



# Nic Russell, PINDROP, New Zealand

- Nic has been Marketing and Communications Manager for PINDROP New Zealand for 10 years.
- Lee Schoushkoff, their Chief Executive, is a member of CIICA Steering Group.
- They recently succeeded in doubling funding for CI for adults - what did they learn from this?



**The Pindrop Foundation**  
**3 Lessons from CI advocacy**  
**Aotearoa, NZ**

# 1. THE BIG PICTURE





## 2. LEADERSHIP

- VISION & STRATEGY
- RESOURCING
- NAVIGATING COMPLEX ENVIRONMENTS
- ENGAGEMENT & RELATIONSHIP BUILDING
- EXECUTING PLANS
- EFFECTIVE IMPLEMENTATION





# THE POWER OF CONSUMER VOICES



# CONSUMER REPRESENTATIVE TRAINING





# COCHLEAR IMPLANT ROADSHOW



WEBINAR:  
THURS 2 JULY  
@12PM

WITH  
HEALTH ECONOMIST:  
KIM VON LANTHEN

**HEALTH  
ECONOMICS:  
BUILDING THE  
CASE FOR  
FUNDING ADULT  
COCHLEAR  
IMPLANTS**

REGISTER:  
[WWW.PINDROP.ORG.NZ](http://WWW.PINDROP.ORG.NZ)

**This is your opportunity  
to learn about access to,  
and benefits of cochlear  
implants for adults in  
New Zealand.**

The Pindrop Foundation Adult CI Forum 2019 #pindropcif2019

Saturday 2nd November 2019

The campaign to end silence

University of Auckland,

PINDROP

WEBINAR: THURS 8TH  
OCT @ 12PM

**UNTREATED SEVERE HEARING LOSS AND  
THE COCHLEAR IMPLANT SITUATION: HOW  
POLICY AND PRACTICE ARE DISABLING NEW  
ZEALAND SOCIETY**



WITH

**DR LEWIS WILLIAMS PHD**



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## 3. PERSEVERENCE

- INFLUENCING THE INFLUENCERS

