

**STAKEHOLDERS MEETING TO REVIEW, IMPROVISE & DEVELOP IEC MATERIAL  
RELATED TO EAR & HEARING CARE**

**Report**

A stakeholders meeting was organized by Society for Sound Hearing in Collaboration with Department of Community Medicine, MAMC & CBM at Maulana Azad Medical College on 4<sup>th</sup> November 2015. The objective of the meeting was to review and improvise the exiting IEC material related to ear and hearing care developed by Society for Sound Hearing and develop new material. This exercise was also carried out from the point of view strengthening the National Programme for Prevention and Control of Deafness.

The meeting was carried out as per the following agenda:-

10:00 am-10:30 am - Registration

10:30 am- 10.40 am- Welcome by Dr G.K. Ingle

10:40 am-10:50 am- Words of wisdom and objectives of the meeting by Dr. Agarwal

10:50 am- 11:00 am - Presentation on Sound Hearing 2030 by Dr. Suneela Garg

11:10 am- 11:30 am- Role of Society for Sound Hearing International in prevention and control of deafness in the region by Dr Bulantrisna Djelantik

11:30 am-12:00 am -Inauguration by Ms. Dharitri Panda, Joint Secretary, MoHFW

12:00 pm - Award Distribution of poster winners followed by Tea

12:30 am- 2:00 pm- Review of New Posters (Moderated by Dr MM Singh & Ms Deeksha Khurana)

2:00 pm- 2:30 pm- Lunch

2:30 pm-3:30 pm -Review of Old Posters (Moderated by Dr MM Singh & Ms Deeksha Khurana)

3:30 pm – Vote of Thanks by Dr Suneela Garg

The meeting was attended by 75 participants comprising of ENT specialists, audiologists, public health experts, speech therapists and officials from Ministry of Health & Family Welfare.

Ms. Dharitri Panda, JS, MoHFW was the chief guest for the event. The other dignitaries who were present were Dr T.S. Sidhu (National Advisor, National Programme for Prevention & Control of Deafness) and Dr Bulantrisna Djelantik (Founder Member & Director Society for Sound Hearing International).

The meeting began with Dr Ingle, Head of Department of Community Medicine, Maulana Azad Medical College delivering the welcome speech and explaining the critical importance of IEC material in reducing the burden of hearing loss in the country. He also mentioned how

Department of Community Medicine has played a crucial role in developing IEC material on regular basis. Dr Arun Agarwal, Director and Chair SSHI explained the objectives of the stakeholders meeting. He elaborated that National Programme for Prevention & Control of Deafness in India is pioneer for the other South East Asian countries to develop such a programme in their countries. He also explained how Sound Hearing 2030 was initiated and till now has facilitated formulation of strategy for ear and hearing care in India, Indonesia, Sri Lanka and Bangladesh.

Dr Sidhu explained to the audience about the progress that has been made with regard to implementation of National Programme for Prevention & Control of Deafness.

Dr Suneela Garg delivered a presentation regarding Sound Hearing 2030 and the activities that are being carried out. She also explained that Sound Hearing 2030 has been complementing the efforts of National Programme for Prevention & Control of Deafness since the members in the core team of NPPCD and Sound Hearing 2030 are same. She also shared Sound Hearing 2030's vision to facilitate implementation of NPPCD in the years to come under the leadership of Ms. Dharitri Panda, JS, MoHFW.

Dr Bulantrisna Djelantik delivered a presentation on role of Society for Sound Hearing International in prevention and control of deafness in the region. She also explained the progress that different countries have made with regard to implementation of ear and hearing care strategies.

Ms. Dharitri Panda, JS, MoHFW appreciated the efforts of Sound Hearing 2030 in providing technical support to National Programme for Prevention & Control of Deafness. She also mentioned that both Sound Hearing 2030 & National Programme for Prevention & Control of Deafness should synergize their efforts for promoting ear and hearing care in the country. She also visited the temporal bone lab of Maulana Azad Medical College along with Dr Agarwal and Dr Garg. For monitoring of NPPCD she also stressed on involvement of members of Sound Hearing 2030.

Ms. Dharitri Panda also gave away prizes to the participants who had secured first, second and third positions in the poster competition held on 16<sup>th</sup> Sept 2015. Two posters were selected for First prize position (Even seconds can make a big difference and Myth buster). Posters on Identification of children with hearing loss and an earful of Sound Advice were selected for Second position. Sound your Hearing and Noise Pollution were selected for Third position. Two posters were selected for consolation prize viz. Neonatal Hearing Screening and Technology for Empowerment of Deaf.

In the post tea session, the review of 15 new posters developed by Society for Sound Hearing was undertaken. These posters were presented in hard and soft copies to the experts who gave their suggestions on the posters based on the layout, content, design and title of the poster. The remarks of the evaluation committee which had previously reviewed these posters were also shared with the experts. The valuable recommendations of the experts were noted by the Programme Officer Ms Deeksha Khurana for incorporation in the posters.

During the post lunch session, the previously developed posters of Society for Sound Hearing were reviewed. The same methodology was adopted for review as in each poster was discussed in detail by the expert group and suggestions were given for improvisation. The soft copies of all the posters were given to the expert group so that they could also give suggestions over the email.

The stakeholders meeting was extremely fruitful with lot of suggestions for improvising and developing new material related to ear care. The meeting ended with vote of thanks by Dr Suneela Garg to all the experts and attendees present.

## Glimpses of the meeting





