



Sue Walters, Australia

Sue received the first multi channel implant in Australia in 1984 and so became an advocate by accident. She feels strongly about Grass Roots advocacy to support users and influence CI provision.

GRASS ROOTS ADVOCACY CICADA - 1985-2021

**THE EVOLUTION OF CICADA COCHLEAR
IMPLANT ADVOCACY IN AUSTRALIA**



SUSAN “THE PUNK”

August 1984 This is how I became the “accidental advocate”



ABOUT CICADA – HOW WE DO IT!



CICADA is a volunteer group supporting people with cochlear implants. There are several regional groups who hold regular social gatherings so we can get together and help people understand what it is like to live your daily life with this technology.

- ✓ Lectures, workshops, presentations on hearing implants for CI candidates, community, HCP's
- ✓ Gatherings to build our network and the confidence of CI Users
- ✓ Brochures/on line - A Guide-November_2018.pdf (cicada.org.au); Everything you need to know about Cochlear Implants - CICADA Queensland (cicadaqld.com.au)
- ✓ *FAQ's, Articles on a range of CI and hearing loss related topics*
- ✓ International Cochlear Implant Day and WHO World Hearing Day celebrations
- ✓ Media stories, documentaries to raise community awareness. Coming soon "Hear Me Out"
- ✓ Advocacy and education of policy makers and politicians about needs.

Grassroots Advocacy 1985-2021

What have we learned

- **Build network and friendships** – people with hearing loss and their families understand and need each other. This is the foundation of CICADA (and CIICA).
- **Be confident (even though its hard)** - never miss an opportunity to inform and educate decision-makers about our needs (politicians, media/your community, health care professionals and manufacturers, **you know things they don't!**).
- **Know the value of advocacy**– it's tiring, we are volunteers ... our advocacy does changes lives.



A NETWORK - BEGINS (1985)



It starts with sharing common challenges and friendships

Supporting each other and Building Awareness of cochlear implants are first advocacy challenges



NETWORK GROWS SYDNEY'S 1ST CHILDREN'S IMPLANT CENTRE (1988)



AND GROWS!- CELEBRATING 1000 RECIPIENTS 2004



With Dr Catherine Birman and Prof Bill Gibson, professional supporters of empowering the CI User voice

MEDIA AWARENESS & ADVOCACY - BEGINS (1987)



- SYDNEY MORNING HERALD 1987 WITH HOLLY AGED 5
- HOLLY TODAY – STILL a CI ADVOCATE & 2 KIDS & SUCCESSFUL CORPORATE LAWYER
- MUM VIKTORIA WORKS SUPPORTING FAMILIES

AWARENESS RAISING, POLITICIANS BEGINS 1980's – 2021

CICADA dinner 1988 with Minister for Health Peter Anderson to inform Health Minister in 2020 about access challenges



CICADA members lobby Minister for over 65's processor upgrades



COMMUNITY AWARENESS & PEER SUPPORT: Darwin & Lismore BBQ's, Sydney morning tea & fundraising socials



RAFFLE MASTERS

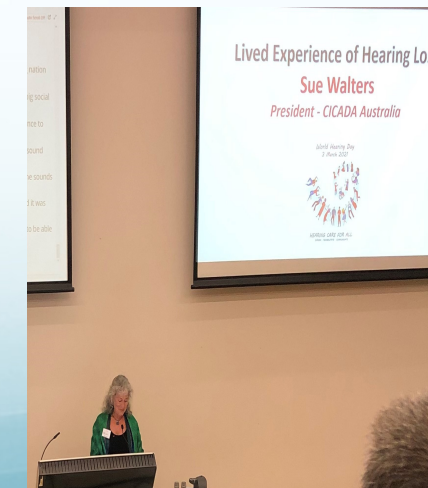


CICADA NATIONAL ADVOCACY TODAY



March 3rd World Hearing Day 2021
meeting politicians and doing national
media, advocating for ***'Hearing Care for All'***.

'Hear Me Out' documentary – soon



THANK YOU FOR LISTENING AND FOR THE ADVOCACY WORK YOU DO

“WITH LOVE FROM CICADA SYDNEY”



P.S. We need more volunteers 😊!

