

International Ear and hearing care day

Date: 3rd March 2014

“Deafness is a much worse misfortune. For it means the loss of the most vital stimulus-- the sound of the voice that brings language, sets thoughts astir, and keeps us in the intellectual company of man.” Hellen Keller.

Introduction:

International Day for Ear and hearing care aims to raise awareness and promotes community-based activities for ear and hearing health. Hearing loss is the most prevalent sensory disability globally. WHO estimates that over 5% of the world’s population – 360 million people - has disabling hearing loss with the highest prevalence being in Asia Pacific, South Asia and Sub Saharan African regions. It is seen that at least half of all cases of hearing loss are avoidable through primary prevention, including healthy ear care practices.

In order to raise awareness on this issue, the International Ear Care Day is observed on 3rd March every year. This year, the theme for the day is **Ear care can avoid hearing loss**.

Activities in the Community (Jangpura, Delhi):

Facilitators: Ms Deeksha Khurana (Programme Officer SH2030) and Ms Kriti Gulati (Research Fellow(ICMR Project on Neonatal Hearing Screening)

Target Group- Families and children living in the slums

Participants: 50

In order to spread awareness regarding ear and hearing care, a short talk was conducted. The Talk was conducted in two schools run by Neev, an educational project of Nav Abhiyan (A grassroot development initiative promoting self- reliance and self esteem), with one of them being run in the Slums. The participating parents and children belong to a low socioeconomic background.

The Talk was conducted using IEC material (Including Pamphlets, posters and flipcharts both in Hindi and English) developed by Society of Sound Hearing.

The content of the talk included commonly encountered ear problems in children, talking about various milestones which can help detect hearing loss in a child and various Do’s and Don’ts related to ear care. Special mention was given to various factors that can contribute towards hearing loss in a baby and parents were also informed about “Neonatal Hearing screening programme”

being run in Lok Nayak Hospital Delhi where the all the babies are screened for hearing loss on the first day of their life.

The talk was interactive in nature where the questions were asked in the community and the discussion was done on the basis of the answers received. The community participated in the interactive talk actively and showed interest in listening and learning.

IEC material of Society of Sound Hearing was displayed in the school premises and distributed to the teachers of the school and the community members.

Attached are some of the photos taken at the event.



