

Supporting the Recognition of World Hearing Day (3 March) as a UN International Day

Advocacy Guidance

February 2026

<https://worldhearingday.org/un-calendar-inclusion/>

1. Purpose of Your Advocacy

- Your role is **not** to negotiate at the United Nations yourself.
- Your role is to **activate decision-makers** and influencers in your country or region so that one or more UN Member States decide to submit (or co-sponsor) a draft resolution to the UN General Assembly proposing World Hearing Day as an official International Day.

The attached booklet already contains:

- The rationale (public health, economic, human rights, SDGs)
- The credibility (WHO, World Hearing Forum, global reach)
- The process (UN General Assembly resolution)

Your task is to put this booklet into the right hands, with a clear and respectful request.

2. Who Should You Contact?

You may approach any national actor who can influence a government's position at the UN, including:

Primary government contacts

- Prime Minister's / Chancellor's Office
- Ministry of Health (Minister, State Secretary, senior civil servants)
- Ministry of Foreign Affairs
- Permanent Mission / Ambassador to the United Nations

- National delegations involved in global health, disability, or SDGs

Secondary / indirect routes

- Parliamentarians with health or disability portfolios
- National public health institutes
- Government advisers on multilateral affairs

Allied organizations (very important)

If you do not have strong government access yourself, you can:

- Share the booklet with national NGOs, professional associations, patient groups, academic institutions, or foundations
- Ask them to forward it to government contacts or formally endorse the initiative
- Encourage coalitions (joint letters carry more weight)

Advocacy is often about who sends the message, not just the message itself.

3. How to Use the Booklet Effectively

When sharing the booklet:

- Always include a short personal message (email or cover letter; an email template is included in the toolkit)
- Clearly state what you are asking for:
 - Support for the initiative
 - Consideration of sponsoring or co-sponsoring a UN General Assembly resolution
- Emphasize that:
 - The initiative is WHF-linked and globally supported
 - The resolution is non-binding, but politically meaningful
 - World Hearing Day is already widely observed worldwide

Avoid overwhelming recipients:

- Do not summarize the entire booklet
- Highlight only 2–3 key arguments (burden, SDGs, return on investment)

4. What Are You Asking Governments to Do?

You are **not** asking for funding or immediate policy reform.

You are asking them to **consider**:

1. Championing the proposal at the UN General Assembly, or
2. Co-sponsoring a resolution led by another Member State, or
3. Engaging in discussions with the World Hearing Day Workstream / WHO.

Even expressed interest is a success. It helps build momentum.

5. Letters Of Support

In the toolkit attached to this guidance are two templates for Letters of Support (People and Governments). Here is what to do with them:

- **Individuals or organisations** can show support for the initiative by providing a Letter of Support to the World Hearing Day Workstream.
 - Use the corresponding Letter of Support, and share it with the World Hearing Day Workstream or on Social Media
- **Governments** can show support for the initiative by providing a Letter of Support to the World Hearing Day Workstream.
 - If you manage to identify a UN member state government that is willing to support the initiative, share the corresponding Letter of Support template with them and kindly request them to submit it to the World Hearing Day Workstream.

6. Tone and Positioning Tips

- Be respectful, concise, and diplomatic
- Frame hearing health as:
 - A public health priority

- A development and inclusion issue
- Directly linked to SDG 3, 4, 8, and 10
- Avoid advocacy jargon; use clear, neutral language
- If you are a WHF member reference your role to establish legitimacy

7. Report Your Activities

- If you shared the booklet with a government- or UN-representative or an allied organisation, please report your activity back to the World Hearing Day Workstream (whdworkstream@gmail.com).
- This allows the Workstream to keep track of all the countries involved and to facilitate cooperation between actors who might have reached out to the same representatives.

8. Email Template

- Please find an email template attached to this guidance, which can be used to reach out to government officials.
- You can use GenAI or online translators to translate the template into your local language. If you require assistance with the translation, please reach out to whdworkstream@gmail.com.

9. Social Media

- Please follow the World Hearing Forum's Social Media Channels on [LinkedIn](#) and [Facebook](#).
- Around World Hearing Day (3 March 2026), the World Hearing Forum will post about the initiative online. Please like and repost these posts.
- If possible, please repost with your own message on why you support the initiative!

10. Website And Petition

For more information on the initiative visit

<https://worldhearingday.org/un-calendar-inclusion/>

The World Hearing Day Workstream is currently working on setting up a petition for the initiative on <https://change.org>. Once it is ready, you will the link to the initiative on the website. Supporting the initiative on change.org is highly appreciated, as it will help showing that the initiative is globally supported.

Thank you for considering supporting this initiative.

If you have any questions, the World Hearing Day Workstream is at your disposal:

whdworkstream@gmail.com