



75

HEALTH
FOR ALL



World Hearing Day 2023

Communication toolkit



Ear and hearing care for all! Let's make it a reality

World Hearing Day 2023 will highlight the importance of integrating ear and hearing care within primary care, as an essential component of universal health coverage. This integration is essential if countries are to achieve the global targets set forth in the World report on hearing.

With the theme "**Ear and hearing care for all!**", we focus on ensuring access to ear and hearing care services to all who need it, as an essential health service.

2023



**Call to action for
governments,
industry partners,
and civil society!**

**Call to
Action**

1

Ear and hearing problems are among the most common health issues encountered in the community.

2

Over 60% of these can be identified and addressed at the primary level of care.

3

Integration of ear and hearing care into primary care services is possible through training and capacity building at this level.

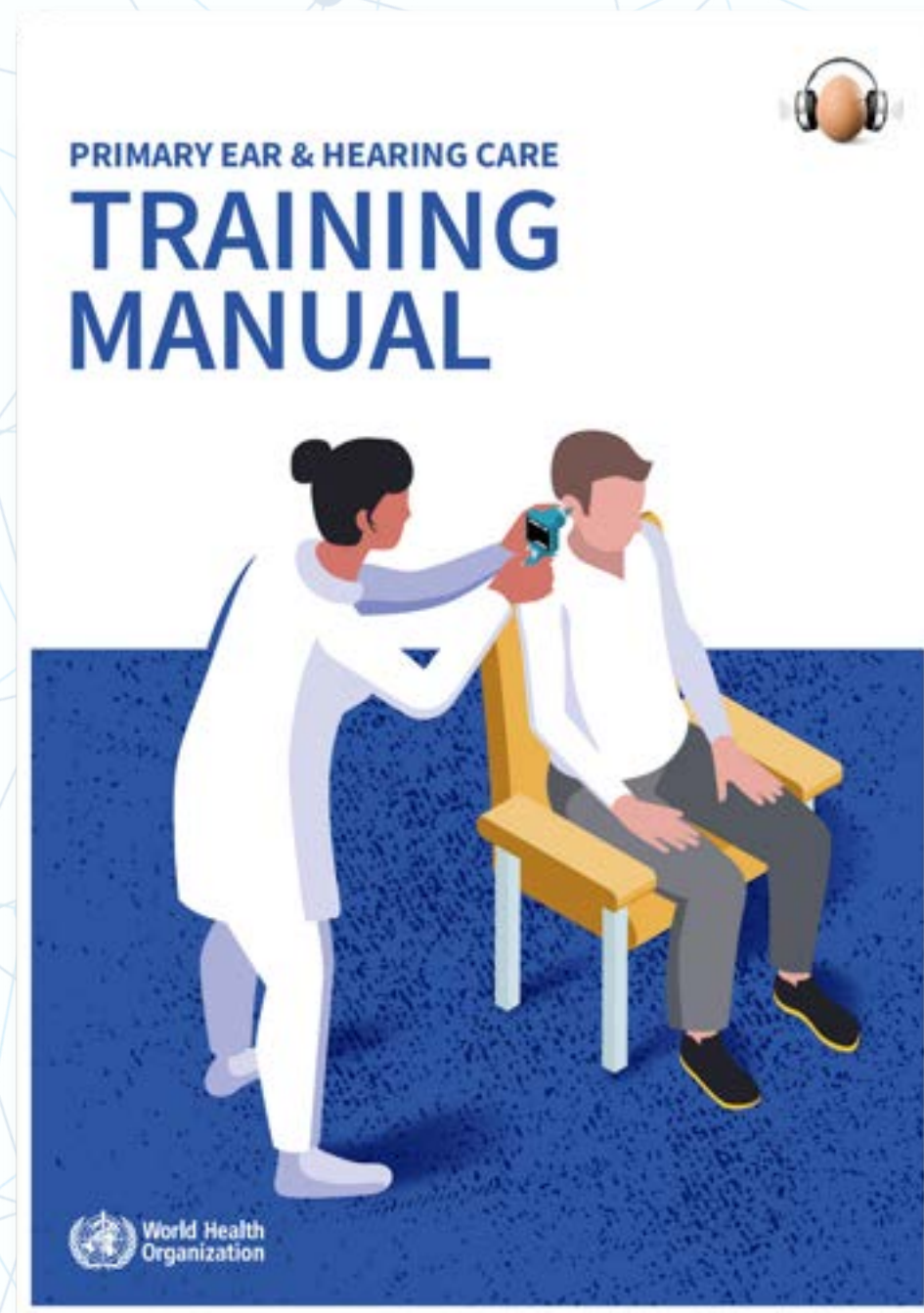
4

Such integration will benefit people and help countries move towards the goal of universal health coverage.



NEW!

WHO PRIMARY EAR AND HEARING CARE TRAINING MANUAL



- The manual is a practical guide on preventing, identifying, and managing hearing loss and common ear diseases that lead to hearing loss.
- It is intended mainly for health workers and doctors who work at primary care level and provide services to people either at health facilities or in communities.

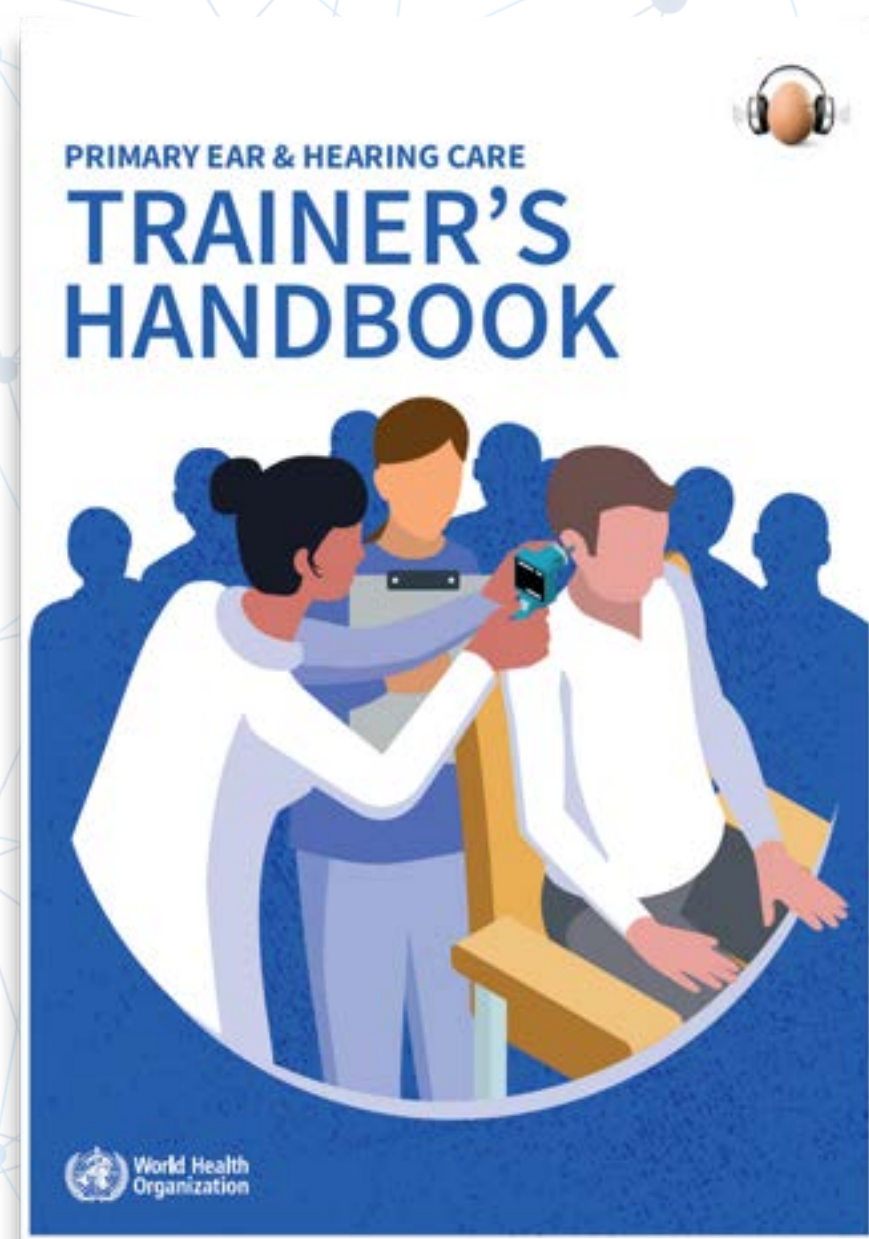
Coming soon!

**(available from 2
March 2023)**



NEW!

WHO PRIMARY EAR AND HEARING CARE TRAINER'S HANDBOOK



- The trainer's handbook accompanies the Primary ear and hearing care training manual.
- This document is intended for use by those involved in training health workers or in coordinating programmes for delivering ear and hearing care.
- It includes guidance on structuring the training course, a suggested timetable and additional resources.

Coming soon!

**(available from 2
March 2023)**



Accompanying Community Resources

[Click here for more](#)



These information resources can be used to raise awareness on ear and hearing care within communities



WHO encourages partners to organize:

Launch of the primary ear and hearing care training manual in countries

Format Launch event with formal speeches and presentations

Purpose Introduce the Primary ear and hearing care manual and Trainer's handbook

Duration 1 - 2 hours

Setting Ministry of Health/Primary healthcare centres/University

Priority target groups National program officers, directors of health, NGOs, and the media



Launch of the primary ear and hearing care training manual in countries

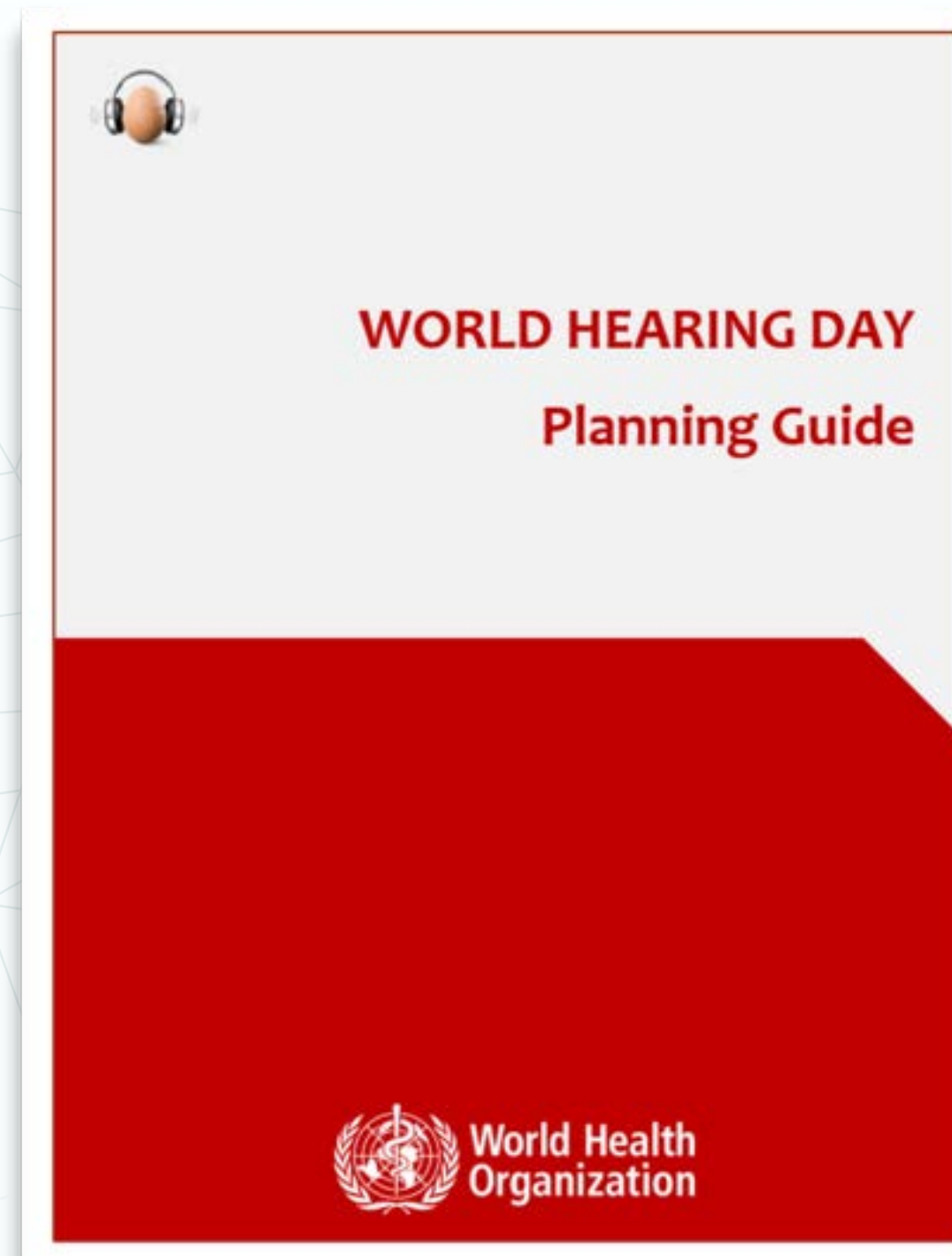
Suggested Agenda

Welcome:	Welcome address WHO video greetings	10 mins
Keynote speech:	Share the need for ear and hearing care services and importance of integration	10 mins
Expert panel presentations:	A health worker/nurse's perspective on importance of addressing ear and hearing problems at primary level. Specialist perspectives on importance of training health workers in ear and hearing care	20 mins
Training manual presentation:	Present the training manual, accompanying handbook and community resources	10 mins
Discussion:	Discussion on: Strengthening EHC at primary level and training non-specialist workforce	10-60 mins



Plan your event for WHD 2023

[Click here to
access](#)



Campaign materials

1



Announcement
poster

Arabic

Chinese

French

Russian

Spanish



2

Arabic


Chinese





French


Russian

Spanish

Tips for healthy
ears

TIPS FOR HEALTHY EARS 

DO	DON'T
 <p>Use earplugs in noisy places</p>	 <p>Put cotton buds, oil, sticks or pins inside your ears</p>
 <p>Check your hearing regularly</p>	 <p>Swim or wash in dirty water</p>
 <p>Wear your hearing aids regularly, when advised</p>	 <p>Share earphones or earplugs</p>
 <p>See a doctor if you have ear or hearing problems</p>	 <p>Listen to loud sounds or loud music</p>

 **EAR AND HEARING CARE FOR ALL!**
Let's make it a reality
#WorldHearingDay #HearingCare

 **World Health Organization**



3

A STEPWISE APPROACH TO CHECK EARS AND HEARING

WHO SHOULD BE CHECKED: Babies | Children | Adults | Older Adults

1

STEP 1: ASK
Ask for ear pain, ear discharge, ringing in the ears and document it

2

STEP 2: EXAMINE
Examine the ears*

Normal ears	Wax in ear canal	Discharge (pus or fluid) in ear canal	Abnormal ear drum	Any other
	Remove* and re-examine or Refer			Treat or Refer

Move to step 3

3

STEP 3: CHECK
Check hearing*

< 6 months old	6 months - 3 years old	3 - 7 years old	7 - 18 years old	All adults (>18 years old)
Observe response to sounds	Do a distraction test of hearing*	Do a voice test*	Do a whispered voice test*	Check with hearing aid app*
Response = check again next visit	Response = check again next visit	Score = or equal to 3/4: check again next year	Score = or equal to 3/4: check again next year	Score = 10: Counsel and refer
Response = counsel and refer	Response = counsel and refer	Score = 2/4: counsel and refer	Score = 2/4: counsel and refer	Score = 50: Check again in one year

REMEMBER!
Over 60% of ear and hearing problems can be addressed at the primary level

Steps for ear and hearing care

Arabic

Chinese

French

Russian

Spanish



4



Web banners

Arabic

Chinese

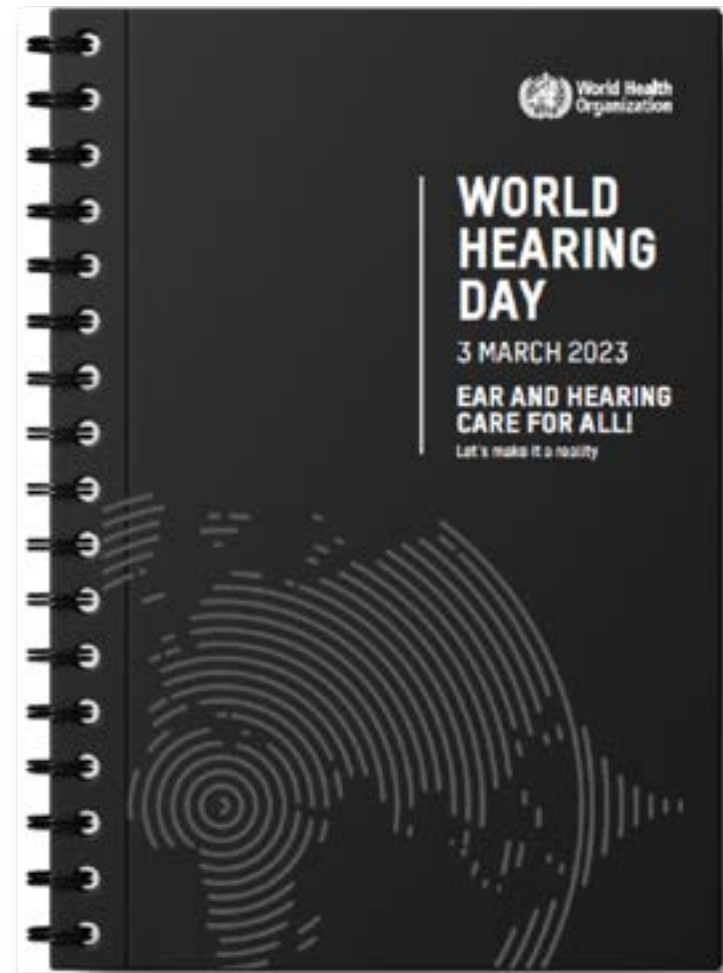
French

Russian

Spanish



Branding



Notepad



Mousepad



Tote Bag



T-Shirt



Pen



All branding material designs are available in all three colors: black, blue, and white

[Click here for more](#)



The campaign materials are also available in the following languages!

- Afrikaans
- Bemba
- Bengali
- Georgian
- German
- Hindi
- Indonesian
- Iranian
- Italiano
- Javanese
- Kiswahili
- Korean
- Malay
- Portugese
- Swedish
- Thai
- Tonga
- Turkish
- Urdu
- Vietnamese

[Click here to access the WHD23 materials in these languages](#)





Click to Tweet

Over 60% of ear and hearing problems can be addressed at the primary level of care. To make that possible, @WHO is launching the Primary EHC training manual this #worldhearingday. Know more tinyurl.com/3jexd8su

@ShellyChadhal

CLICK HERE



TIPS FOR HEALTHY EARS



DO



Use earplugs in noisy places



Check your hearing regularly



Wear your hearing aids regularly, when advised



See a doctor if you have ear or hearing problems

DON'T



Put cotton buds, oil, sticks or pins inside your ears



Swim or wash in dirty water



Share earphones or earplugs



Listen to loud sounds or loud music



EAR AND HEARING CARE FOR ALL!
Let's make it a reality

#WorldHearingDay #HearingCare



Click to Tweet

3 March is #worldhearingday. On this day, show some care for your ears and enjoy the beautiful sounds of life.

tinyurl.com/yp5v2aa7

#hearingcare

@WHO @ShellyChadhal

CLICK HERE





Click to Tweet



Listen to nurse Carol explain how training in #hearingcare benefits communities. This #worldhearingday look out for the new @WHO training manual to make ear and hearing care accessible for all

tinyurl.com/by4spjfm

@ShellyChadha1

CLICK HERE



On 3 March 2023

Share and retweet the WHO's posts and tweets about the World Hearing Day

@who

Facebook

Instagram

TikTok

Twitter

**Follow the WHO on
these channels to stay
updated!**



Don't forget to use the
hashtags!

#worldhearingday
#hearingcare



@WHO

The World Health Organization

@MikkelsenBente_

Bente Mikkelsen
Director of Department for NCD, WHO

@AlarcosC

Alarcos Cieza
Head of Sensory Functions, Disability and
Rehabilitation Unit, WHO

@shellychadha1

Shelly Chadha
Technical lead, Ear and Hearing Care, WHO

@makelistenings1

Make Listening Safe initiative

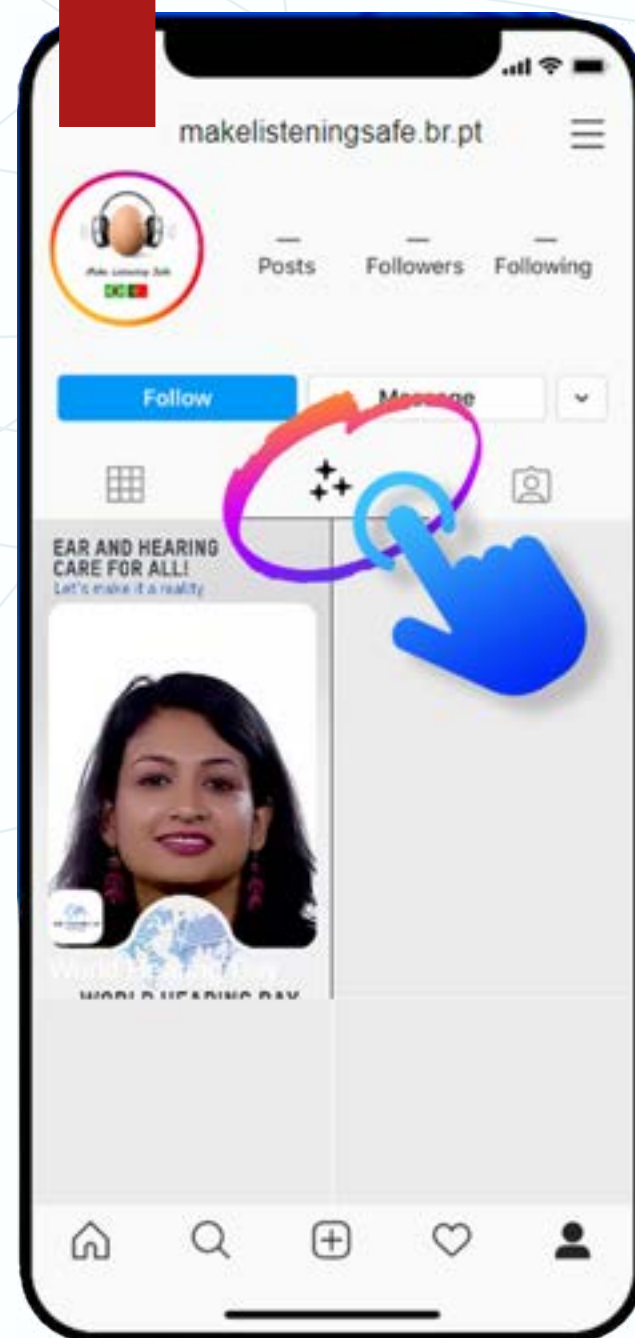
**And to tag us
in your
tweets!**



World Hearing Day Instagram Filter



1



Visit the profile
[@makelisteningsafe.br.pt](https://www.instagram.com/makelisteningsafe.br.pt)
Click on the filters page

2



Click on the World Hearing
Day filter for a preview

World Hearing Day Instagram Filter

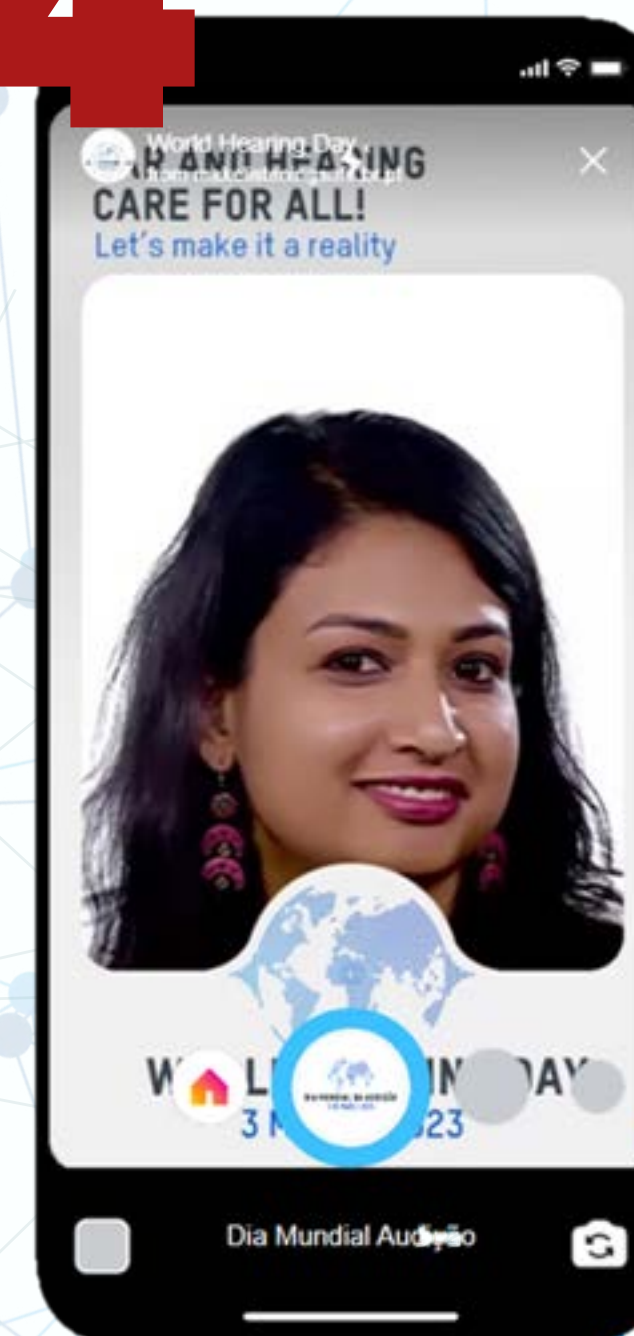


3



Click on the save button to get it

4



From now you'll find the filter in your gallery when creating a new story, reel or live

The World Hearing
Forum
Changemakers
Facebook

Make
listening safe
Linkedin

Make
listening safe
Twitter

World Hearing
Day Wikipedia

World Hearing
Day Website

**Our other social
media channels**





Register your activities and events!

Register

Review the
registered
events

Submit your WHD activity report!

You can submit your report of activities using the same registration credentials- reporting page will be activated after 14 March 2023.



Promote ear and hearing care in primary health multiple times this year!

7 April: World Health Day

27 April: International Noise Awareness Day

1 October: International Day of Older Persons

10 October: World Audiologist Day

12 December: International Universal Health Coverage Day



**Become a member of the
World Hearing Forum to
promote global action for
ear and hearing care!**

- Find out more about the WHF
- Apply to be a member now!



In case of any
concerns
contact us at
whf@who.int





World Health
Organization

75

HEALTH
FOR ALL

Ear and Hearing care for all!

