

International Ear Care Day

There are more than a billion people living with some sort of disability. They have some common tribulations like health and socioeconomic conditions. Life itself is a struggle but it becomes more difficult when opportunities are scarce. Persons with disabilities are undoubtedly marginalized communities because they have lesser opportunities to get education, job or health facilities.

In Recent years we have seen the materialization of International movements for the empowerment of Persons with Disabilities and awareness is gradually growing. Pakistan's commitment to Millennium Development Goals is an indication to the fact that it determined to effectively mainstream disability in development.

Since 2012, Pakistan Institute of Rehabilitation Sciences shouldering the responsibilities of developing skilled human resource to address the various elements of Rehabilitative Sciences. Developing mid level human resource for rehabilitation is the best strategy to develop the inclusive society.

Pakistan Institute of Rehabilitation Sciences is committed to alleviate the issues of inadequate services delivery to persons with disability by developing competent professionals who enable people with disability to live a normal life besides making significant intellectual and material contribution to the society.

International Ear Care Day is an annual advocacy event held on 3 March. The Day aims to raise awareness and promote ear and hearing care across the world. In 2015, the theme for International Ear Care Day is 'Make Listening Safe'. A number of activities were carried out by PIRS in

commemoration with World Health Organization and cbm as WHO's emro office shared a lot information material.



A walk by students on 3rd March to create awareness about importance of hearing and reasons of avoidable hearing impairment

In order to raise awareness about the prevalence, preventability and public health impact of ear diseases and hearing loss, a walk was arranged and informative leaflets (material was provided by WHO emro office) were distributed in general public.

Seminar on Noise Pollution

The need to reduce the infuriating noise on roads is really the call of the day. For the safer hearing environment it is important to educate the people in general and especially to the drivers who are responsible for the noise on roads. A specially formulated workshop was arranged for the drivers on 2nd March; theme was protection from noise induced hearing loss.

Safer environment and the adverse effects of the noise on hearing was prominence of all the speeches and presentations.

Dr Farrukh Seir (Executive Director PIRS) explained the different health issues related to noise, like insomnia, high blood pressure, migraine, hear loss, damage to the voice and even behavioral changes. 25 drivers attended this workshop and most of them admitted that they never knew about the harmful effects of noise on hearing, behavior and on general health. A questioner explained that more than 60% drivers are using pressure horn, like loud music and do not mind honking horn. Certificates were distributed at the end of program.



Group Photograph of drivers with Dr Farrukh Seir



Dr Farrukh Seir giving certificate to the driver

3RD MARCH CELEBRATION

3rd March was celebrated with different speeches, skits and presentations by students and teachers. First presentation was by Ms Sehrish Khan on the importance of neonatal screening followed by a skit that emphasis the significance of early screening.



The theme of the program was to draw attention to the rising problem of noise-induced hearing loss. There were speeches and skits on the alarming situation of noise induced hearing loss; it could be due to the exposure to damaging levels of sound at noisy entertainment and environment. Importance of early screening and social acceptance of the issue is also very important.

Hearing impaired children from Sultana Foundation also participated in the event,



Dr Maryam Malik from World Health Organization (WHO) was chief guest on the occasion. Dr Iman Yar Baig, country head CBM, was guest of honour. CEO CHEF International Sohail A. Khan joined the participants to highlight this noble cause. Dr Maryam Malik, in her address said that as per WHO estimates around 350 million persons around the globe are facing hearing impairments of mild to severe deafness and at least half of all the cases of hearing loss are avoidable through primary prevention, including healthy ear care practices. She stressed the need to raise the awareness of ear care in teenagers and insist that all the participants must carry the message and determination to minimize the noise at personal level. She also appreciated the effort of Pakistan Institute of Rehabilitation Sciences for celebrating this day as it was celebrated only in three big cities of Pakistan; in Islamabad only PIRS celebrated 3rd March.





Executive Director PIRS Dr. Farrukh Seir presented vote of thanks, expressed his gratitude to the participants and especially to the chief guest for gracing the event.

