World Hearing Day Seminar Webcast

Friday 2 March 2018
12:30-14:00 CET

Hearing loss is on the rise!

How can we prevent this?

What action is required?

World Hearing Day

World Hearing Day is held on 3 March each year to raise awareness on how to prevent deafness and hearing loss and promote ear and hearing care across the world. Each year WHO decides the theme and develops a brochure on the topic based on the best available evidence as well as advocacy materials such as posters, banners, infographics and presentations. These materials are shared with partners in government and civil society around the world as well as WHO colleagues across the organization. At its headquarters in Geneva, WHO organizes an annual World Hearing Day seminar. In recent years, an increasing number of Member States and other partner agencies have joined World Hearing Day by hosting a range of activities and events in their countries. WHO invites all stakeholders to join this global initiative.

2018: Hear the future

On World Hearing Day 2018, WHO will draw attention towards the anticipated rise in the number of people with hearing loss across the world with the theme "Hear the future".
The key messages for this event will highlight the:
- expected rise in prevalence of hearing loss globally over the coming years (based on statistical projections)
- efforts that are required to stem the rise through appropriate preventive action
- need to ensure that people with hearing loss have access to the required rehabilitation services and the communication tools and products they require

To mark this event, a seminar will be hosted at the WHO headquarters in Geneva.

World Hearing Day seminar

Chairperson: Dr Etienne Krug, Director, Management of NCDs, Disability, Violence and Injury Prevention, WHO

Opening remarks: Dr Soumya Swaminathan, Deputy Director-General (programmes), WHO

Introduction to theme: Dr Shelly Chadha, Technical Officer, Prevention of Deafness and Hearing Loss, WHO

Speeches:

- **Policy implementation benefits people: case studies from India**: Dr Mohan Kameswaran, India
- **Country actions to address hearing loss:** Dr Sue Archbold, UK

All are invited to join the seminar which will be transmitted live over Webex (see attached invitation for details)

Speaker profiles:

Dr Mohan Kameswaran is the Director of the Madras ENT Foundation and a professor of

otolaryngology. A pioneer in the field of cochlear implant and auditory brainstem implant surgery in India, he is a widely published author of over 100 research papers. Dr Kameswaran has received numerous honours and awards at home and abroad, including the Padma Shri, the highest civilian award in India, for his distinguished and exceptional medical service in the field of otolaryngology; the prestigious Dr B.C. Roy award by the Medical Council of India for his service to the profession; an award for excellence in service from the President of

Sri Lanka, among others. He is the regional secretary for South and Western Asia, International Federation of Otorhinolaryngological Societies (IFOS), and has been elected as a board member of the Politzer Society Inc. Dr Kameswaran continues to perform and teach cochlear implant surgery across the world and holds numerous surgical camps to provides ear care to those in need.

Dr Sue Archbold was the teacher of the first deaf child in the UK to have a cochlear implant, and in 1989 one of the founders of The Ear Foundation. She worked to fund paediatric cochlear

implants and established the Nottingham Paediatric Cochlear Implant Programme. Sue managed this in the NHS until 2004, and then went to develop services at The Ear Foundation, retiring from there as CEO in 2016. She developed the public policy work on hearing care at the Foundation, working with professional groups, industry and the major user groups, nationally and internationally, leading qualitative research on user and family experiences to influence policy and practice.