



Making A World Record Count In India

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So The World May Hear



Hearing Loss is the 2nd 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



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.



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

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**



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

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

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.*
- *24th October 2018 : one-day orientation program for nursing students on volunteering*
- *25th 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.





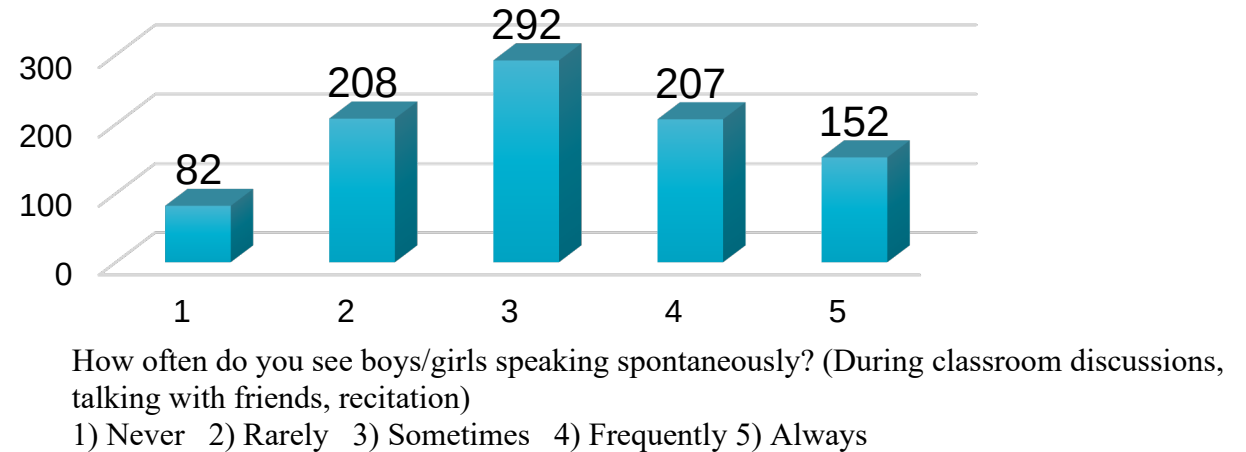
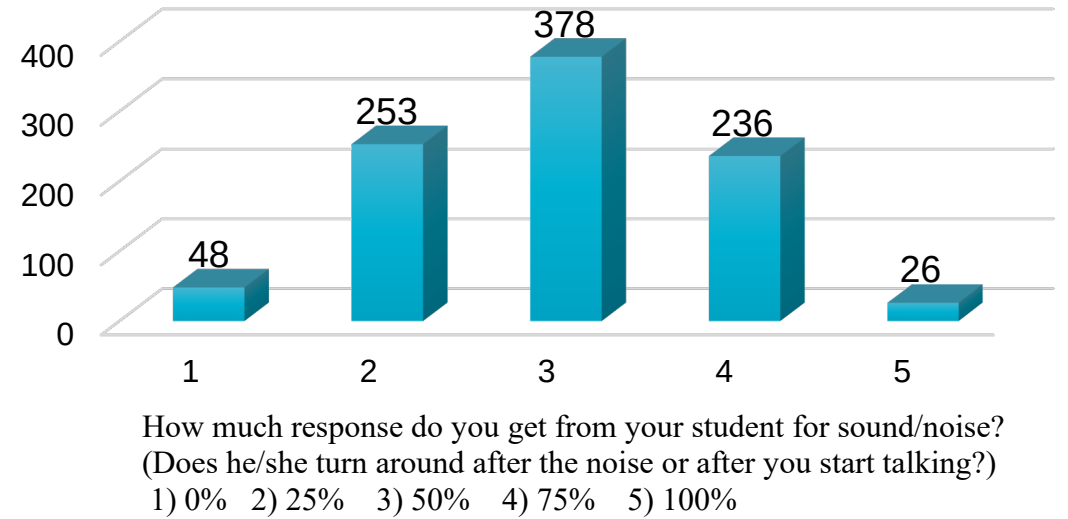
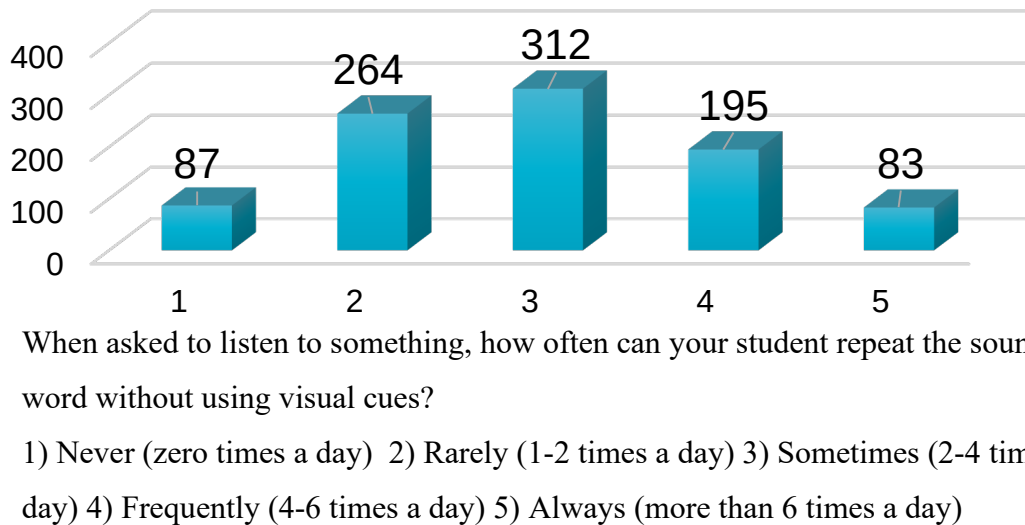
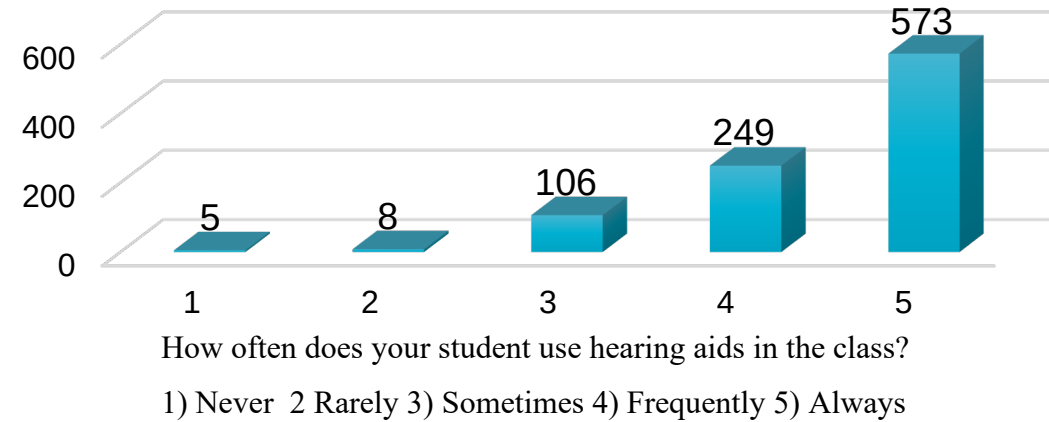
Measuring Short-Term Outcomes in School Children

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Outcome Survey

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



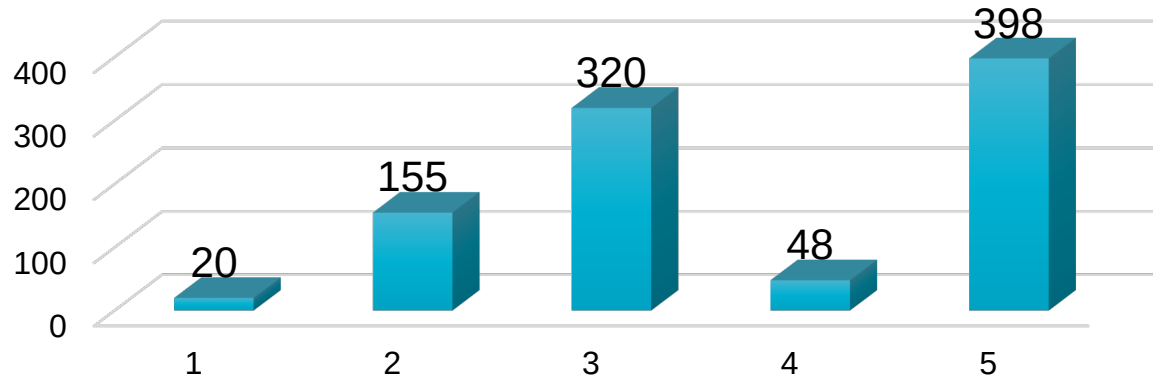
5) How do you communicate with your student in the class?

A) Only in sign language B) Mostly in sign language with a little bit of speech

C) 50% time in sign language and 50% of the time by speaking

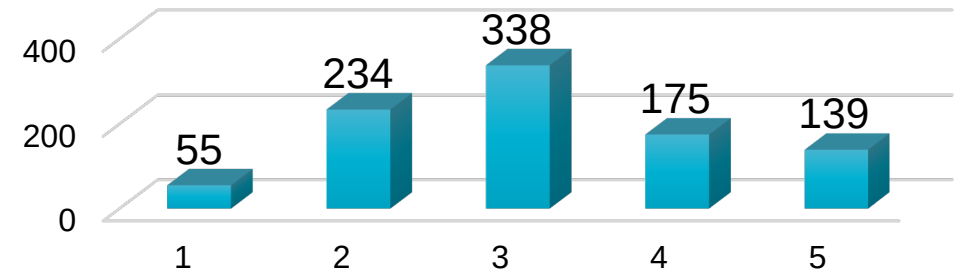
D) Mostly by speaking and a little bit in sign language

E) Only by speaking



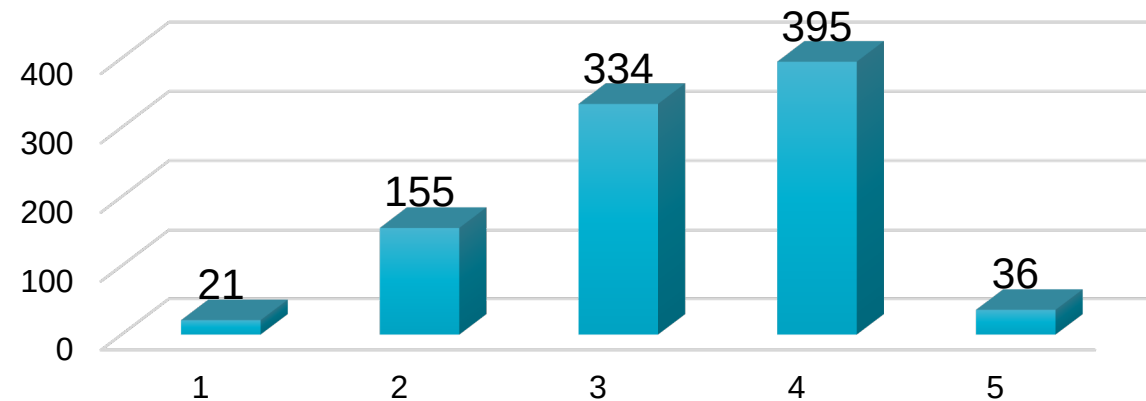
6) How many times do you speak by giving emphasis on your words while teaching in the class?

A) Never B) Rarely C) Sometimes D) Frequently E) Always



7) According to you, how many listening activities should be there in your lesson plan?

A) 0% B) 25% C) 50% D) 75% E) 100%





TEAM INDIA 2018
STARKEY HEARING FOUNDATION