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Anti-hearing loss campaign starts

IN order to promote prevention of hearing loss and early detection of hearing impairment, MED-EL, in partnership with non-government organisations (NGOs), is pursuing a project to reduce the number of children with hearing impairment in the country.

The campaign started with the dispatch of medical convoys in November 2015 to Minya, Upper Egypt. This was then followed by another convoy early this month to Fayyum.

Parents took their children to the convoys for a screening process with ear, nose and throat (ENT) specialists and audiologists to find out if they needed basic medical treatment, or if they required further investigation for cochlear implant surgery.

According to the World Health Organisation, 60 per cent of childhood hearing loss is preventable and with appropriate interventions, children can be treated to allow them to reach



MEDICAL convey gathered children for screening process with ENT specialists in Fayyum recently.

their full potential. For children, the sense of hearing is fundamental to acquire skills like speaking a language, performing academically and engaging socially among family and friends.

MED-EL Egypt's General Manager, Tamer El Shahat, explained the aim of

the medical convoys was to identify cochlear implant patients and fully sponsor their surgeries and rehabilitation.

He said his organisation fully intended to continue supporting campaigns against hearing loss in children to allow

them to develop a normal social and academic life. "We take serious steps towards supporting healthier generations of children," el Shahat said.

He praised the contribution of the medical convoys in promoting awareness among Egyptian families. He said he hoped there would be more awareness campaigns on World Hearing Day in Egypt.

The WHO estimates that there are 360 million people – five per cent of the world population – who live with hearing loss. Among them are 32 million children mostly from low-income and middle-income countries.

MED-EL, Mr Shahat said, understands the immense consequences of having a hearing impaired child in a family and the ripple effect on society.

Accordingly, it was determined to raise awareness about public health strategies to reduce the prevalence and impact of hearing loss.