



# Sue Archbold and Beatrice Cusmai: Advocacy and no budget?

- Sue is Coordinator of CIICA, originally teacher of the deaf and coordinator of the first paediatric CI programme in UK.
- Beatrice Cusmai is Vice President of AGUAV, Italy and Secretary of EUROCIU and a parent.



# Beatrice's challenge last time:

- Advocacy work for CI and no budget?
- Or time or energy or resources – real challenges for user groups
- She made some suggestions including graffiti!
- And a collaborative press release on the CI evidence, using the strong evidence we have from WHO World Report on Hearing which we showed last time



# Using the WHO World Report CI evidence: how will we use it?

## PRESS RELEASE TO HAVE A WORLDWIDE COMMUNICATION:

- We could write a short press release with 4/5 key messages from WRH

## 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!
- And you will have resources to support you – our summaries of the evidence.



# Use the template to reach the national and local press in your country.



- Try to reach **NATIONAL** and **LOCAL** press. Local press is important to create a network 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



# Tools for change: the summaries of the CI evidence from the World Report on Hearing

We have: Briefing and Synopsis with translations into Dutch, Turkish, Georgian, German, French, Swedish, Spanish and Italian on the way.

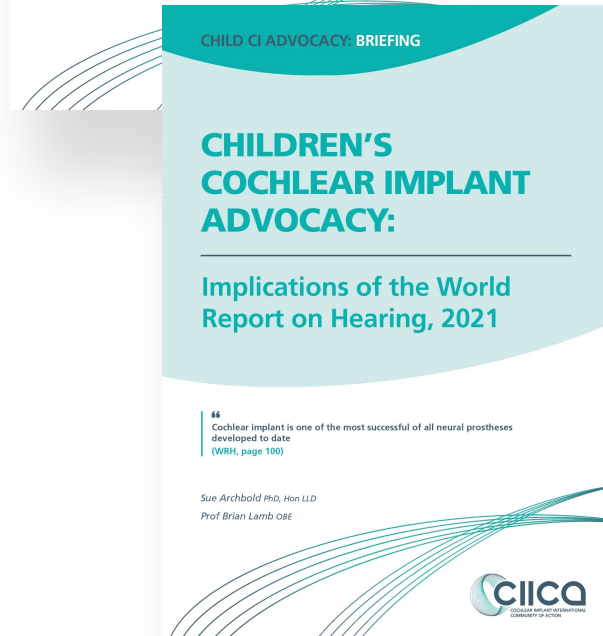
We also have now two focussed ones:

- Adult CI evidence
- Children's CI Evidence

So you can choose what you need!

Download from **Resources – CIICA ([ciicanet.org](https://ciicanet.org))**

Happy to have offers to translate these



# Plan of action.... inspired by Beatrice

- Do the translations needed to have the evidence ready
- We will prepare the press release so that you can have it to adjust to your needs
- With the evidence to back it up
- Share your activity on [www.ciicanet.org](http://www.ciicanet.org)

Facebook

9+ 6 Beatrice +

Modifica Contattaci Promuovi

AGUAV ODV- ETS  
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Come chiede l'Organizzazione Mondiale della Sanità: è fondamentale fare screening, riabilitare, comunicare.  
#AGUAV #hearingcare #CIDAY #cochlearimplantday #CIICA Eurociu

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00!!!! #met...

Mostra tutto

Mostra tutto

Informazioni per lo scopo di una delle persone tenuti.

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1326 Persone raggiunte 105 Interazioni

Metti in evidenza il post