

SURVIVAL IS NOT ENOUGH: CONTINUING TO HEAR IS VITAL

Are You Prepared for an Emergency?

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STARTING POINT

The major earthquakes in Türkiye became the starting point of this initiative.
Two devastating earthquakes above magnitude 7 occurred only 12 hours apart.

FIRST QUESTIONS

Were the hearing devices, cochlear implants or ABI processors of people trapped under the rubble still on their ears? Could they access them? Were they still working after rescue?

SYMBOL OF THE CONTEXT

The earthquake image represents the central issue: in disasters, people may survive physically yet lose immediate access to hearing and communication.

IMMEDIATE RESPONSE

A spare device and its working parts were sent to the earthquake region to reach someone in need.
In a short time, many others acted with the same sensitivity.

KEY REALIZATION

Food, shelter and clothing were essential.
But for hearing aid, cochlear implant and ABI users, the continuity of hearing was also a vital part of survival.

In an emergency, survival is not enough if people cannot continue to hear, communicate and access support.

FROM IMMEDIATE ACTION TO THE “PARÇACIK HAVUZU”

A volunteer based sharing model emerged from a real and urgent need.

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Many families had spare cables, batteries, processors and other usable parts at home. This led to a practical support network.

THE IDEA

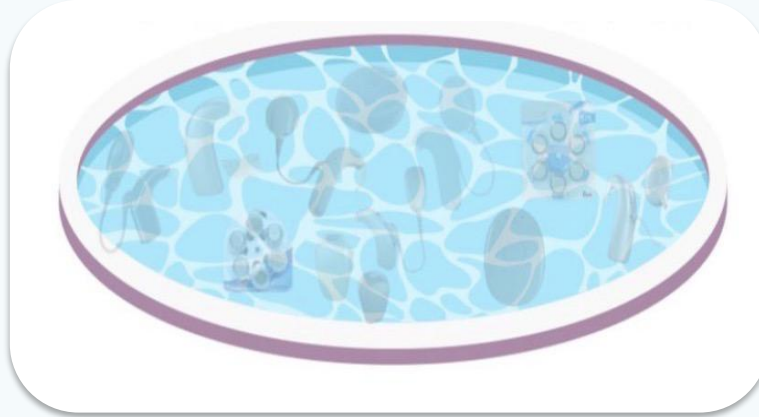
Usable parts that were no longer needed could become meaningful support for another person in an emergency.

A SHARING POINT

The “spare parts pool” connected the person in need with the person willing to help. It was based entirely on volunteering.

TAKEAWAY

Small contributions can create multiple forms of support.



PARÇACIK HAVUZU / SPARE PARTS POOL

In Turkish, we affectionately called this idea a “parçacık havuzu” a pool of tiny parts. The visual shows processors, spare parts and batteries to make the message memorable and visible.

VISIBLE MESSAGE

Inspired by the proverb “Damlaya damlaya göl olur” “**drop by drop, a lake is formed**” the image explains how small acts of sharing can grow into vital support.

RESPECTFUL DESIGN CHOICE

Brands and models were intentionally blurred to respect all companies, brands and users. The purpose was solidarity and visibility, not promotion.

THE COMPOUNDING CRISIS OF DISCONNECTION

Why emergency planning must move beyond rescue alone.

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WHY THIS MATTERS

For hearing device users, disaster trauma goes beyond physical danger. When infrastructure collapses, communication barriers multiply immediately.

DIGITAL VISIBILITY

Emergency teams should be able to understand that a person uses a hearing aid, cochlear implant or ABI without relying only on that person's explanation at that moment.

LOST AUDIOLOGICAL RECORDS

Evaluations, test results and device programming records were often stored on university computers. When these records were lost under the rubble, reprogramming took time.

COMMUNICATION GAP

Many implant users may not know sign language. Emergency communication support cannot rely on only one method.

PSYCHOLOGICAL AND SOCIAL IMPACT

Some individuals lost family members, experienced trauma, or struggled to understand what had happened and communicate with others. Psychological support is also needed.

WHAT EMERGENCY PLANS SHOULD INCLUDE

Spare devices, spare parts, charging solutions, personal emergency information and accessible communication methods must become essential parts of preparedness plans.

CRITICAL PRINCIPLE

Preparedness is also about staying connected after surviving.

The continuity of hearing must become a visible and essential part of emergency preparedness.