

World hearing Day is observed every year on 3<sup>rd</sup> March  
2021 is unique because it marks the launch  
Of the first ever World Report on Hearing  
Which was commissioned by the World Health Assembly.  
Based on available evidence and experiences around the world...  
...the report calls for integration of key interventions...  
into national health care.

These are presented under the acronym H.E.A.R.I.N.G.,  
where each letter stands for one type of action.  
Here are some examples from our colleagues and partners,  
showing how CBM contributes to increase the audibility  
of ear and hearing care.

“H” is for “Hearing screening and early intervention programme”  
Hearing screening to check if a person hears well...  
can be done at any age, even birth,  
like we are doing with this baby.

“E” is for “Ear disease prevention and management”.  
Clinical, surgical and technical training  
are essential to strengthen services,  
Particularly where resources are limited.  
Ear diseases can be prevented by raising awareness  
In the community and training health care workers and  
community workers is also very essential.

“A” standing for “Access to affordable  
good quality technologies and related services”.  
Diagnosis and management fo hearing loss  
requires good-quality equipment  
so that hearing aids can be adequately programmed,  
adapted to each person , maintained and repaired if required.

“R” is for “Rehabilitation services” which are age appropriate,  
Multi-disciplinary and family-centered.

CBM comprehensive ear and hearing care programmes

coordinate actions across three areas of interaction and collaboration:

community, health and education

“I” is for “Inclusive communication”

Improving communication with deaf and hard of hearing persons

requires accessible hearing technologies and

the use of Close Captioning and Sign language interpretation,

contributing to a more inclusive society for all,

“N” is for “Noise reduction through regulations and attitude changes”.

This vehicle is a designed mobile audiology unit

has been effectively used for hearing screening

in six regions of India in different terrains

“G” is for “Greater community engagement”.

Actions to strengthen associations of hard of hearing,

Deaf or deafblind persons include multi-sectoral collaborations to address stigma.

Following a Community Based Inclusive Development approach

will enable it to be people centered,

community driven and Human Rights based.

We need your support and collaboration to increase

the audibility of ear and hearing care across the world,

and contribute to more inclusive communities.

Please help us to disseminate this message. Thank you!