



Дэлхийн Сонгол Хамгаалах Өдөр
3 сарын 3



“ World Hearing Day ”

The World Health Organization (WHO) traditionally declares March 3 as World Hearing Day and organizes a variety of events. In Mongolia, this day is celebrated for the 14th year.

Social information and advertising

Preventive examination and diagnosis

Open day

Training seminar for medical professionals

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World Hearing Day - 2022

The Government of Mongolia, the Otolaryngology Professional Council of the Ministry of Health, Public Hospitals, Private Hospitals and the Otolaryngology Association are working together to celebrate the World Health Organization's World Hearing Day in Mongolia as part of their social responsibility and to protect the public from hearing risk, prevention of hearing loss, encouragement of specialized diagnosis and treatment, charity campaigns, training seminars, etc.

“ REPORT OF "WORLD HEARING DAY" EVENT

Under the motto “To hear for life, listen with care.” on World Hearing Day 2022, we would like to inform the public about prevention of hearing loss and preventive examinations, and other hospitals and media organizations. We have tried to focus on this issue.

Although the Covid-19 epidemic is not over yet, the day needs to be celebrated, The Otolaryngology Professional Council has initiated the work of disseminating cognitive information and advice to the public, providing active guidance to doctors and medical professionals, protecting the hearing health of the target group of children, and preventing risks

Strictly follow all Infectious Disease regulations implemented by the Government of Mongolia and ensure that doctors and specialists are not put at risk. The Otolaryngology Professional Council prepared all handouts, leaflets, and video contents in advance and delivered them to 11 hospitals in the capital city and handed them over to the Otolaryngology Department of each medical institution. We also collaborated online with province doctors. A total of 1,000 printed materials, 20 boards, and 6 video of an average of 180 seconds were prepared



Preventive examination and diagnosis

Preventive examinations were conducted in 26 hospitals in the capital city and 21 hospitals in rural areas. About 2,000 people participated and the public was grateful for the opportunity to receive information and advice from a specialist in person to raise awareness about the importance of hearing protection.

A team of doctors was also organized for the day and provided remote counseling by calling 7034-1111.





Social information and advertising

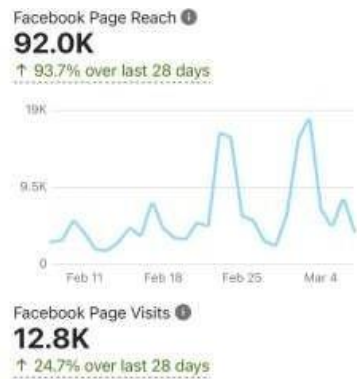
As part of World Hearing Day, Mongolian Otolaryngologists disseminated information to the media about the importance of public awareness and prevention, and provided content through hospital websites and Facebook pages.

Cooperated with leading media organizations such as MNB, Mongol tv, MNC Tv, UBS Tv, C1 Tv, Tv9, Tv5, NTV, NBS, HTv and “Daily news”





In addition, a 180-second curtain promoting World Hearing Day, and a 60-70-second video with a medical advice to prevent hearing loss, were prepared on Facebook. It has about 60,000 views, about 1,000 Lke, and about 600 shared statistics



March 3, 2022, World Hearing Day, was celebrated on Thursday, and the hospitals worked as scheduled to distribute additional information and advice to the public on the importance of Hearing Day. Cognitive information was disseminated about hearing aid and cochlear implant surgery, the importance of prevention, and the structure and function of the auditory organ.



WORLD HEARING DAY - 2023 PLAN

Celebrating World Hearing Day for the 15th year in a row, we plan to:

Social information and advertising:

In collaboration with the media, we will provide video advice and health programs on hearing care

Preventive examination and diagnosis:

Children in the orphanage will be involved, and we will provide free check-ups, counseling and medical check-ups for about 250 children. These children are left behind without parental care. In addition, employees who are at risk of reduced choice of regular telephone contact due to the nature of their social welfare duties, such as ambulance operators, emergency operators, police operators, etc.

Open day:

Hospitals will be involved, and specialists will only provide information and counseling on hearing loss and the importance of monitoring your hearing loss. Provides information about hearing aids

Social responsibility day:

Due to the lack of public events for the hearing impaired, we are partnering with Gegeenten Cinema to present free children's films with subtitles to deaf children and deaf adults, and to distribute information, advice and gifts. This has a positive effect on society and is important in raising public awareness of hearing care

Training seminar for medical professionals:

Organized by the Ministry of Health in cooperation with the Otolaryngology Professional Council, it will include Otolaryngologists to provide them with information and advice on modern treatment, diagnosis and trends in hearing care. The training will be led by Prof. E.Jargalkhuu and M.Zaya.

The cost of celebrating World Hearing Day

	Events	Unit cost	Total cost
1.	Media organization	2.000.000	7.700.000
2.	Open day	1.000.000	
3.	Social responsibility day	1.500.000	
4.	Preventive examination	200.000	
5.	Training seminar for medical professionals	2.000.000	
6.	In handouts	1.500.000	

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listen with care.

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