



CBM's video to support the launch of the 1st World Report on Hearing during World Hearing Day on 3rd March 2021

Accessible information for blind and low-vision persons

Video title:

CBM and the World Report on Hearing (white letters over solid red circle)

Images:

Photo of audiology technician adapting a hearing aid into a child's ear (Zambia). "CBM-Christian Blind Mission" logo appears on the inferior-right corner.

Speaker's information:

Spain, Dr Diego Santana, CBM Senior Advisor for Ear & Hearing Care

Images:

Diego holds up and shows a copy of the World Report on Hearing cover page. A square on right side with International Sign Language interpreter for whole video. Photo of the World Health Assembly in session with text about 2017 EHC Resolution. Photo of the acronym HEARING with each letter standing for one type of action.

Subtitles:

"World Hearing Day is observed every year on 3rd March. 2021 is unique because it marks the launch of the first ever World Report on Hearing, which was commissioned by the World Health Assembly. Based on available evidence and experiences across the world, the report calls for integration of key interventions into national health care. These are presented under the acronym H.E.A.R.I.N.G., where each letter stands for one type of action. Here are some examples from our colleagues and partners, showing how CBM contributes to increasing the audibility of EHC."

Speaker's info:

Ecuador, Mr Olmedo Zambrano, Community Based Inclusive Development Regional Advisor

Images:

Olmedo speaks while holding up a white page with the letter "H" printed on it.

Subtitles:

"H is for Hearing screening and early intervention programmes"

Speaker's info:

Guatemala, Dr Paty Castellanos, Audiologist

Images:

Paty holds specialised equipment to carry out hearing screening in a sleeping baby.

Subtitles:

"Hearing screening to check if a person hears well, can be done at any age, even at birth, like we are doing with this baby"

Speaker's info:

Ethiopia, Mr Francesco Giulietti, CBM Country Director

Images:

Francesco holds up a page with the letter "E"

Subtitles:

"E is for Ear disease prevention and management"

Speaker's info:

Ethiopia, Dr Emadu Bahirat, ENT registrar, St Paul Hospital

Ethiopia, Dr Uta Fröschl, ENT surgeon, CBM co-worker

Images:

Dr Emadu is operating a patient's ear (under surgical drapes) under the supervision of Dr Uta, in a fully equipped ENT operating room. Both of them briefly stop their microscopic ear surgery to speak their messages in turns.

Photo of a small child with ear discharge which is being cleaned by a health worker.

Photo of the same child which is now having eardrops instilled to complete treatment.

Subtitles:

For Dr Emadu: "Clinical, surgical and technical trainings are essential to strengthen services, particularly where resources are limited"

For Dr Uta: "Ear diseases can be prevented by raising awareness in the community and training of health care and community workers are also very essential"

Speaker's info:

Madagascar, Ms Lila Ratsifandrihamanana, CBM Country Director

Images:

Lila holds up a page with the letter "A"

Subtitles:

"A is for Access to affordable, good-quality technologies and related services"

Speaker's info:

Madagascar, Dr Theodore Randrianarisoa, ENT surgeon, SALFA

Images:

Dr Theodore holds up a page with the letter "A" while speaking. Next to him, a male audiologist carries out a hearing test on a man wearing ear cup headphones for it.

Subtitles:

"Diagnosis and management of hearing loss requires good-quality equipment, so that hearing aids can be adequately programmed, adapted to each person, maintained and repaired if required"

Speaker's info:

Bolivia, Ms Liliam Zamorano, CBM Programme Manager

Images:

Liliam holds up a page with the letter "R"

Subtitles:

"R is for Rehabilitation services which are age-appropriate, multi-disciplinary and family-centered"

Speaker's info:

Bolivia, Ms Maricarmen Fernandez, Audiologist-SLT (Sign Language Therapist)

Images:

Ms Maricarmen stands up speaking. Next to her, a female Speech and Language Therapists is carrying out an aural rehabilitation session with a young boy.

Photo of a young school-girl speaking in sign language to her teacher (Cambodia).

Photo of deaf youth girls and boys playing basketball (Akama School, Madagascar)

Subtitles:

"CBM comprehensive ear and hearing care programmes coordinate actions across three areas of interaction and collaboration: community, health and education".

Speaker's info:

Philippines, Ms Erly Ocasiones, CBM Programme Manager

Images:

Erly holds up a page with the letter "I"

Subtitles:

"I is for "Inclusive communication".

Speaker's info:

Philippines, Ms Carolyn Dagani, President, Philippine Federation of the Deaf

Images:

Carolyn signs in local Filipino Sign Language (FSL)

Subtitles:

"Improving communication with deaf and hard of hearing persons requires accessible hearing technologies and the use of Close Captioning and Sign Language interpretation, contributing to a more inclusive society for all"

Speaker's info:

India, Dr Sara Varughese, CBM Country Director

Images:

Dr Sara holds up a page with the letter "N" in a busy traffic street of Bengaluru, India.

Subtitles:

"N is for Noise reduction through regulations and attitude changes".

Speaker's info:

India, Dr A. Ramesh, ENT surgeon, St John's Hospital, Bengaluru.

Images:

Dr Ramesh holds up a page with the letter "N" while standing next to the mobile audiology unit (bus) parked in the street.

Photo of community health workers being trained in primary ear and hearing care by CBM advisors, Mugalur, India.

Text over video:

"Ear and Hearing Care requires Public Health strategies"

Subtitles:

"This vehicle is a designed mobile audiology unit, has been effectively used for hearing screening in six regions of India in different terrains"

Speaker's info:

Zimbabwe, Mr Godwin Kudzotsa, Country Programme Manager

Images:

Godwin holds up a page with the letter "G", standing next to a sign on the wall which reads "CBM RECEPTION".

Subtitles:

"G" is for Greater community engagement".

Speaker's info:

Zimbabwe, Mr Frank & Ms Design Pamire and CBM partner WizEar

Images:

Frank Pamire (deafblind person) attends a CBM-funded Public Health Planning course in Harare, co-organized alongside CBM CO Zimbabwe and local EHC partners WizEar. His wife Design Pamire is sitting next to him and interpreting what's being said through tactile language on his left hand.

Subtitles of recorded female voice-over:

"Actions to strengthen associations of hard of hearing, deaf or deafblind persons include multi-sectoral collaboration to address stigma. Following a Community Based Inclusive Development approach will enable it to be people centred, community driven and Human Rights based"

Speaker's info:

South Africa/Ireland, Ms Sally Harvest, CBM advisor for Ear & Hearing Care

Images:

Sally speaks after briefly pointing out and showing her own Cochlear Implant device.

Subtitles:

"We need your support and collaboration to increase the audibility of ear and hearing care across the world and contribute to more inclusive communities. Please help us to disseminate this message. Thank you!"

Images:

Photo of young girl wearing a hearing aid, smiling and waving her left hand, followed by a final image of "CBM-Christian Blind Mission" logo on a white background, and below the logo appears the text: www.cbm.org