

**CIICA LIVE: 22 January 2026**  
**CI ADVOCACY: WHAT DO WE NEED?**  
**18.00 UK (90 minutes)**  
**Chair: Brian Lamb**

<b>Welcome and Introduction</b>	<b>Sue Archbold, CIICA</b>
<b>Awareness leads to action</b>	<b>Carolina Der, World Hearing Forum, WHO</b>
<b>CI Advocacy:What do we need?</b>	<b>Sara Rubinelli, Switzerland</b>
<b>Visibility and Voice in Advocacy</b>	<b>Melis Durmaz Yıldırım, Turkey</b>
<b>Parents in Action</b>	<b>Vahishtai Daboo, India</b>
<b>Passion and Evidence</b>	<b>Lidia Best, Europe</b>
<b>Getting the numbers right</b>	<b>Mark Laureyns, Belgium</b>
<b>Reframing the discussion: Investing in Hearing Loss changes lives and is cost-effective</b>	<b>Brian Lamb, UK</b>

English, Spanish, captioning will be available : other languages on request