



NEXT: Welcome to **Beatrice Cusmai** Italy

- PR & Communication Manager for OPIQUAD, an Italian digital communication company,
- Volunteer for AGUAV, Italy as Vice President & Communication manager,
- Volunteer Secretary of EURO-CIU,
- Volunteer Founding Member of CIICA.
- Mother of premature deaf twins, one with hearing aids and one with single side CI and the other that will happen in the next days.

Using the World Report: how will I use it?



Beatrice Cusmai

AGUAV vice President- Italy & EURO-CIU Secretary



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- So now that we know which are the key points of the World Report on Hearing, we could try to let the man in the street be informed of the possibility he has to restore the hearing function
- **HOW can we do it without advertising budget?**



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- **PRESS RELEASE TO HAVE A WORLDWIDE COMMUNICATION:**
 - We could write a short press release with 4/5 key messages from WRH.
 - BUT in order to have visibility on free press **there must be the news.**
 - Therefore, as COVID-related news seem to be the only interesting news published in the press nowadays (at least in Italy), we could start this press release with the connection of COVID and Deafness.
- **IF WE CREATE A TEMPLATE OF PRESS RELEASE** every country can adapt it, but at least the 4/5 key points can circulate all over the world, with the same message.
- **We need Key points to share for this – the new resources from CIICA give us these!**

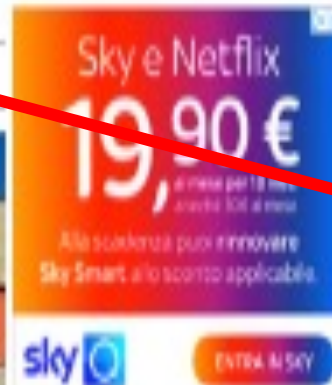
“we can no longer afford to turn a deaf ear to hearing loss.” Dr Tedros Ghebreyesus, DG, WHO

Using the World Report: how will I use it?

L'impianto cocleare cambia la vita di chi è sordo: nasce una rete per promuoverne l'utilizzo

Si chiama CIICA (Cochlear Implant International Community of Action) ed è una rete di associazioni a cui aderisce anche Aquav che sostiene l'audiovestibologia vocale.

4 square 4 audiovestibologia 4 varco



- Try to reach **NATIONAL and LOCAL** press. Local press is important to create a net and to become “outstanding” and to be recognised as an “expert”
- Example of CIICA press release delivered to press the day before World Hearing Day

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Scritto Giovedì 25 febbraio 2021 alle 15:02

Merate: Beatrice Cusmai tra i fondatori della nuova alleanza mondiale contro la sordità

Altri comuni, Merate

Nasce oggi, nella giornata mondiale sulla diffusione dell'impianto cocleare per combattere la sordità, una alleanza internazionale per unire associazioni di pazienti e organizzazioni scientifiche che condividono il medesimo obiettivo, quello appunto di agevolare l'accesso e l'utilizzo di tali strumenti al maggior numero di persone. Si tratta della **CIICA (Cochlear Implant International Community of Action)** cui si è già associata AGUAV (Associazione Genitori e utenti Audiovestibologia Varese) di cui la meratese **Beatrice Cusmai** è tra i fondatori nonché vicepresidente. La stessa fa anche parte del board Euro-Ciu ed è tra i fondatori della nuova alleanza mondiale.



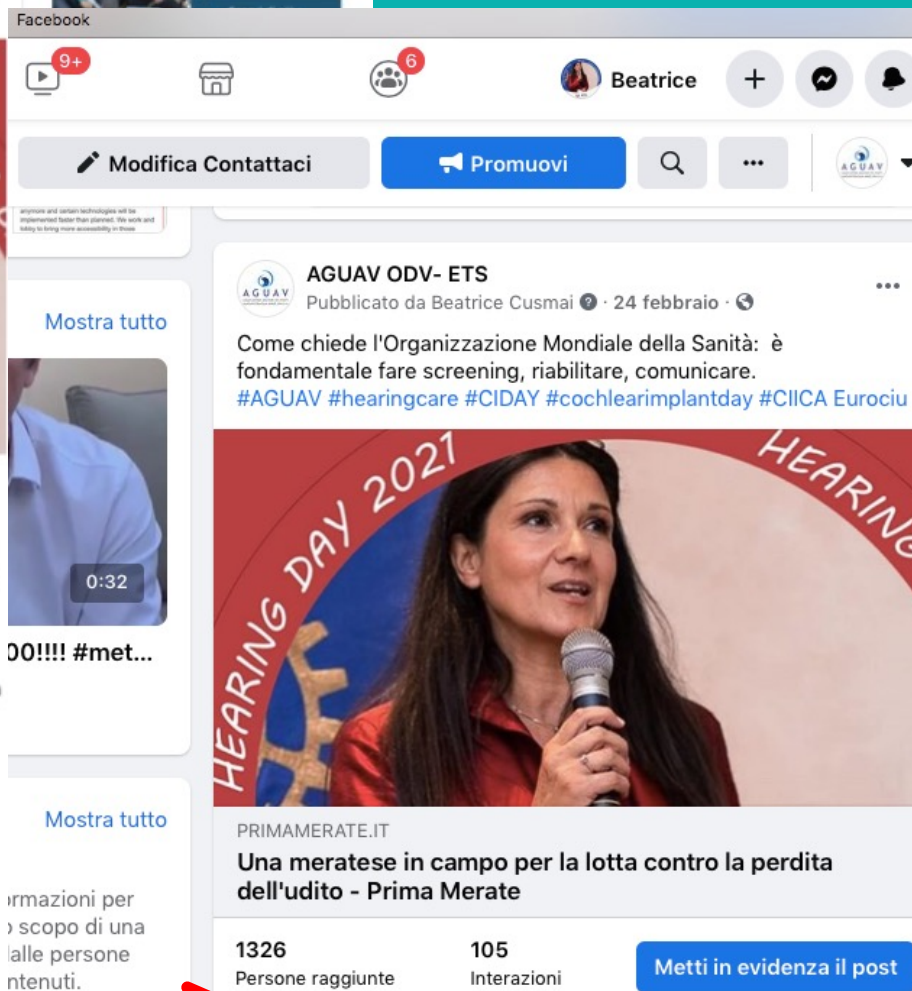
ON PAPER AND ON LINE PRESS





CRONACA Merate, 24 Febbraio 2021 ore 11:27

Il 25 febbraio si celebra la giornata internazionale dell'impianto cocleare e, a livello mondiale, è stata scelta questa data per annunciare la nascita della nuova alleanza CIICA (Cochlear Implant International Community of Action), una nuova rete di associazioni di pazienti e organizzazioni scientifiche che condividono il medesimo obiettivo, ovvero dare maggior accesso all'impianto cocleare e supporto a coloro che possono trarne vantaggio. Tra i membri fondatori di questa alleanza c'è la Associazione Genitori e utenti Audiovestibologia Varese la cui vicepresidente è Beatrice Cusmai di Merate.



- **SHARE THE PRESS ARTICLE TROUGH SOCIAL MEDIA:** FACEBOOK, INSTAGRAM, LINKED-IN, TWITTER ECC to let the news circulate through the net of friends and make it viral

Using the World Report: how will I use it?

- **SEND THE PRESS RELEASE + TRANSLATED LEAFLET TO POLITICIANS**, to raise awareness and ask for practical actions
- **ORGANIZE COFERENCES**: in CLUBS such as Rotary and Lions, because this way we can let information circulate outside our usual forum and associations
- **DISTRIBUTE THE LEAFLET**: to general practitioners, pediatricians and in their medical office, but also in Neonatal Intensive Care



Using the World Report: how will I use it?

- **PLACE THE LEAFLET IN WEBSITES**, translated in local language to be downloaded by people who can use it



CI ADVOCACY: SYNOPSIS

Cochlear Implant Advocacy: Implications of the World Report on Hearing, 2021

“

Cochlear implant is one of the most successful of all neural prostheses developed to date. (WRH, page 100)

The World Report on Hearing (WRH) 2021, provides a great resource for increased advocacy activities for Ear and Hearing Care, including cochlear implantation, and provides evidence for:

The global and personal impact of hearing loss and deafness

“If unaddressed, hearing loss can negatively impact many aspects of life: communication; the development of language and speech in children; cognition; education; employment; mental health; and interpersonal relationships.” (WRH, page 10)

“Language is essential not only as a means for communication, but also as contributor for cognitive development, a tool for education, and the basis for social relationships.” (WRH, page 45)

“When deaf infants are unable to access language stimulation early in life, it poses a challenge for their overall development.” (WRH, page 45)

“Hearing loss is the largest potentially modifiable risk factor for age-related dementia.” (WRH, page 46)

“Overall, adults with hearing loss have increased odds of unemployment or underemployment.” (WRH, page 46)

“People with hearing loss commonly have higher rates of depression and report lower quality of life compared with their hearing peers.” (WRH, page 47)

In 2019 age-related hearing loss was the third largest source of global Years Lived with Disability and the leading cause for adults older than 70 years of age.

For tackling stigma around hearing loss: “Raising awareness on hearing loss and reducing associated stigma through:

- communication campaigns that provide accurate and accessible information.
- strengthening associations of people with hearing loss.” (WRH, page 181)

The financial impact of hearing loss and deafness to society and individual

“Unaddressed, hearing loss imposes a global cost of more than \$ 900 billion annually.” (WRH, page 1) including health, education, lost productivity and societal costs.

The effectiveness, including cost-effectiveness, of today's hearing technologies, including specifically cochlear implants

“Cochlear implants are electronic devices, especially useful when a conventional hearing aid has little or no benefit or cannot be used.” (WRH, page 98)

“In children, timely intervention with hearing aids and implants leads to better hearing, spoken communication and quality of life, which further translates into better educational outcomes.” (WRH, page 103)

“In adults, the use of hearing aids and cochlear implants improves listening abilities and quality of life.” (WRH, page 103.)

WHO shows that for every dollar invested there is a return of 2.59 dollars using international dollars for high income settings and 1.46 for lower-middle income settings.

The variability in access to cochlear implantation and rehabilitation, in spite of proven effectiveness:

“With cochlear implants, there is limited research and data on access and factors limiting their use (41). However, as with hearing aids, issues such as high costs, and shortages of trained workforce and rehabilitation services, have resulted in their restricted accessibility to countries other than those in high-income groups – with considerable variation even within these.” (WRH, page 179)

Using the World Report: how will I use it?

- **CONTACT SCHOOLS:** try to reach the TEACHERS, at least a group of them, to let them explain the KEY points of WFH and try to inform them of the possibility to restore Hearing Function through CI. Try to organize video lessons for schools focusing on the ability of CI users, not on the disability.



January 2020 - In schools with
dr. Eliana Cristofari from
Varese Hospital, explaining
how to prevent hearing loss

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CITY WALLS decorated with CI image and
AUGMENTED REALITY.
COORDINATED IMAGE ALL OVER THE WORLD?



**VIRAL VIDEOS WITH THE SAME MESSAGE ALL OVER
THE WORLD IN DIFFERENT LANGUAGES?**

For example: I want to hear: Can you hear me?

www.eurociu.eu

