

# World Hearing Day (WHD)

## 3 March

Planning Template for activities

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# World Hearing Day (WHD)

## Planning Template

### Purpose:

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To provide a basic framework for any person or organization interested in promoting ear and hearing health care at a local level in a developing country.

### Framework:

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The planning phase should begin with a brainstorming session around the key words below as a starting point.

For example,

“**Who** would you like the target audience to be for your WHD event?”

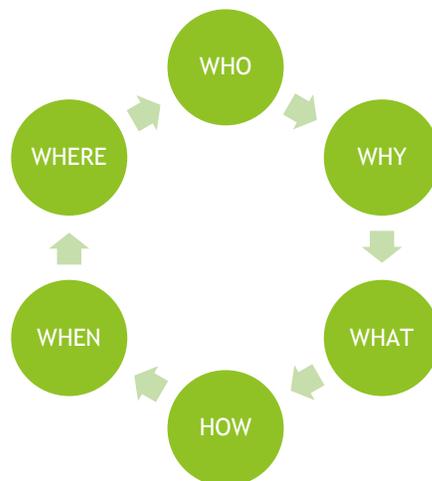
“**Why** have you selected those specific activities?”

“**What** types of events/activities do you believe would best promote WHD in your local community?”

“**How** will you go about planning for the event?”

“**When** would you like to host your WHD event?”

“**Where** do you think would be the best place to host your event or activity?”



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### Key Principles of Brainstorming:

- Write down ALL your ideas/suggestions no matter how impossible or strange they may sound (If you are working in a team, you may wish to appoint a scribe for the session)
- Be respectful of ALL ideas from your team
- Build on the ideas given
- Be as creative as you can be!

## Brainstorming Template

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<p><b>WHO</b></p> <p>Target groups may include:-</p> <ol style="list-style-type: none"><li>1. Older adults</li><li>2. School going children and adolescents</li><li>3. Professional groups (teachers, nurses, doctors, and other allied professionals.</li><li>4. Hospital management (especially if you are having funding issues-excellent opportunity to showcase the value of your Audiology/ENT department to the organization)</li><li>5. Specific priority patient groups (HIV/AIDS/TB/Diabetes/Cancer Inpatients at your local hospital)</li><li>6. Persons exposed to work related noise in your community (farmers, construction workers)</li></ol>	
<p><b>WHY</b></p> <p>Be clear as to why you are doing a particular project, for example “I want to do a school awareness campaign so that school going children and adolescents are more aware of the impact of noise on their hearing.”</p> <p><i>Here you are basically outlining what you hope to achieve with your activity or event.</i></p>	
<p><b>WHAT</b></p> <ol style="list-style-type: none"><li>1. Contact a local primary school in the area and have a colouring in competition for the little ones. Supply a picture of an ear and maybe a little boy with his mother telling him not to put things in his ears. On the day visit the school and choose a winner, take a photo and submit to the local newspaper. Ensure that you highlight some facts about hearing and ear care practices in the article.</li><li>2. Check if the school would be happy for you to address the school for a short talk.</li><li>3. Contact the local primary school and have an ART competition. Award the best effort with a certificate. If possible invite the</li></ol>	

local press to do an article so that your event would get better coverage.

4. Invite the staff at your hospital for tea/coffee/cake to your department. Give them a short presentation about hearing and hearing loss.
5. If your hospital or institution has a newsletter, website, Facebook, twitter account, use this to publicize the upcoming event.
6. Work within your system-so if in your hospital TB, Diabetes, HIV Aids is key priority you can contact them and see if they would be happy for you to put up posters, do a talk in the waiting room etc.
7. Host a screening day for all the staff in the hospital.
8. Set up a table at the local shopping centre, have posters, make a banner, and give out information brochures to shoppers. You could have a mascot, to champion your cause.
9. Contact the local radio station and see if they would be interested in doing an interview with you so that you can highlight some key issues.
10. 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.
11. Identify a noisy factory or business in your region and offer to put up posters on the importance of protecting ones hearing.
12. Set up a Facebook page for your Audiology/ ENT department.

***In many cases there may be limited staff so you may want to utilize other means such as radio, TV, local paper article to advocate your cause.***

## HOW

This is dependant on what activities are planned by your organization.

Potential Partnerships may include:-

1. Contact the local Media e.g., local newspaper, radio station well in advance and plan what your key message will be.
2. Teachers
3. Nurses
4. Doctors
5. Disability Group
6. Aged care facility
7. Universities
8. Local leaders
9. Residents associations
10. Local NGOs/welfare groups

Compile an Equipment Inventory which may include:-

1. Awareness materials, such as posters/banners/flyers. Such awareness materials can be based on information materials shared by WHO. Additional materials should follow the same layout and design.
2. Charts
3. Pens
4. Chairs
5. Tables
6. Certificates
7. Screening audiometer
8. Otoscopes
9. Disinfection liquid
10. Forms
11. Camera

Human resources you may require:

1. An audiologist
2. ENT
3. Admin staff

*This is a sample list and the exact list would depend on the event planned and the resources available.*

## WHEN

3 March

Decide if you would have a:

1. Day event
2. Weeklong event

<p>Time of the event</p> <ul style="list-style-type: none"> <li>• Morning/Afternoon/Evening e.g., Address the school assembly in the morning.</li> </ul>	
<p><b>WHERE</b></p> <p>Potential venues may include:-</p> <ol style="list-style-type: none"> <li>1. Local schools</li> <li>2. Staff room</li> <li>3. Local library</li> <li>4. Patient waiting rooms in the hospital</li> <li>5. Shopping Centre</li> <li>7. Train station</li> <li>8. Community Halls, temples, mosques, churches</li> </ol> <p><i>Important that the venue is safe and can accommodate the numbers you are expecting if held in a community hall. Good lighting, a power source (if doing a PowerPoint Presentation), seating, easily accessible are some of the things you would need to consider in this part.</i></p>	

## After the brainstorming session

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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 include **(but not limited to)**:-

- ✓ An idea that is relevant to the needs of your community, for example, if there is a high prevalence of otitis media in your community then you may want to choose an idea that addresses that need
- ✓ An idea that is cost effective and is able to be completed with the available funding, resources and time frame available
- ✓ An idea that is culturally sensitive, and appropriate for the target group selected
- ✓ An idea that has the potential to reach the greatest amount of people in your community

## Prioritizing your ideas

After you have evaluated all the ideas from your brainstorming session, you can now rank the ideas. Number 1 referring to the idea/project that is going to champion your cause, and so on.

*Priority 1:*

*Priority 2:*

*Priority 3:*

*Priority 4:*

*Priority 5:*

## Using WHO's advocacy and awareness materials

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Materials are developed by the World Health Organization and shared with all partners and countries. The materials are made available in the six U.N. languages. These can be used as such or adapted for use to suit the needs of individual campaigns.

Review these materials and graphics while preparing your own campaign materials.

While adapting them, the WHO logo should not be used without specific permission to do so.

## Monitoring and Evaluation

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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.

## Share via social media/local channels

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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, use the following hashtags: #worldhearingday #hearingcare and #safelistening.