



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

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

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