



Anita Grover, UK: Engaging governments: what works and what does not

- Anita is Chief Executive of AVUK and an implant user herself.
- She worked in government for 20 years, leading communications and so she knows what she is talking about!

Engaging Governments: What works and what does not

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My experience...





What makes a difference?

A photograph of two young children, a girl on the left and a boy on the right, both wearing cochlear implants. They are looking down at something they are holding together. The image is overlaid with a semi-transparent teal filter. The text "SOLUTIONS NOT PROBLEMS" is centered in white, bold, sans-serif capital letters.

**SOLUTIONS
NOT
PROBLEMS**

DO

Start with the WHY

Know your AUDIENCE

Be CONCISE and
IMPACTFUL

Be RELEVANT and
TIMELY

Make EVERY
contact count

Think from
THEIR perspective

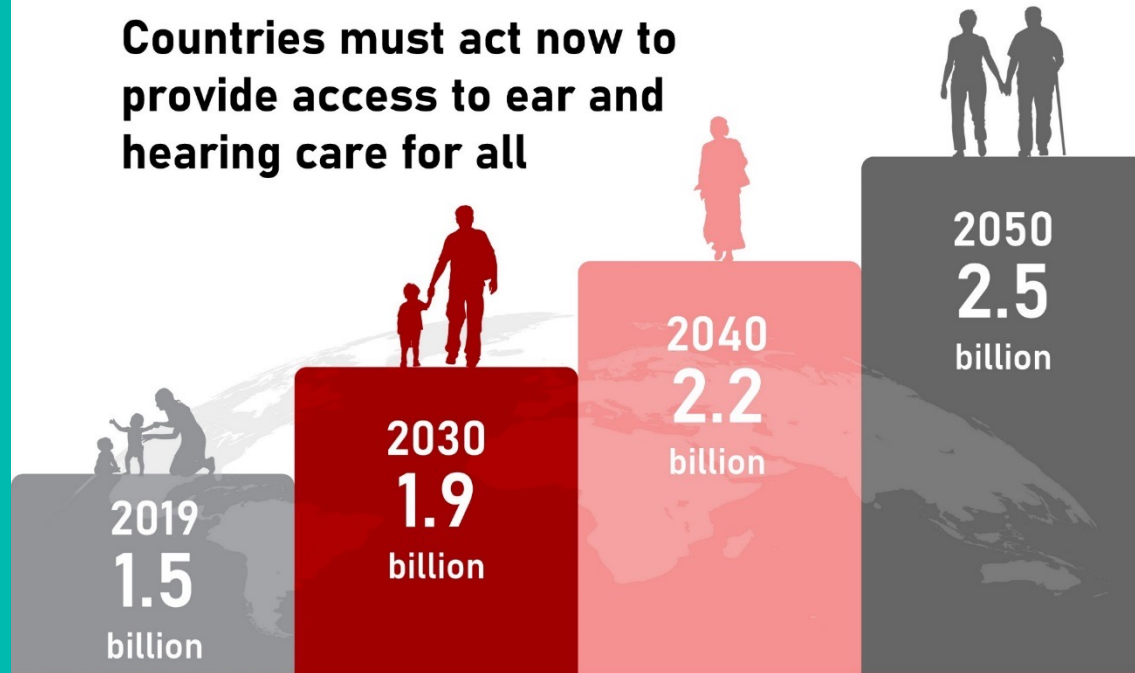
Engage through MULTIPLE
channels

Draw on EVIDENCE, FACTS,
REAL LIFE EXAMPLES

THINK ABOUT PRESENTATION OF INFORMATION

Hearing loss is *on the rise*

Countries must act now to
provide access to ear and
hearing care for all



#hearingcare



The high cost of inaction.
Unaddressed hearing loss
costs over

\$980 billion

annually



This is more than the annual
combined health expenditure
of Brazil and China

#hearingcare



IMPACTFUL FACTS

Only 37% of UK adults believe a child born profoundly deaf today could learn to speak as well as a hearing child

YouGov survey of adults in the UK conducted in February 2021

DO NOT

Do not assume prior knowledge

Do not use over emotional language

Do not use jargon and acronyms

Do not be confrontational

Do not be vague

Do not assume lack of interest if don't get response first time

Do not offer anything you cannot deliver

Do not give up!