

## **3<sup>rd</sup> MARCH- INTERNATIONAL EAR CARE DAY**

### **RUN FOR BETTER HEARING- Mini Marathon**

International Ear Care Day is an annual advocacy event held on 3 March which aims to raise awareness and promote ear and hearing care across the world. On occasion of Internal Ear Care 2015, **Sound Hearing 2030** under the aegis of **Society for Sound Hearing** in collaboration with **CBM** organized the **RUN FOR BETTER HEARING- Mini Marathon** on Sunday the 1st March at Nehru Park, Chankyapuri, New Delhi.



The event was supported by Elsevier Health Science, Sukhmani Hospital, Atlas Cycles Sonapat, Alps International, Fun & Food Village, International Vaish Foundation, The

Ashtavakra and 4SK Group of Hotels who sponsored T-shirts, refreshment, water, medical desk and cost of tent, banner and printing.

The focus of the event was to facilitate spreading awareness among people and strengthen support regarding the cause of ear and hearing care. There are millions of hearing impaired children who need care and the attention of both the government and public at large. These children are often ignored

and laughed upon as deaf and dumb by most of our population who are neither sensitive nor knowledgeable about the plight of these hearing impaired children. It is important that the society not only notices this group but helps in their upliftment and education so that they can be integrated into the normal main stream.

This event was attended by 550 children who came forward to support the social cause of deafness. The event also saw participation of 52 children who were from special schools of New Delhi. There were 70 students who registered on spot for the marathon. The students who registered online included MBBS and PG students of Maulana Azad



Medical College and students from nearby schools. Students from Delhi Public School Panipat, Ashtavakra Rehabilitation Center, Deaf School Kalkaji, Akshaya Pratishtha school, Ali Yavaj Jung National Institute of Hearing Handicapped, AIRSR, Delhi Physiotherapy Council and various law colleges participated in the event. The children braved the heavy rains and did not let the bad weather lower their tempo and enthusiasm.

Before the start of the run, the IEC material developed by Sound Hearing 2030 was displayed at the venue.

The run was flagged off at 8 am by Dr. Deepak Tempe, Dean of Maulana Azad Medical College along with Dr Arun Agarwal, Dr Suneela Garg, Ms. Deeksha Khurana, Ms. Janki Mehta and Ms. Shilpi Narang. The children were divided into different age groups and the run was conducted.



Due to excessive rains, it is planned that the prize distribution ceremony would be held at Maulana Azad Medical College on 14<sup>th</sup> March 2015. During this ceremony, the winners and runners-up in all categories would



be rewarded. A sensitization talk has also been planned for the gathering. The certificates of participation are being sent to all the students who participated in the run. This event would go a long way in sensitizing the people regarding the cause of ear and hearing care.