

World Hearing Day 2021 & World Report on Hearing



Hearing care for All!

Screen. Rehabilitate. Communicate.

Communication toolkit



**World Health
Organization**

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World Health Organization

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For more details refer to: <https://www.who.int/health-topics/hearing-loss>

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I. Introduction

World Hearing Day is an annual global advocacy event and the largest awareness campaign on that calls for action to address hearing loss and related issues. It is celebrated on 3 March with the aims to raise awareness regarding hearing loss, and to promote ear and hearing care at community and national levels across the world. Every year, this day addresses a specific theme, and to reflect this, activities are carried out by World Health Organization (WHO) and its partners.

The **theme of the World Hearing Day 2021** is:

Hearing care for ALL!

Screen. Rehabilitate. Communicate

World Hearing Day 2021 will mark the launch of the first **World Report on Hearing** which aims to drive policy actions for integration of ear and hearing care into national health policies.

Both the World Hearing Day and the dissemination of the World Report on Hearing provide great opportunities for raising awareness of and generating action on ear and hearing care around the world.

It is anticipated that over 500 events, including policy dialogues and community awareness activities, will be held all across the globe with participation of numerous stakeholders and partners in countries across the world. A 24-hour 'hear-a-thon' will be organized over social media to facilitate sharing of all sub-national, national and regional events. To mark the start of WRH activities, WHO is also planning to organize a panel discussion that drives home its key messages.

Through this toolkit, WHO provides:

- an overview of the key communication objectives for the World Hearing Day 2021;
- guidance on types of events that can be planned; and
- practical tools for use before and during the World Hearing Day activities.

The WHO invites all stakeholders in the field of ear and hearing care, i.e. professional associations, nongovernmental organizations (NGOs), users' groups and private sector companies, to join this global advocacy effort to deliver the World Hearing Day 2021 campaign and disseminate the World Report on Hearing.

II. World Hearing Day 2021

A. Communication objectives, targets and messages

The World Hearing Day 2021 has a dual **purpose**:

1. To launch the World Report on Hearing globally and stimulate policy action for ear and hearing care in countries through implementation of its recommendations.
2. To raise awareness on ear and hearing care at community level, across the world.

The **target groups** include:

1. **Entities or policy makers** that can directly affect the integration of recommended EHC interventions into national health plans and programs, such as:
 - a. Government Ministries
 - b. Policy makers within governments and public health agencies
 - c. Aging related foundations/NGOs
 - d. Child related foundations/NGOS
 - e. Global health NGOs
2. **General public**, including those:
 - a. at risk of hearing loss and ear diseases
 - b. with undetected or unaddressed hearing loss
 - c. with ear diseases
 - d. family members of people with hearing loss or ear diseases

The targeted **key messages** we want to deliver on World Hearing Day 2021 are:

For Policy makers:

- The number of people living with unaddressed hearing loss and ear diseases is unacceptable.
- Timely action is needed to prevent and address hearing loss across the life course.
- Investing in cost effective interventions will benefit people with hearing loss and bring financial gains to the society.
- Governments must act to integrate person-centred ear and hearing care within national health plans for universal health coverage.

For the General public:

- Good hearing and communication are important at all stages of life.
- Hearing loss (and related ear diseases) can be avoided through preventative actions such as: protection against loud sounds; good ear care practices and immunization.
- Hearing loss (and related ear diseases) can be addressed when it is identified in a timely manner and appropriate care sought.
- People at risk of hearing loss should check their hearing regularly.
- People having hearing loss (or related ear diseases) should seek care from a health care provider.

B. How can you help?

You can help by ensuring that the key messages reach the target groups, namely the policymakers or general public. This can be done **by creating and delivering campaign activities at a local/national level and sharing this activity on the global stage**, using this toolkit as your guide.

III. World Report on Hearing

A. Rationale

Recognizing that the global prevalence of hearing loss is on the rise and that the impact of unaddressed hearing loss on society is significant, the World Health Assembly adopted a resolution (WHA70.13) in 2017 that encourages its Member States to include ear and hearing care (EHC) within their national health plans. The World Health Organization was tasked with providing data and tools to help the Member States achieve this aim.

In response, the WHO has developed the World Report on Hearing (WRH) which provides a consistent narrative on:

- WHY ear and hearing care is important?
- WHAT is ear and hearing care?
- HOW can countries integrate ear and hearing care accessible into national health plans for universal health coverage?

B. Aim

The **World Report on Hearing (WRH)** has been developed with the **main aim to provide evidence-based guidance to drive policy actions for integration of ear and hearing care into national health policies, as part of universal health coverage.**

C. WRH communication messages

Through the World Report on Hearing, the WHO wants to sensitize policymakers to the importance of the sense of hearing at every stage of life, from cradle to grave. Good hearing and communication are key to our social interactions, educational pursuits, employment potential, and to our overall wellbeing. Preventative care and timely interventions for EHC are already available and their implementation can bring substantial cost benefits to countries. They should be integrated into national health plans and programs to ensure that people are aware of them and that they are accessible to all.

The tagline for the dissemination of the WRH is **Hearing Care for All**, which encompasses all these ideas. Within the **'Hearing care for all'** campaign there are **four key messages** that are clearly elaborated within the text of the Report:

- 01** The number of people living with unaddressed hearing loss and ear diseases is unacceptable.
- 02** Timely action is needed to prevent and address hearing loss across the life course.
- 03** Investing in cost effective interventions will benefit people with hearing loss and bring financial gains to the society.
- 04** Countries must integrate people-centered ear and hearing care within national health plans for universal health coverage.

D. How can you help?

The WRH is anticipated to release on World Hearing Day i.e. 3 March 2021. Releasing the report on World Hearing Day will provide a great opportunity to engage with policy makers and put a spotlight on the report findings and call to action.

You can help to engage, bring together, and mobilize stakeholders to create and deliver advocacy activities and events that will engage and influence national policy/policy makers.

This toolkit provides you with guidance and tools for disseminating the report and on developing and delivering events and to support this process.

IV. Preparation

The following is a sample process flow for how Influencers can use the opportunity and available communications tools to promote awareness for EHC and drive policy action.



01 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.

Bring together stakeholders who have expertise and passion for EHC issues. Invite them to contribute to the development and implementation of a WRH dissemination plan for your community, region, or country. Each of the influencers should have connections with policy makers or community advocates that can help drive the WRH message forward. Including local EHC thought leaders on the team can help with successful plan execution.

02 Set your objectives

Setting SMART (Refer Box 1) campaign objectives increases the likelihood of success and helps guide the decision-making process during implementation – they will make it easier to measure and track performance and impact.

The objective may relate to:

a) Raising awareness in general -- Citizens and government officials in the community may not know about hearing loss or the need for EHC policies. An important step in getting EHC addressed is raising public consciousness about it.

AND

b) Driving policy formulation/change– wherever possible, this should be the main focus of activities for WHD 2021.

Box 1: SMART objectives are:

- **SPECIFIC:** What exactly do you want to achieve?
- **MEASURABLE:** Can your campaign's outcomes be measured?
- **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?

03 Determine the priority targets

The next step is to identify the appropriate priority target(s).

The **Primary targets** should be ideally be stakeholders who can directly make an impact and have the power to enact change. These commonly include political leaders and government officials (refer Box 2).

Secondary targets have the power to influence your primary targets and may be influential in building public support and awareness. These include media personalities, key opinion leaders, religious leaders, celebrities, NGOs, health professionals and general public (refer Box 3)

Once this is done, then working with your planning committee or group:

- Identify specific people within each priority target to whom you could address your efforts.
- Think through each priority target's potential barriers, facilitators, and motivators for action.
- Accordingly, shape how you might present your case effectively with them to achieve the desired outcome.

Box 2: Primary targets

- | | |
|--|--|
| <ul style="list-style-type: none">• Ministry of Health, including officials for:<ul style="list-style-type: none">○ Family welfare○ Noncommunicable disease○ Maternal and child health○ Geriatrics○ Social care○ Disability○ Finance○ Rehabilitation○ Primary care• Ministry of Disability• Ministry of Education• Ministry of Social welfare and development• Ministry of Finance• Local government officials:<ul style="list-style-type: none">○ Health○ Education○ Disability○ Rehabilitation | <ul style="list-style-type: none">• Development agencies/bilateral organizations/UN agencies• Aging related foundations/NGOs• Child health/global health related foundations• W.H.O. regional and country offices |
|--|--|

Box 3: Secondary targets

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

04 Identify activities for reaching priority targets and customize messages

Develop and prioritize ideas: Start by reviewing the big picture of EHC in your country/community. Then identify activities that can contribute to the bigger picture, in some way. This can be done by answering the following questions:

1. What EHC services are currently in place in your community/country, or what is the current status of awareness, and what gaps exist? (Big picture)
2. What are the steps or interventions that should be given priority focus, in order to bridge the policy/awareness gaps you have identified? (Strategic action needed)
3. Which type of activity (that can help bridge this gap) can be realistically organized to take you towards the goal of 'Hearing care for All'? (Concrete activity planned)

A useful approach is to 'brainstorm' ideas (refer Box 4). Before you start a brainstorming session, review the type of activities which are outlined in this toolkit (section IV). The activities relate to:

- Policy-related activities that could lead to policy outcomes
- Promotion of the key messages of the World Hearing Day and World Report on Hearing, as outlined in Section II
- Combined promotion and policy activities

Some ideas of types of events that can be organized, and their structure are exemplified in section IV of this toolkit.

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 your objective?
- appropriate for the target group selected?
- cost effective and able to be completed with the available funding, resources and time frame?
- culturally sensitive and suitable for your community?

Customize messages of the World Hearing Day and World Report on Hearing and related materials: use the overall WRH communication messages as outlined in Box 4 as a starting point. Use the materials listed in section VIII of this toolkit. Adapt them to suit your target group and activity, in line with WHO rules.

Good communication messages make people reflect on what they think, feel, and do. When selecting these, 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?

Box 4: The theme for WHD 2021: ‘Hearing care for ALL! Screen. Rehabilitate. Communicate’

The targeted key messages we want to deliver on World Hearing Day 2021 are:

For Policy makers:

- The number of people living with unaddressed hearing loss and ear diseases is unacceptable.
- Timely action is needed to prevent and address hearing loss across the life course.
- Investing in cost effective interventions will benefit people with hearing loss and bring financial gains to the society.
- Governments must act to integrate person-centred ear and hearing care within national health plans for universal health coverage.

For the General public:

- Good hearing and communication are important at all stages of life
- Hearing loss (and related ear diseases) can be avoided through preventative actions such as: protection against loud sounds; good ear care practices and immunization.
- Hearing loss (and related ear diseases) can be addressed when it is identified in a timely manner and appropriate care sought
- People at risk of hearing loss should check their hearing regularly
- People having hearing loss (or related ear diseases) should seek care from a health care provider

05 Develop a general plan for execution and timing

As part of your plan development, think about resources and timeline.

- Who will be responsible for achieving the various aspects of the plan?
- What is the best approach and timing to reach the priority targets you have identified?
It is useful to consider government “policy windows” or periods that might provide an opportunity to really highlight your specific issue. For example, be aware of when five-year governmental budget planning meetings take place, take advantage of a change in administration in key government ministries, or recognize a new priority focus on a health issue that encompasses hearing (newborn health screenings, for example).

NOTE: Please reference these WHO guides which were previously created to provide step-by-step assistance with shaping such a national EHC plan:

- <https://www.who.int/publications/i/item/ear-and-hearing-care-planning-and-monitoring-of-national-strategies>

Suggested readings for additional insight about advocacy and policy development:

- http://www.pointk.org/resources/files/Pathways_for_Change.pdf
- <https://www.who.int/pmnch/topics/advocacy/JShiffman-globalsmarticle-Lancet.pdf>

Table 1: Overview of priority targets, partners, outcomes, barriers and facilitators

Who is the priority Target?	What is the desired outcome?	What barriers could limit the activity?	What factors could facilitate the activity?	What are the key motivators for action?	Which partners could support you in reaching the priority targets?
Government ministries <i>(see Section IV for: Recommended Audiences for segmentation of targets within ministries)</i>	<ul style="list-style-type: none"> Invest in EHC Integrate EHC policy in national health plans Implement/enhance EHC strategies 	<ul style="list-style-type: none"> Limited budgets Competing priorities Low awareness Turnover 	<ul style="list-style-type: none"> Local expertise/ systems may already exist Benefit to society Low-cost, high impact 	<ul style="list-style-type: none"> EHC is cost-effective EHC is important at all life stages Proven interventions exist Some interventions have quick impact 	<ul style="list-style-type: none"> ENT and audiology professional societies/groups Physician associations Regional Initiatives Hearing related foundations/NGOs WHO regional/country offices World Hearing Forum members Industry-led foundations Manufacturers Deaf and Hard of Hearing (DHOH) associations Academic journals/media
WHO regional & country offices	<ul style="list-style-type: none"> Promote WRH and EHC at ongoing and planned events Encourage ministries of health to integrate EHC in national health plans 	<ul style="list-style-type: none"> Limited resources Competing priorities Low awareness 	<ul style="list-style-type: none"> WHO mandate Benefit to society Low-cost, high impact Synergies with other health issues 	<ul style="list-style-type: none"> WHO HQ support EHC is cost-effective EHC is important at all life stages Proven interventions exist 	<ul style="list-style-type: none"> WHO HQ Regional Initiatives Hearing related foundations/NGOs Government ministries World Hearing Forum members Physician associations
Development/ bilateral/UN agencies	<ul style="list-style-type: none"> Invest in EHC Incorporate EHC in country project plans 	<ul style="list-style-type: none"> Low awareness EHC not always compatible with existing priorities Long-term planning horizon 	<ul style="list-style-type: none"> Benefit to society Low-cost, high impact Synergies with other health issues 	<ul style="list-style-type: none"> EHC is important at all life stages Proven interventions exist EHC is cost-effective 	<ul style="list-style-type: none"> Policy makers DHOH associations Hearing related foundations/NGOs Regional initiatives World Hearing Forum members Industry-led foundations Manufacturers ENT and audiology professional societies/groups Academic journals/media
Ageing related foundations/NGOs	<ul style="list-style-type: none"> Incorporate EHC in programs for care of older adults 	<ul style="list-style-type: none"> Low awareness EHC not always compatible with existing programs 	<ul style="list-style-type: none"> Aligns with mission Low-cost, high impact Synergies with ageing issues 	<ul style="list-style-type: none"> EHC is important for older adults Proven interventions exist EHC is cost-effective 	<ul style="list-style-type: none"> Hearing related foundations/NGOs Regional initiatives DHOH associations/ NGOs World Hearing Forum members
Child/global health related foundations/NGOs	<ul style="list-style-type: none"> Incorporate EHC in relevant programs 	<ul style="list-style-type: none"> Low awareness EHC not always compatible with existing programs 	<ul style="list-style-type: none"> Benefit to children/society Low-cost, high impact Synergies with other health issues Local expertise/ systems may already exist 	<ul style="list-style-type: none"> EHC is important at all life stages Proven interventions exist EHC is cost-effective 	<ul style="list-style-type: none"> Hearing related foundations/NGOs Regional initiatives Industry-led foundations DHOH associations/ NGOs ENT and audiology professional societies/groups Academic journals/media World Hearing Forum members Parent groups

V. Suggested Formats for Policy and Promotion Activities

There are different formats of meetings and events that could be utilized to achieve your aims as set in Section IV of this Guide. These formats are provided in greater detail in the following pages:

Policy activities*

Goal: Gain agreement with policy makers on 1-2 key actions that would contribute towards adoption of the recommended interventions.

*These can be titled as the **national/sub-national launch of the World Report on hearing.**

Suggested formats:

- Policy dialogue
- Open situation room
- Site Visits
- Presentation with panel/round table
- Personal meetings
- Official statement of support from government

Promotion

Goal: Introduce the World Report on Hearing and share findings.

Suggested formats:

- Formal speeches and presentation
- Conference sessions
- Webinar/webcast
- Press briefings
- Media event
- Hearing screening

Policy activities &

Promotion

Goal: Introduce the WRH and share findings. Gain agreement with policy makers on 1-2 key actions that would contribute towards adoption of the recommended interventions.

Suggested formats. All of the above-mentioned promotion events can be undertaken with engagement of policy makers:

- Formal speeches and presentation
- Conference sessions
- Webinar/webcast
- Press briefings with participation of policymaker/s
- Media event led by a policymaker
- Open situation room
- Site visits and press briefings
- Presentation with panel
- Personal meetings
- Official statement of support
- Hearing screening in parliament

A. Seminar with Formal Speeches and Presentations

Purpose:	Introduce the WRH and share findings. Introduce recommended interventions.
Duration:	2 – 3 hours
Setting:	Conference/seminar room, U-shape or concentric chairs
Priority target groups:	Ministry officials and policy makers, development/bilateral/UN agencies, members of ageing, child health, global health-related foundations and NGOs, and the media. This format can accommodate large groups.

Suggested agenda

Keynote speech	Give the WRH gravity by giving the stage to a high-profile official, preferably the WHO regional/country representative or minister of health	10 minutes
Report presentation	Use the WRH presentation with speaking points	20 minutes
Expert panel presentations	A panel of experts presents on the EHC context, and related to the WRH recommended interventions	90 minutes
Personal experiences	Two or three local people to talk about personal or family experiences with hearing loss and the impact of interventions on their situation	
Question and Answer round		15 minutes
Informal networking	End with informal reception	30-60 minutes

A draft invitation letter to policy makers for participation in your event is available in annex 1

B. Stakeholder Consultation or Policy Dialogue (Open situation room)

Purpose:	Find innovative ways to implement the WRH recommendations with an idea-generation and thinking workshop. Confirm feasibility of ideas with decision-maker.
Duration:	3 – 4 hours
Setting:	Workshop room
Priority target groups:	This works well with 20-30 diverse participants and a professional facilitator / moderator. Consider a range of participants and professionals including family members and those not directly working in EHC such as aging related foundations or global health organizations. The following is a list of potential stakeholders that could be involved:

Representatives from governmental agencies

- Ministry of Health
- Ministry of Labour
- Ministry of Finance/ Planning
- Ministry of Social Welfare
- Ministry of Works
- Provincial or state health regulators
- Ministry of Education
- Ministry of Environment

A draft invitation letter to policy makers for participation in your event is available in annex 1

Representatives from other agencies

- International/national NGOs in relevant fields
- Major donors

Professionals and academicians		
<ul style="list-style-type: none"> • Community EHC providers • Public health experts • Professionals in otology, audiology, speech pathology, child health, maternal health, geriatrics, health training, etc 	<ul style="list-style-type: none"> • Representatives of professional organizations: otolaryngologists, audiologists, speech pathology, relevant technicians, hearing aid providers, teachers, etc • Representatives of private health sector 	
Civil society groups		
<ul style="list-style-type: none"> • Associations people who are deaf/hard of hearing • Parents associations/groups 	<ul style="list-style-type: none"> • Disability advocacy and rights groups 	
Industry partners		
<ul style="list-style-type: none"> • Manufacturers of hearing devices 	<ul style="list-style-type: none"> • Manufacturers of medical instruments 	
Suggested agenda		
Welcome address	Introduce the agenda and purpose of the event representative or minister of health	5 minutes
Short introduction round	Why are we here?	20 minutes
Report presentation	Use the WRH presentation with speaking points t	20 minutes
The challenge	MOH EHC focal point (or other decision maker) states a specific country challenge, related to WRH and the recommended interventions	5 minutes
Group brainstorming	Groups of five people brainstorm potential solutions	30 minutes
Preselection	Groups select their best three ideas and prepare a pitch	10 minutes
Idea selection	Groups present. Decision-maker selects the best idea from each group or audience votes on ideas	5 minutes per group, 30-45 minutes
Break and refreshments	Provide opportunities for informal exchange of ideas	15 minutes
Elaborate	Each group brainstorms about the chosen idea: What is the expected outcome? Who/ what is needed to make it happen?	30 - 45 minutes
Present solutions	Each group presents their solution. Decision-maker provides feedback on feasibility of each solution	30 - 35 minutes
Closing remark		5 minutes

C. Conference Sessions

Purpose:	Introduce and raise awareness for the WRH and its recommendations to encourage ongoing dialogue among conference attendees for EHC actions. Conferences include EHC and also those in public health, ageing, child issues, and other fields that have indirect connection with hearing health.
Duration:	1 hour
Setting:	Conference room
Priority target groups:	Professionals and academics in EHC and related fields. Format suitable for large groups.

Suggested agenda

Welcome address	Knowledgeable keynote speaker to introduce the topic	5 minutes
Report presentation	Use the WRH presentation with speaking points	20 minutes
Personal experiences	Two or three local people to talk about personal or family experiences with hearing loss and the impact of interventions on their situation	15 minutes
Group discussion	Attendees have opportunity to share their thoughts and ask questions of the speaker	15 minutes
Closing remarks		5 minutes

D. Press Briefings

Purpose:	Introduce the WRH and share findings. Introduce recommended interventions.
Duration:	1 hour
Setting:	Conference room (also could tie-into a site visit. Refer Section V.E)
Priority target groups:	Print, television, radio media representatives focused on health, education, government, or social welfare issues

Suggested agenda

Keynote speech	Ideally by a high-profile official.	10 minutes
Report presentation	Use the WRH presentation with speaking points.	20 minutes
Expert panel experiences	One or two medical experts present on the EHC context and related to the WRH recommended interventions.	10 minutes
Personal experiences	One local person to talk about personal or family experiences with hearing loss and the impact of interventions on their situation.	5 minutes
Question and answer round	Invite audience to ask questions	15 minutes

Note: if the journalists have more in-depth questions, a one-on-one interview after the press conference is recommended. Template of a press release will be made available under embargo.

E. Site Visits

Purpose:	Provide a real-life application of the WRH and targeted interventions by providing a good field experience related to the intervention of focus
Duration:	4 -5 hour
Setting:	Field location
Priority target groups:	Ministry officials and policy makers, development/bilateral/UN agencies, and media. Depending on the site, this format is better suited for smaller groups, such as 10-20 participants

Suggested agenda

Welcome address	Provide a short introduction about the site and its relevance for the WRH and recommended intervention.	10 minutes
Introduction round	Participants introduce themselves. Why are we here, what connects us to EHC	15 - 20 minutes
Short report presentation	Use the WRH presentation with speaking points.	10 minutes
Site tour	Point out what makes this a good example of EHC action and how it relates to a specific recommended intervention.	1 – 2 hours
Meet the people	Invite people who use the location or service to share their stories and how the site has impacted their lives	15 - 30 minutes
Debriefing	Discuss the case with participants and brainstorm possible action. Collect outcomes of the debriefing on a whiteboard or post its.	30 minutes
Informal networking with ideas bucket	End with an informal or formal reception. Ensure ideas can be captured in an 'idea bucket' or another mechanism	30- 60 minutes

F. Presentation with panel

Purpose:	Introduce the WRH and share findings. Come to agreement on 1-2 key actions that could be taken to progress towards integration of EHC policies into the national health plan.	
Duration:	3 hours	
Setting:	Conference/seminar room, U-shape or concentric chairs	
Priority target groups:	Ministry officials and policy makers, Development/bilateral/UN agencies, professionals and the media. This format is very flexible in size.	
Suggested agenda		
Welcome address from political representative	Give the issue gravity by giving the stage to a high-profile official. Remember though, having an engaging speaker is paramount. Keep speeches short	15 minutes
Panel discussion with fishbowl format	Four panel chairs with one reserved for an audience member who spontaneously joins the panel. Anybody can come forward and replace the audience participant. This makes the panel more interactive and stimulates problem solving	60 minutes
Report presentation	Use the presentation with speaking points that is provided in this toolkit	20 minutes
Informal networking	End with an informal small reception	60 minutes

G. Webinar/Webcast

Purpose:	Introduce the WRH and share findings. Introduce the recommended interventions.
Duration:	2 hours
Setting:	Online
Priority target groups:	Ministry officials and policy makers, Development/bilateral/UN agencies, aging/child health/global health related NGOs and foundations, and media. This format can accommodate large groups.

A webcast is typically a one-to-many live presentation conducted over the internet. The recording is then stored on a web page for future viewing. A webinar is also live and is usually more collaborative – a meeting conducted over the internet. The advantage of a webcast is that it can be conducted once and then the recording can be viewed and shared many times later. The advantage of a webinar is that its format tends to promote interaction between the constituents. Both formats are useful for their convenience and leverage the Internet to reach large groups of people. However, be cautioned that Internet communication is rarely as effective as in-person dialogue.

Suggested agenda

Keynote speech	Give the WRH gravity by inviting a high-profile official to lead off the meeting	10 minutes
Report presentation	Use the presentation with speaking points that is provided in this toolkit	20 minutes
Expert panel presentations	A panel of experts presents on the EHC context, and related to the WRH recommended interventions	90 minutes
Question and answer round	Depending on format, participants could be encouraged to ask the expert panel questions	15 minutes

H. Personal meeting

Purpose:	Introduce the WRH and share findings. Introduce the recommended interventions. Motivate policy dialogue
Duration:	10-30 mins
Setting:	Face to face interaction in the office of a senior policymaker or politician
Priority target groups:	Ministry officials and policy makers, Development/bilateral/UN agencies, aging/child health/global health related NGOs and foundations, and media.

A personal meeting with the identified policymaker can be sought by an influencer group, either alone or in collaboration. A group of stakeholders including professionals, civil society and user groups can seek a brief appointment with the aim of giving key messages from the world report on hearing and motivating policy action.

While multi-stakeholder efforts are more desirable, the number of people participating in these personal meetings may need to be limited for more effective time management.

Suggested agenda		
Brief introductions		2- 3 minutes
Pitch	pitch consisting of (refer Section VI: Points to consider) <ul style="list-style-type: none"> • Key message supported with background materials • Clear ask 	3 minutes
Questions		7-8 minutes
Next steps		2 minutes

I. Statement of support	
Purpose:	A statement of support can be sought from the government to gain their commitment towards ear and hearing care
Setting:	Any interaction with the policymakers, such as those mentioned above can be the opportunity to seek their commitment through a letter of support
Priority target groups:	Ministry officials and policy makers, Development/bilateral/UN agencies, aging/child health/global health related NGOs and foundations, and media. This format can accommodate large groups.
Suggested format	
A suggested format is provided as annex 2	

VI. Points to consider when preparing for an interaction with policymakers

It is important to prepare well before any interaction with policymaker/s, to have a clear vision of what you would like to achieve in that interaction and how to do so. Some principles are outlined below:

- A collaborative approach would be stronger than an individual one. Hence, events/activities organized by multiple stakeholders may be preferred, whenever possible. This is also appropriate when seeking personal meetings with policymakers.
- Since time is likely to be short, be prepared with:
 - The key message that has to be conveyed
 - A clear ask (i.e. a clear request regarding the action you would like the policy maker to take)
 - Supporting materials
- Do not plan for lengthy speeches during your interaction.
- Do not only highlight problems and challenges. Have a clear proposal or plan on how to address the problems and overcome the challenges.
- Be prepared with responses to possible questions, especially on steps to be taken, numbers of those affected, those in need of services, potential costs and cost benefit.
- Have a clear follow up plan regarding the next steps e.g. a follow-up meeting, policy dialogue, stakeholder consultation, situation analysis etc

Key message: should be aligned to the key messages of the World Report on Hearing. It should be contextualized to the national or local context if possible, i.e. using national or local data, wherever possible.

Clear ask: all participants/stakeholders must agree beforehand on the action they would like to see. This will depend on what the current status or need in the country is, e.g. appointment of a national ministerial focal point or committee for EHC integration within Ministry of Health where none exists; a multi-stakeholder policy dialogue; establishing a screening programme; a statement of support; and similar clear requests. It is ideal to be prepared on the possible costs of the request and next steps needed.

Supporting materials that can be useful:

- Executive summary of the Report
- Infographic
- Customized infographic to reflect country status
- A written letter of request co-signed by all stakeholders

Statement of support (see annex 2)

VII. Using Media to Raise Awareness

Policy makers are commonly influenced by public opinion. They also use a variety of sources to make informed decisions about policies. Most policy makers are likely to not be experts on EHC. Media is useful for increasing awareness for EHC and disseminating your message more broadly at the same time you are targeting promotion and policy activities with specific Priority Targets. Editors or staff of traditional and social media outlets on both local and national levels can be approached with story suggestions. It is helpful to discuss with your WRH dissemination team to identify existing media relationships that could be leveraged or determine if the team knows anyone who could provide such information. Alternatively, contact information can often be found on media websites themselves. Some activities and media channels for raising awareness for ear and hearing care issues could include:

- Interviews, news segments, and human-interest stories for TV/radio
- News features, personal stories, opinion articles for magazines and newspapers, online and print
- Social media posts and videos on human interest stories and news related to key interventions
- Blog posts

Professional and Scientific Journals

In addition to news and general interest media, article placements in academic and scientific journals are useful for sharing evidence-based research in support of the key interventions recommended by the WRH. Professionals and academics are encouraged to promote their research work in such journals which help to communicate the benefits of key interventions. Some trade or professional associations publish magazines that include general interest stories. People with hearing loss, their families, and professionals working to help those with hearing loss could contact these publications about writing a feature article about their experiences as they relate to the WRH and the recommended interventions to show the human impact.

VIII. World Hearing Day and World Report on Hearing materials for dissemination

The WHO has created an assortment of materials to support WRH promotion and policy discussions.

Resources for media and policy makers - These tools are to help you communicate key messages from the WRH. Some resources are for general promotion, traditional media, and/or social media purposes. Other resources are geared towards policy meetings with government officials, civil societies, and other audiences to inform and/or influence adoption of EHC interventions into national health plans or programs. The resources are:

- **Currently available (November 2020)**

- **WRH abstract** – Background, overview of report purpose, and key interventions. Available in English
- **A pre-launch PowerPoint presentation**- provides context on the Report and suggestions for related communication activities. It can be provided upon demand. Mail whf@who.int.
- World Hearing Day poster announcing the launch of the WRH
- **WHA EHC Resolution¹**
- **EHC national strategy development toolkit²**
 - Planning and monitoring of national strategies
 - EHC Situation analysis tool
 - Indicators
 - **World Hearing Day package**
- World Hearing Day flyers for general public
- Social media materials (non-embargoed)
- Hear-a-thon kit's
 - Videos and photos specifications
 - Branding materials: T-shirts, pins, bags design
 - Facebook frame
- Customizable template format of infographic for adaptation with country-specific data.

These materials will be available in November-December 2020 for adaptation and use.

- **Materials under embargo**

The following materials will be under strict embargo till 3 March 2021. They can be made available upon request and upon signing of a confidentiality agreement with WHO. Register your event online at or send an email to whf@who.int for further information. ([Registration link](#))

- **Executive summary** – a 2-page summary of the Report with its key messages. To be available in six languages
- **WRH infographic with key communication messages** –Feature key communication messages as reflected in WRH.

¹ **WHA EHC resolution:** https://apps.who.int/gb/ebwha/pdf_files/WHA70/A70_R13-en.pdf?ua=1

² **Planning and monitoring of national strategies:** <https://www.who.int/publications/i/item/ear-and-hearing-care-planning-and-monitoring-of-national-strategies>

EHC Situation analysis tool: <https://www.who.int/publications/i/item/ear-and-hearing-care-situation-analysis-tool>

Indicators: <https://www.who.int/publications/i/item/ear-and-hearing-care-indicators-for-monitoring-provision-of-services>

- **Social media squares and messages**– WHO social media messaging about WRH and key interventions. These are for you to share on your own social media channels.
 - **PowerPoint presentation** – Presents key messages from the report.
 - **Policy brief** -- Summarizes the H.E.A.R.I.N.G. set of recommended EHC interventions
 - **Advocacy video**
- **Materials available on 1 March 2020**
 - WHO press release/note for media will be made available shortly prior to launch
 - WHO introductory video: a 2-3-minute video featuring key WHO personnel and outlining the main messages of the World Report on Hearing will be made available shortly before its launch.

The resources will be made available to all stakeholders before the proposed launch of the World Report on Hearing in early 2021. All materials will be made available online. Watch this [space](#).

IX. Promotion

A. 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 or 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 neighbourhood 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 or posting on Facebook, use the following hashtags:
 - #hearathon2021
 - #worldhearingday
 - #hearingcare
 - #safelistening

- **Note: #hearingcare should be used in all activities related to launch of the Report, when sharing these over Facebook and Twitter**
- Share a report and photographs with WHO

Note:

When taking photographs or video at an event, also take permission from the subjects to use those photos in advocacy materials, reports and online (see annex 3).

Further information regarding the quality of photos, videos and nature of information is available in annex 4.

B. WHO led activities to support and promote WHD and WRH

As well as celebrating WHD and launching the WRH, our task is to empower and mobilize others to do the same thing. As part of this, all partners are invited to organize their events and share them globally through following WHO-led platforms:

1. **Interactive map** on WHO website: All registered activities will be reflected on a map that will be hosted on the WHO website. It will carry:
 - a. The country and place of organization
 - b. A brief description of the event
 - c. Name of organizing body
 - d. Links to relevant websites (where available)
2. **The World Hearing Forum Changemakers Facebook Group:** The World Hearing Forum is a global network of stakeholders promoting ear and hearing care worldwide. The current focus of the forum and purpose of this Facebook Group is to facilitate the planning and delivery of World Hearing Day 2021 and the launch of the World Report on Hearing. This Facebook group provides members the facility/online space to share knowledge, skills and experiences in the planning and delivery of this work. It also provides a platform to promote ear and hearing care to audiences worldwide.
 - a. **Who is it for?** This is a public Facebook group for WHF members and anyone else with a mutual interest and desire to promote ear and hearing care. As a public Facebook group, all information is visible.
 - b. **How to use the group?**
 - i. Share information and keep in touch with other members of the group
 - ii. Share/post content from your organisation (or relevant online content created by others) related to World Hearing Day 2021/The World Report on Hearing
 - iii. Read and interact with content published by other members
 - iv. Communicate with other members through the Discussion section of the group

For example:

 - v. Activity/event planning - share ideas, ask questions, seek advice and support from group members.
 - vi. Promotion

1. In advance of World Hearing Day, promote any planned activities and/or events that you are going to be facilitating/taking part in.
2. Launch and promote activities and events on the day - when/as they happen.

c. **Do's**

- i. Please ensure your identity is clear so that any group members you interact with and the WHO ear and hearing care team can readily identify who you are/where you are from
- ii. **Ensure you have the necessary permission/consent of any subjects of the content you share/publish.** For example, consent of people in photos presented.
- iii. **Remember to add subtitles or closed captions to any video content that you post/share** (either incorporated into your video itself or added via Facebook Video Edit function).
- iv. For promotional related activity/public posts, please use one or more of the following hashtags to label your contributions:
 - #hearathon2021
 - #worldhearingday
 - #hearingcare
 - #safelistening
 - **Note: #hearingcare should be used in all activities related to launch of the Report, when sharing these over Facebook & Twitter**

d. **Moderation:** The group will be moderated by WHO. This will include:

- i. Ensuring that nobody violates the group's policies, everybody follows the rules and there is no spam.

Note: This group is for promoting ear and hearing care only – off topic or commercially driven activity is not permitted

- ii. Adding new members, while removing or blocking any members that fail to follow the rules.
- iii. Deleting inappropriate content.
- iv. Replying to any questions.

3. **Social media Hear-a-thon:** In order to showcase, put a spotlight on, the activities and events being delivered around the world **that are launching and promoting the World Report on Hearing**, all related promotional activity that is shared via the Facebook group will be deemed part of the **WRH Hear-a-thon**. The idea is that the combination of local activities and events around the world will result in a continual stream of promotional activity for the report over the 24-hour period of the World Hearing Day 2021.

Although, we would encourage you to post about your local activities and events throughout the day, it would be good if you could **focus sharing your report related promotional activity on the Facebook Group and other social media at 2pm local time**. This will help ensure visibility of report related activity across the World Hearing day 24-hour period.

In addition to the above, **WHO will organize a panel discussion to launch the World Report on Hearing and the Hear-a-thon**. This will be streamed live (time to be confirmed) through the WHF Facebook page and other WHO portals. The plan, subject to confirmation, will be to have a panel that includes:

- The Director General WHO
- The Minister of Health of a WHO MS
- A celebrity musician
- A person with lived experience of hearing loss

It is proposed that the panel be moderated by a high profile, well known host.

Scheduling of activity

In order to maximize the impact of your WHD activities and events locally and on the global stage, it is particularly important that you consider the timing of these. For example:

- Scheduling any media/press activity for mid/late morning local time can help secure lunchtime and evening local news coverage and will help ensure global co-ordination and spread of promotion over the WHD 24 hour period.

Liking/sharing/retweeting WHO and other posts throughout day will also help amplify the collective promotion on the day.

X. Evaluation

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 behavior	Audience response to activities	Indicators that show levels of impact on the issue focused on in the campaign
<ul style="list-style-type: none"> • Money • Staff time • Volunteer hours • Existing materials used • Distribution channels utilized • Existing partner contributions 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Changes in knowledge • Increase in awareness • Number of people that received care/devices/ or were referred • New partnerships created • Initiatives launched • Policies developed 	<ul style="list-style-type: none"> • Changes in behavior • Return on investment • Policy implementation • Changes in beliefs

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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.

XI. Planning and delivery

The countdown and work to create activities and events for WHD and launching the WRH has started. The following timeline sets out key actions by way of planning and preparing for the day and launch.

	Planning and delivery tasks					
	Nov-20 to Mar-21				3 rd Mar-21	31 st Mar-21
Partners, stakeholders, other WHD participants	Design/plan <ul style="list-style-type: none"> • WHD related activities & events • Specific events & activities to promote & facilitate WRH dissemination 	Register event(s) on WHO website Join Fb group	Update on and share progress on developing activities Sign up to Hear-a-thon FB event	Promote and share planned events/activities	Launch /promote events /activities on the day	Reflect on and evaluate impact of events/activities
WHO	Encourage and support planning activities	Review submissions	Encourage and support preparation Set up WRH Hear-a-thon (FB Event)	Encourage, monitor and moderate promotional activity	Monitor and moderate promotional activity Share WRH related activity on Hearathon FB Event	Review feedback and produce evaluation overview

1. Start planning as soon as you can - use the available WHO guidance and resources
2. When you have a good idea of what you are going to do, register your event(s) on the WHO website [insert link]
3. In January 2021, once the World Hearing Forum Facebook Group is set up, join it to share ideas, ask questions, and help others
4. Share progress on the WHF Facebook Group
5. Sign-up to the Hear-a-thon Facebook Event when it comes online
6. Make sure you promote your event in advance and on WHD

7. Lastly, reflect on what you were able to deliver – in particular what was the impact and what lessons can be learned for the next WHD

XII. Annexes

Annex 1: Format for letter of invitation to a policymaker/leader for participation in an event

Annex 2: Format for statement of support for the World Report on Hearing

Annex 3: Consent for photos

Annex 4: Specifications for photos and videos

Please access annexes editable format [here](#)

1. Format for letter of invitation to a policymaker/leader for participation in an event



To
(title and name of invitee)
(Designation/role of invitee)
(Address of invitee)

Dear *(title and name of invitee)*

3 March is celebrated as the World Hearing Day, which is accompanied this year by the launch of World Health Organization's first ever World Report on Hearing. This Day and the Report draw attention to the needs of all people living with or at risk of hearing loss and ear diseases. Marked by the theme 'Hearing care for all', the World Hearing Day 2021 calls upon governments to integrate ear and hearing care into national health plans. To mark this special day and to recognize the needs of those living with unaddressed hearing loss and ear diseases in *(name of country/state/country/district/town/village)*, the *(name of organizer)* in collaboration with *(names of co-organizers, if any)* is/are organizing a *(name of event)* on *(date)* from *(starting time)* to *(ending time)* at the *(venue)*.

Given your role as a *leader in the field of public health (change as appropriate)*, we would like to solicit your participation in this *(type of event)* as *a/the (role e.g. chief guest/guest of honour/speaker)*. *(add a line to describe invitee's special achievements/role, as appropriate e.g. Under your leadership our state has dramatically improved on all health-related indicators and continues to make effective progress in all areas of health.)* Your *leadership and guidance/participation and inputs (use or reword as appropriate)* will be of great value in this forum.

Globally, nearly 450 million people live with disabling hearing loss *(substitute with relevant statistics for your country/state/country/district/town/village, if possible)*¹. When unaddressed, hearing loss has a huge impact on those affected and is the cause of significant financial losses. The World Report on Hearing clearly states that it is possible to both prevent and address hearing loss through cost-effective public health interventions. Through this *(type of event)* we aim to take stock of the current status of ear and hearing care within our *(country/state/country/district/town/village)* and to plan for future steps to strengthen action in this field. Your participation and support will be a source of inspiration to all concerned and provide the impetus required in our efforts to ensure 'Hearing care for All'.

We look forward to your favorable response

Yours sincerely
(signatories)

Encl: agenda

¹ [Link to GBD site](#)

Statement of Support
Hearing Care for All

XXXXXX XXXXXXXX

hereby expresses its support towards the goal of 'Hearing care for all' as expressed within the World Health Organization's World Report on Hearing.

It commits itself to strengthening public health action with the aim of improving the lives of those at risk of and experiencing hearing loss and ear diseases.

NAME OF SIGNATORY

NAME OF SIGNATORY

3. Consent for photos



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:

4. Specifications for photos and videos to be posted

Photos

Number of photos: Contributors are encouraged to include between 1-4 photos per story.

Formats: The following formats are preferred: JPEG, PNG

Photo Quality: Photos taken by an amateur are perfectly acceptable; however, contributors should ensure that the photograph is in focus, is of high resolution and minimum 1MB in size.

Orientation: Landscape or Portrait

Videos

VIDEO Technical Specification

Step 1: Go to the Settings in your iPhone / Android

- Choose “Camara”
- Choose “Record video”
- Choose “1080p HD 60 FPS”

Step 2: To begin filming...

- If you are comfortable using a filming app like FilmicPro, make sure you choose landscape/horizontal format (preferably 16:9)
 - If you are not familiar with using apps like FilmicPro, simply use the video mode in your camara
 - Clean HD audio in stereo mode
 - Camera mounted on tripod, if you have it. If not, place the phone on a flat, stable surface
 - No fade-in or out
- Maximum length: between 1 to 5 minutes

SOUND Technical Specifications

- To improve sound quality and ensure viewers will be able to hear you, please use your ear buds with the built-in microphone. o If you have Bluetooth ear buds, simply wear and use them like you would normally
- If you have wired ear buds, wear and use them like you normally would, but make sure the wires are not tangled or will not get in the way of the activity you are executing. This may require clipping them to the collar of your shirt or other article of clothing. Make sure the built-in microphone is as close to your head as possible.

Art direction

- Video should be framed with the subject looking directly into the camera lens.
- When speaking, look directly into the camera.
- When engaging in an interactive activity, move back away from the camera so that your body is in the full frame and people will be able to see what you are demonstrating
- Well lit, with even lighting if possible

Text

Each photo or video should be accompanied by relevant text, with details as below:

Suggested Length: Up to 200 words

Language: English

Style: Paragraph format using full sentences is greatly appreciated

Medium: Microsoft Word (or other editable format) document, or in the body of an email. If possible, please avoid submitting as a PDF file.

