

CIICA LIVE: CI ADVOCACY: WHAT DO WE NEED?

22 JANUARY 2026 | 18.00 UK (90 minutes)

Chair: Brian Lamb

Introduction	Carolina Der, World Hearing Forum, WHO Switzerland
CI Advocacy: Key messages	Sara Rubinelli, Switzerland
Visibility and Voice in Advocacy	Melis Durmaz Yildirim, Turkey
Parents in Action	Vahishtai Daboo, India
Passion and Evidence	Lidia Best, UK
Getting the numbers right	Mark Laureyns, Belgium
Reframe the discussion: Investing in Hearing Loss changes lives and is cost-effective	Brian Lamb, UK
Round Up – actions	

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