

Coalition for Global Hearing Health  
3<sup>rd</sup> Conference: 30<sup>th</sup> - 31<sup>st</sup> May 2012  
**Pretoria - South Africa**



# **CBM's Model Plan for Ear & Hearing Care**

(work in progress)

Dr Diego Santana-Hernandez  
CBM Senior Advisor for Ear & Hearing Care

## CBM's background



### **Funded in 1908**

Initially as a Blindness programme

### **104 years later**

Over 700 projects in 81 key countries (2011):  
50 poorest + 31 special circumstances

### **Ear & Hearing Care**

Over 20 years of service in this field

# CBM's purpose



**CBM's purpose is  
to improve the quality of life  
of persons with disability,  
and those at risk of disability,  
living in the most  
disadvantaged societies.**

# Name & Definition



## EAR & HEARING CARE (EHC)

- The provision of all the services required
  - at community, primary, secondary and tertiary level - by those persons living with, or at risk of, any of these different but linked conditions:
    - Ear diseases
    - Hard of Hearing
    - Deafness and/or deafblindness

# Analysis & International Context

## Relevant Data



**278 million** people worldwide had disabling hearing impairment

**4.3%** of the world population (Estimates by WHO for 2005)

**124,2 million** with Adult Onset Hearing Loss (WRDis 2011,p297)

**80%** live in middle and **low income countries**

**50%** approximately, of these cases are **preventable**

**52,000 children (<5y) died** of COM in 1990 (WDevR 1993,p224)

**Over 250 million people** could benefit from **hearing aids**

**50 million hearing aids** are needed worldwide **per year**  
(just for unilateral fitting)

**Less than 10 million hearing aids** are **manufactured** each year

**More than 80% of hearing aids manufactured are sold and used in developed countries**

# ***Together we can do more!***

If we manage to build alliances with like minded organisations, with UN agencies, with mainstream NGOs and other Stakeholders, we can reach more people. For that, we need to work at local, regional, national and global levels, **together !**

# **Model Plan:**

## **Concept based on 2 documents:**

- 1. CBM's Strategy for EHC 2010 &**
- 2. World Report on Disability 2011**

# CBM's EHC Strategy Outline

## **Overall Objective**



**“Healthy ears and  
communication for all”**



# CBM's EHC Strategy Outline

## Results & Activities



### **1 Raising Awareness & Knowledge**

Result 1: A. & K. in EHC at all levels

### **2 Prevention (1<sup>ry</sup>, 2<sup>ry</sup> & 3<sup>ry</sup>) - ICFDH**

Result 2: Full P. in 1 Model Project per CBM region.

### **3 Human & Financial Resources**

Result 3: Resources for EHC at field level.

### **4 Services Availability & Accessibility**

Result 4: EHC Services are accessible and affordable.

### **5 Advisory Work**

Result 5: EHC advisors (Global & Regional), AWGs (EHC, EDHD, CBR) and MEL, PD, Research (KLT).

# CBM's EHC Strategy Outline

## Result 3



### 3 Mobilising Human and Financial Resources

**Result 3:** Specific resources for EHC have been identified and mobilised at CBM and partner levels.

Each CBM region should identify a **model project or centre of excellence**, which will be the driving force to promote & further EHC.

Bonded training programmes and **continuous in-service training, monitoring and mentoring.**

Recommend that countries develop a **National EHC programme.**

Facilitation of an ongoing public **awareness raising initiative.**

Develop Basic requirement of **human resources in Primary EHC.**

**Guidelines/standardization** of nomenclature/definitions should be initiated at global levels (WHO).

# CBM's EHC Strategy Outline

## Model Project



- **Model Project**: CBM partner with a **comprehensive** project successfully adhering to CBM's Strategic Plan on EHC, which has been selected and approved by CBM's RD and RA to serve as an example to be replicated in the region.
- **Centre of Excellence**: Centre or project recognised by District/National authorities to be of **outstanding performance in any area/s** in the mandate of EHC. It serves as referral centre and a point of reference in the district/country it is based at.
- A model project may be a centre of excellence in one or several aspects of its work.

# World Report on Disability Strategy



## World Report on Disability 2011 – STRATEGY

The World report on disability recommends that governments and their **development partners** provide people with disabilities access to all mainstream services, invest in specific programmes and services for those people with disabilities who are in need, and adopt a **national disability strategy** and **plan of action**.

In addition, governments should work to increase **public awareness** and **understanding of disability**, and support further **research and training** in the area. Importantly, **people with disabilities should be consulted and involved** in the design and implementation of these efforts.

# **The Model Plan Concept:**

Is that of a ***Model Project***  
within a ***National Network***

# **Principles of a Model Plan for EHC**

# EHC Strategic Outline

## **Guiding Principles**



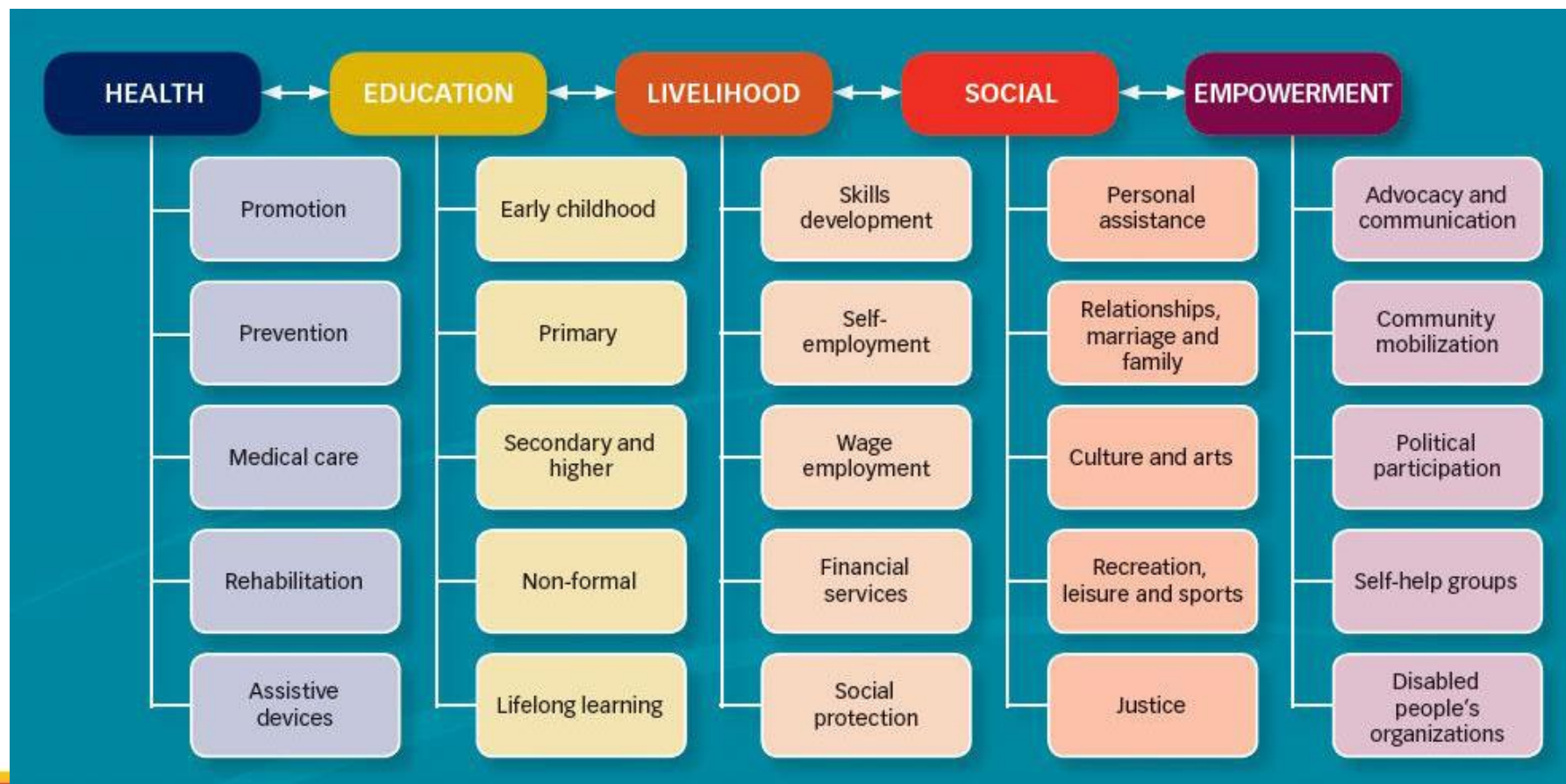
1. CBM Mission and Vision
2. The international legal & political framework
- 3. CBR Matrix**
4. Priority Setting
5. Overarching Principles and Conditions

# EHC Strategic Outline

## Guiding Principles

### 3. The CBR Matrix

The framework is hold together through the principles of participation, inclusion, access and self-advocacy.





# **Components of a Model Plan for EHC**

# Components of a Model Project (1)



1. Activities to **raise awareness** in the community
2. **Training** at all levels
3. **Primary Ear Care services** (provided within the Primary Health Care system)
4. **Secondary & Tertiary care** (including middle ear micro-surgery)
5. Provision, adaptation, maintenance and repair of **Hearing Aids**

# Components of a Model Project (2)



6. Population Based studies and **screening**
7. Inclusion into National **Public Health** Network
8. Active participation of the **community & CBR**  
(Community Based Rehabilitation)
9. **Special Education** and mainstream teachers  
(including Early Stimulation)
10. Human Rights approach and Inclusion of **Persons with Disability** in the society.

# Progress Up to 30<sup>th</sup> May 2012



## 1. Global Alliances

WHO (PBD)

Funding Consortium (HCC-AAO-ISA-IFOS-CBM)

## 2. Americas

Nicaragua (WHO-PAHO-MOH-ENTS-MMO-CBM)

El Salvador (PAHO-MOH-ENTS-DPO-CBM)

Paraguay (PAHO-Oir Paraguay-MOH-ENTS-GEO-CBM)

Bolivia (PAHO-SAC-FIJAMAT-ENTS-MOH-JICA-CBM)

Peru (ENTS-Divino Niño-GEO-CBM)

## 3. Asia

Sri Lanka (WHO-HHC-Sound Hearing 2030-CBM)

India (Hyderabad PHI-LSHTM-Sound Hearing 2030-CBM)

## 4. Africa

Zambia (WHO-Beit Cure Hospital-MOH-CBM)

South Africa (CGHH-CBM)

Zimbabwe (AAENTA-CBM)

**Invitation**



***Together we can do more !***

***Thank you !***

**[www.cbm.org](http://www.cbm.org)**