



## Making A World Record Count In India

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So The World May Hear 

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## Hearing Loss is the 2<sup>nd</sup> most common disability in India

Comprises 19% disabled population

Based on World Health Organization (WHO) estimates, more than 69 million people with hearing loss in the country

5.6 per 1000 children born with congenital hearing loss\*

\* Nagpoornima et al. 2007; Vaid, Shanbhag, Nikam, & Biswas, 2009



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## SHF APPROACH

Think Global, Act Local: The Starkey Hearing Foundation Approach

SIMPLE  
SUSTAINABLE  
SCALABLE

COMMUNITY-BASED


**96%** of our coordinators live in the communities/regions where they work.



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## The Idea of Setting a World Record

- Every year SHF was helping thousands of people with hearing aids and following up as well which, in itself, is unique and exclusive.
- The very thought of helping as many people as possible in a given time frame or in a day paved way for establishing this World Record.
- Among world record agencies Guinness is the most authoritative and respected, therefore we opted for GWR.
- SHF did not stop with making of world record but followed up with all the beneficiaries post two months and six months



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## Planning for a World Record

- We needed partners to help and we found them in...
  - Yashwantrao Chavan Pratishthan (YCP)–
    - reputed secular institution based in Mumbai that is working to better different sections of the society in the areas of Education, Agriculture, Environment, Culture, Information, Law, and Disabilities.
    - PROVIDED SUPPORT FOR LOGISTICS, CANDIDATE TRANSPORT AND HOSPITALITY/REFRESHMENTS
  - Tata Trust–
    - philanthropic organization raises hopes for a promising and sustainable future to millions in the country
    - TATA TRUST PROVIDED FINANCIAL SUPPORT FOR THE MISSION



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## SHF has a very structured Program

- Phase I : Beneficiaries Identification
- Phase II: Fitting of hearing aids – Hearing Mission
- Phase III : Follow up - AfterCare
- SHF wanted to set the record with out compromising the process



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## PHASE 1 – Beneficiaries Identification

- Maharashtra is a state in the western peninsular region of India, this is third largest and second most populous state with 112 million inhabitants.
- Shortlisted 14 out of 36 districts in Maharashtra
- SHF Team travelled 7750 kilometres for hearing screening and taking of ear impressions for custom ear moulds
- The team screened 6319 individuals, 5892 individuals were finalized
- 69.46% children and 30.54% adults



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## PHASE 2 -Setting a World Record!!!

- 4,840 people fit with hearing aids in 8 hours
- 4925 people fit during the entire day



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### PHASE 3 - Making a World Record Count!!!

- All of the people fit were contacted via phone except 226 (4.6% could not contact) during the month following the hearing aid fittings
  - To check on whether they understood how to use their hearing aids
  - To check if they had pain or other problems associated with the hearing aids
  - To ensure that they knew where to go or who to contact if they had problems with the hearing aids in the future
- People will receive batteries, counseling, repairs, and replacement hearing aids through the Aftercare program from the Starkey India team as long as they seek assistance



### Manpower/Volunteer

- Phase 1: 20 volunteers from SHF India and 100 local volunteers from YCP extended support.
- Phase 2: 700+ volunteers participated in Phase II. This group comprised of field workers, educators for the deaf, students of the Nursing college, undergraduate students from Speech and Hearing programs.
- Nearly 100 plus certified audiologists from Pan India agreed to extend their voluntary support for the event.
- 24<sup>th</sup> October 2018 : one-day orientation program for nursing students on volunteering
- 25<sup>th</sup> October 2018 : one-day training program for RCI certified Audiologists and Special educators
- Phase 3: 8 Volunteers completed this activity in five months travelling to all those districts.

The entire team was in Pune till the complete regions were covered as per the SHF protocol.



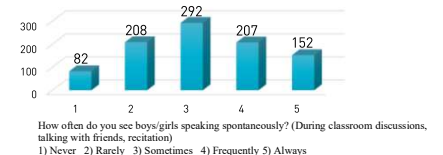
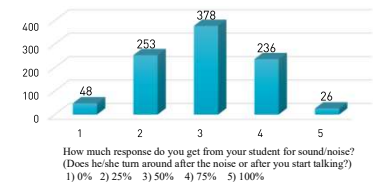
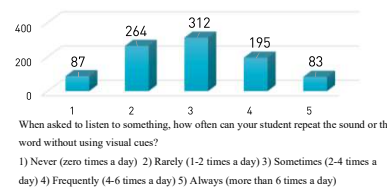
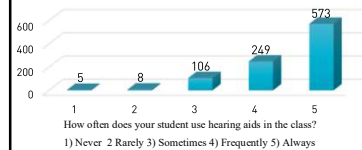
### Measuring Short-Term Outcomes in School Children

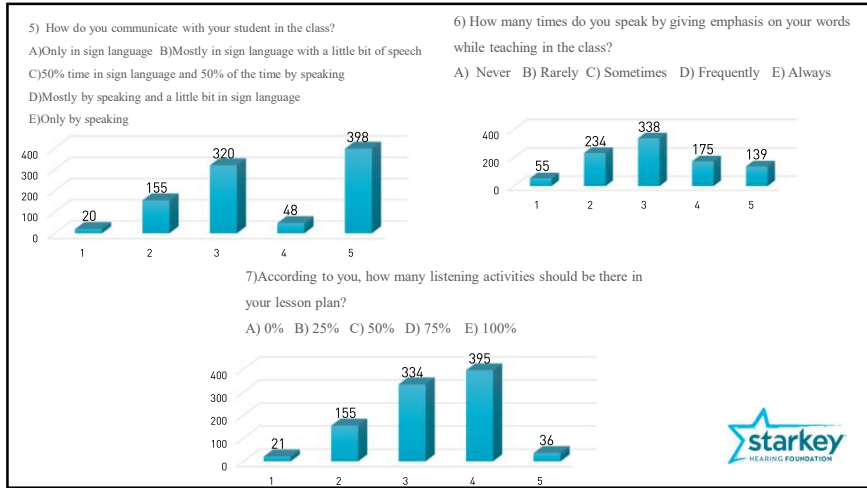
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### Outcome Survey

6 months after fitting: Teachers of children fit with hearing aids completed a questionnaire





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