your talk or written.

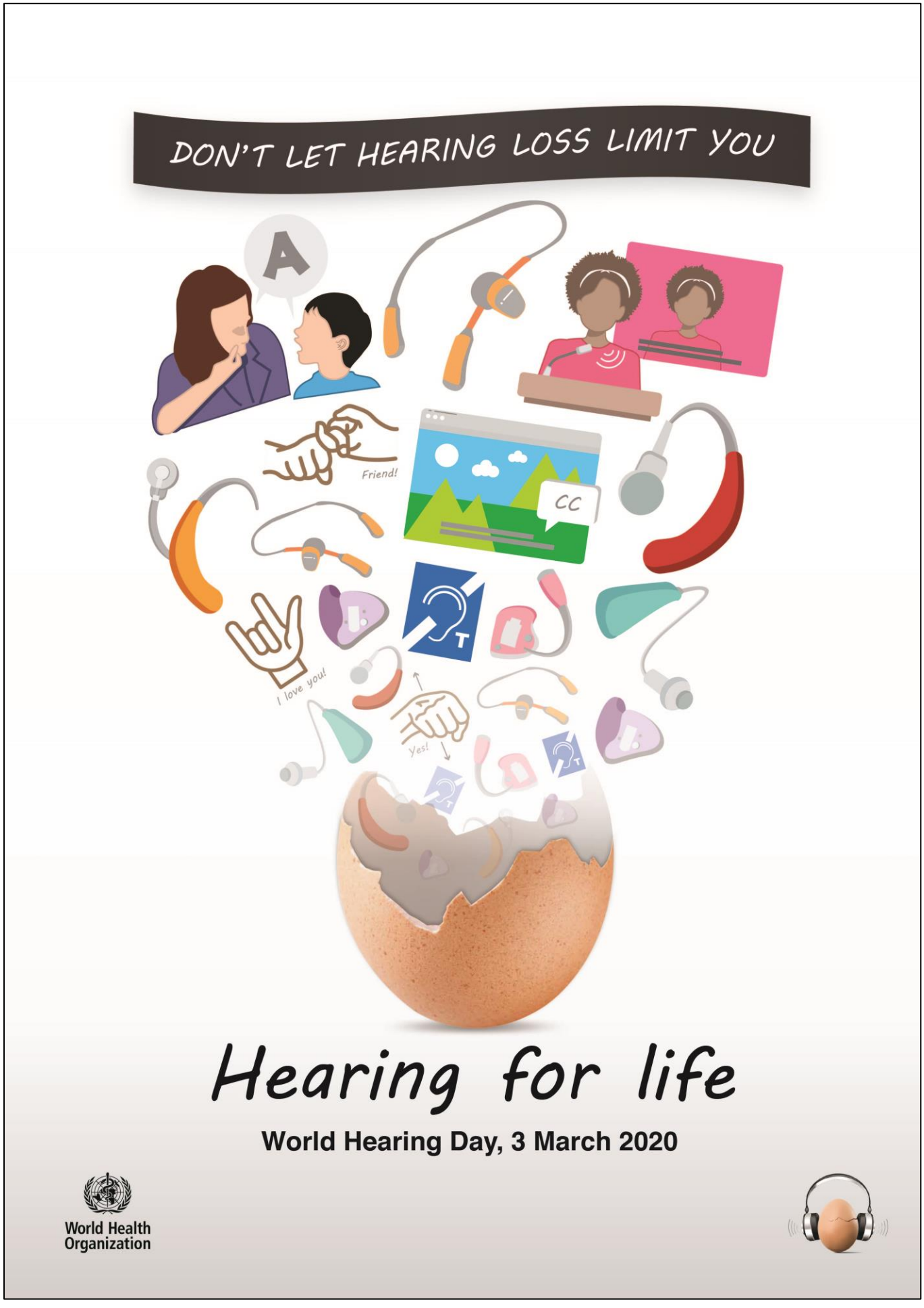
Ask people to rate if they found the information useful or not, what they would like to learn more about in the future.

Contact us

We hope this toolkit provide you with the resources and guidance you need to organize World Hearing Day in your country. We wish you every success! Please remember to keep us informed of all your plans and activities.

If you need any further support or information, please contact us: whf@who.int

ANNEX 1 World Hearing Day 2020 announcement

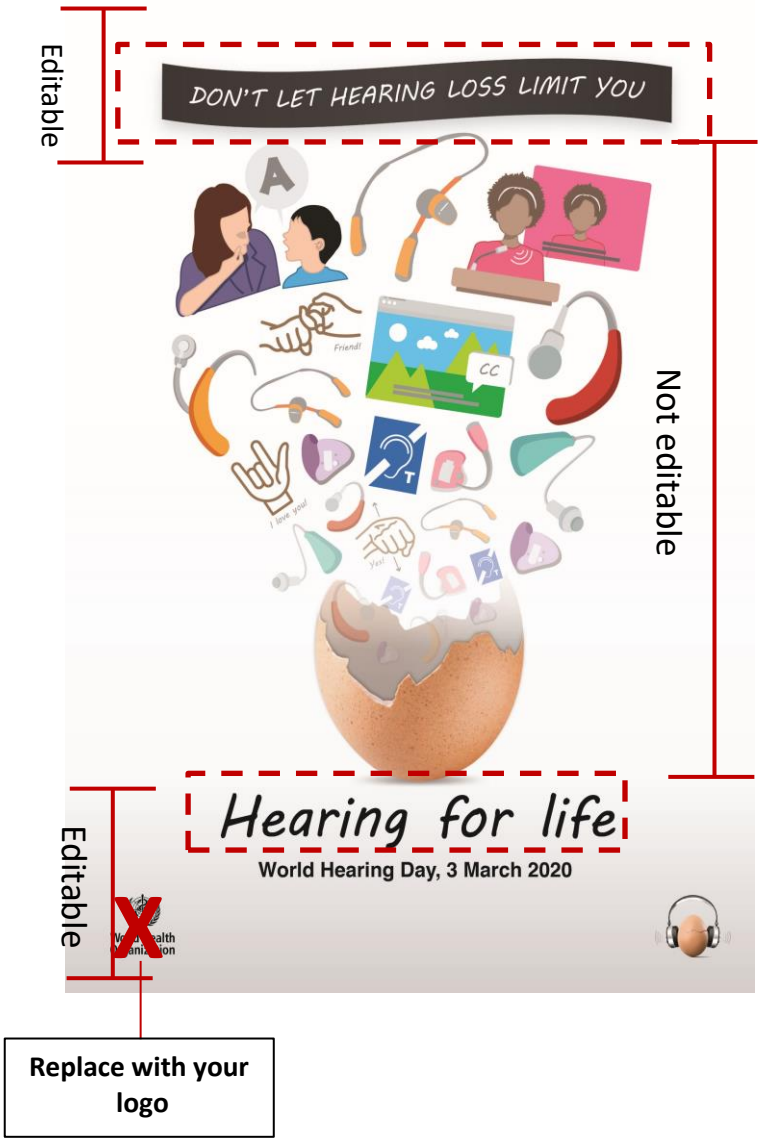


ANNEX 2 Adapting World Hearing Day materials

World Hearing Day 2020

Campaign materials

On World Hearing Day 2020, WHO will highlight that timely and effective interventions can ensure that people with hearing loss are able to achieve their full potential. It will draw attention to the options available in this respect. We invite you to adopt this theme for the campaign you are planning for 3 March 2020 and to develop messages or calls to action that are relevant to your audience and aligned with this global theme. For this year WHO will launch the Basic Ear and Hearing Care Resource, which can be promoted with this material. If this is not relevant to your event, you can use this material to promote your own event by adapting the text



If you want to adapt the materials for local/national use

Use the editable files that are available for you to modify and to promote your own activities or event with what, when, where and how.
The editable files of the announcement are available for you to modify and to promote your event. Please download them from the Dropbox link: https://bit.ly/2Pcrofe
In addition, you can: add your own organization's logo and website. Use already translated text in the six official UN languages.
We recommend you use the same/similar font colours in your version

Don 't forget!

- Register your event on the WHD 2020 webpage
- Take photos of WHD events and campaigns, share it with us and with local professional organizations
- Use #hashtaghs:
  #WorldHearingDay
  #hearingcare
  #safelistening

Please note the WHO logo should not appear in adapted materials

For more information
Visit: https://www.who.int/activities/celebrating--world--hearing--day
Contact Dr Shelly Chadha chadhas@who.int / Dr Karen Reyes reyesk@who.int

World Health Organization

ANNEX 3 hearWHO

WHO developed a mobile application for hearing screening based on digits-in-noise technology, as part of its efforts to raise awareness and increase access to hearing care. The app **hearWHO** was launched on World Hearing Day 2019.

In case of hearing loss, early identification is the key to effective rehabilitation. To ensure that hearing loss is picked up at the earliest, all people should check their hearing from time to time, especially those who are at a higher risk of hearing loss (e.g. those listening to music, working in noisy places, experiencing ear problems, adults above 50 years).

hearWHO based on the digits-in-noise technology that mimics everyday speech-in-noise environments and is a sensitive and validated tool for hearing loss detection.
With the use of this app, a hearing check could be undertaken by individuals themselves or administered by health workers. Health workers can use hearWHO***pro*** to offer hearing checks in the community.

The aims of the app are to:

- encourage people to check their hearing regularly and practice safe listening.
- raise awareness about importance of hearing and ease of hearing assessment.
- serve as a tool for pre-screening of individuals in community setting, especially older adults.
- determine the need of an individual for having a formal hearing test.

Target audience

The primary target audience are

- all adults, especially those commonly listening to loud music over the personal audio devices.
- health workers providing health care in primary/community settings

App features:

- Based on the validated digits-in-noise technology
- User-friendly interface
- Available on android and iOS platforms
- Automated test and interpretation
- Provide information on hearing loss, hearing care, hearing test
- Assess the background noise level and indicate when the environment is too noisy for the test to be reliable.
- Display the user's results and will allow for personalized hearing health tracking
- Provide the anonymized test results to a secure back-end for reporting
- Will be available in the 6 UN languages
- Validated for accurate testing across smartphones regardless of different headphone or earphone types.
- hearWHO***pro*** includes a feature for saving and downloading multiple results.

ANNEX 4 Format for reporting activities

World Hearing Day 2020

Don't let hearing loss limit you. Hearing for life!

Format for **reporting activities** held on World Hearing Day 2020

At what level were the activities organized?

a. National
b. State: Name_____
c. Province: Name_____
d. District: Name_____
e. Village: Name_____
f. Other_____-

Which agency led the organization of activities in the country? Check all that apply.

a. Professional body: Name_____
b. NGO: Name_____
c. WHO
d. Other:_____

Did you have governmental collaboration?

a. Yes
b. No

If yes, check all that apply

a. Presidential cabinet
b. Ministry of Health
c. Ministry of Education
d. Ministry of Work
e. Ministry of Environment
f. Town Hall
g. Other_____

How did they collaborate? Check all that apply

a. Economic support
b. Help for organization of the activity
c. Announce and promote the activity
d. Other_____

Did the highest authority of the governmental entity that collaborated attended the activity?

a. Yes
b. No

Did the any authority of the governmental entity that collaborated attended the activity?

a. Yes: Position_____
b. No

What was the nature of the activities? Check all that apply

a. Advocacy
b. Screening
c. Service provision
d. Community awareness sessions
e. Other:_____

Was there media coverage of the activity?

a. Yes
b. No

If yes, what kind of media? Check all that apply

a. Press
b. TV
c. Radio
d. Social networks
e. Other:_____

How many persons were involved in the conduct of activities?

How many persons were reached through the activities?

Duration of activities?

a. 1 day
b. 1 week
c. 1 month
d. Other:_____

Please give a brief description of activities (up to 500 words)

Were the WHO materials used during the activities?

a. Yes
b. No

If Yes what materials were used? Check all that apply.

a. Announcement
b. Posters
c. Infographic
d. Flyer
e. Banners
f. Assets
g. Social media material
h. Power point presentation

Did you translated or made edits to WHO materials?

a. Yes
b. No

If yes, into which language was translated to:_____

How useful were the WHO materials?

a. Do not use them
b. Very useful
c. Useful
d. Something useful
e. Unhelpful

Suggestions for future?

ANNEX 5: Photo consent form

World Health Organization

DECLARATION OF CONSENT

I, the undersigned, hereby consent to the use of my name, likeness, biography, picture and clinical details related to my person, in photographs made for the World Health Organization (WHO), as well as in publicity concerning the same. I understand that my name will not necessarily appear in connection with the photographs.

I declare being a major (above the legal age of consent) and that I have the full legal power and authority to make this declaration of consent. In the event that I am a minor (below the legal age of consent), this declaration of consent is made by the entitled parent or guardian.

I acknowledge that I will not be entitled to receive any payment in consideration for the use of my name, likeness, biography, picture and clinical details related to my person, in the photographs pursuant to this declaration of consent.

I furthermore acknowledge that all rights to the aforesaid photographs are vested in WHO, which for the duration of the applicable rights, shall have the unrestricted, sub-licensable and world-wide right to use my name, likeness, biography and picture in the photographs, and the clinical details related to my person, in any manner whatsoever. The use may include, but is not limited to, editing, duplication, licensing to any third party, distribution in all media of expression now known or later developed including, but not limited, to advocacy materials, publications, films, videos, WHO web site or websites, third party sites such as YouTube, without any obligation on the part of WHO to seek any further authorization from the undersigned.

I understand that I can refuse to sign this consent form. I understand that my consent is voluntary and can be withdrawn by me at any time by contacting WHO, however I understand that my revocation will not apply to images that have already been published under this consent.

I acknowledge that I have read this consent form in its entirety, or it has been read (or translated) to me, and I have had the opportunity to ask questions about it.

Signature:……

Name: .....

Name of Legal Guardian (in the case of minors or people that by law are unable to sign this form):
.....

Date: .....

Place:.....

Witness: .....

Geneva, October 2017