

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

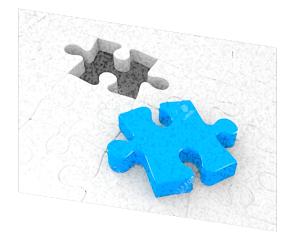




2. LEADERSHIP

giving sound to silence

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





THE POWER OF CONSUMER VOICES





CONSUMER REPRESENTIVE TRAINING





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



University of Auckland, DINDDOD WEBINAR: THURS 8TH **OCT @ 12PM**

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







3. PERSEVERENCE

• INFLUENCING THE INFLUENCERS

