



SPEAK UP - ACTION & AWARENESS FOR HEARING LOSS
OTICON FOUNDATION & IDA INSTITUTE

WHAT

The Initiative

Ideas is a global online competition to find ideas to create public awareness about hearing loss.

The competition is designed to involve i.e. hearing care professionals, students, patients, families and the general public.

WHY

The Challenge

- To create public awareness about hearing loss
- To put hearing loss on the public agenda
- To encourage people to take action on hearing loss

Background

All previous attempts to raise awareness about hearing loss have not had a great impact. The press and the public have not been captured by initiatives to generate broad public awareness. Yet more than 250 million people worldwide have hearing loss and 80 percent are untreated.

WHO

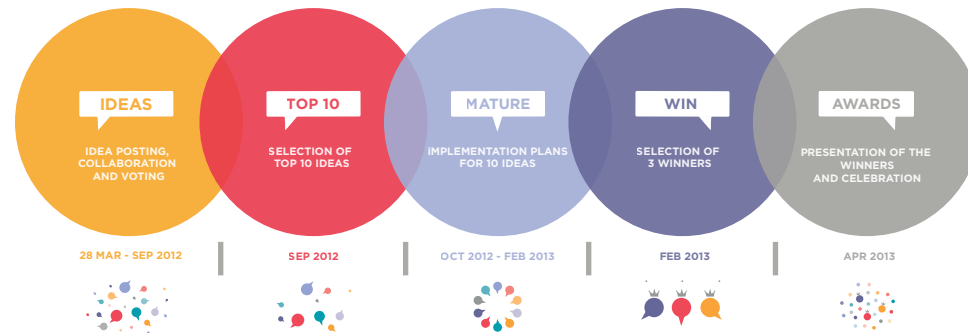
Who can participate?

Everybody can participate. We will involve a global network of interested persons i.e. people with hearing loss, hearing care professionals, experts from educational institutions, students, friends and families, manufacturers.

Why participate?

- An opportunity to raise your voice and contribute to an important cause.
- Visibility and PR for your idea/project
- The possibility to have your ideas transformed into reality with expertise from professional consultants
- Be inspired by working collaboratively to create new insights and ideas.

EVEN THE SMALLEST IDEA CAN MAKE A WORLD OF DIFFERENCE!



INITIATOR AND FACILITATOR

Who is behind the initiative?

The Oticon Foundation initiates and funds the idea competition. The Ida Institute facilitates the project.

"It is my wish that the end result of this idea competition is a greater public understanding of hearing loss and the importance of taking action when one has a hearing loss. Who would ever think of not getting glasses and walking through life blind?" - Niels Boserup, Chairman of Oticon Foundation.

WHEN

When does it take place?

- The idea competition runs from March 2012 – April 2013
- Online sharing, commenting and voting runs from March – September 2012
- Implementation plans are developed for top-10 ideas
- 3 of these ideas are chosen as winners
- Awards ceremony at AAA, April 2013

HOW

The competition - How is it done?

The idea competition is global and online. It is facilitated on a website that enables participants to share, comment and vote for ideas.

RESULTS

The outcome

- Encourage people to take action on hearing loss
- Hearing loss is on the public agenda
- Increase awareness of hearing loss in general
- Change perception of hearing loss

SIGN UP AND LEARN MORE

Go to the www.awarenessforhearingloss.com