**PUBLIC EDUCATION**

The Institute has been taking various steps to make the common man aware of communication disorders, educate them on prevention of the disorders and provide guidance and counseling to persons suffering from such conditions. The public education activities are carried out through monthly public lectures, communication disorder screening camps, public orientation/sensitization programs, and street play. In addition, print and electronic media, including social media platforms, are extensively used for public education. Efforts are also being made to provide information on academic activities and the facilities available at AIISH through social media. The following major public education activities were carried out during the reporting year.

**Monthly Public Lectures**

The Institute organized monthly public lectures tailored for the common man to create public awareness on various aspects of communication disorders. The expert professionals working in the Institute delivered lectures followed by a question-and-answer session with the audience. The details of the lectures organized during the reporting year are given in table 1.

**Table 1: Monthly Public Lectures**

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Topics** | **Resource Persons** | **Participants** |
| 6.04.2021 | 1. Overview of the activities of the Institute
2. Communication disorders: An overview
3. Hearing impairment: An overview
4. Accessible and barrier free infrastructure for persons with disability
 | 1. Mr. RPrashanth
2. Dr. Priya M B
3. Dr. Sharath Kumar K S
4. Mr. Manjunath Rao
 | 48 students from the Mysore School of Architecture, Mysuru |
| 26.07.2021 | 1. Overview of the activities of the Institute and services of Department of Special Education
2. Curriculum designing, planning and IEP for children with special needs
 | 1. Ms. Vijayalakshmi S2. Ms. Sumana H P | 12 volunteers from Sri Vivekananda Youth Movement, Sarguru  |
| 17.08.2021 | 1. Overview of the activities of the Institute
2. Communication disorders: An overview
3. Hearing impairment: An overview
4. Rights and benefits for persons with disabilities
 | 1. Ms.Vijayalakshmi S
2. Ms. Prathima S
3. Dr. Sharath Kumar K S
4. Mr. Prashanth R
 | 23 MSW students from K.R. Pete, Mysuru |
| 16.09.2021 | 1. Overview of the activities of the Institute
2. Communication disorders: An overview
3. Hearing impairment: An overview
4. Inclusive education and curriculum adaptation
 | 1. Ms. Vijaylakshmi S
2. Dr. Priya M B
3. Dr.Prashanth Prabhu
4. Ms.Vijaylakshmi S
 | 22 D.Ed. students from District Rehabilitation Centre (DRC), Mysuru |
| 26.10.2021 | 1. Overview of the activities of the Institute
2. Communication disorders: An overview
3. Hearing impairment: An overview
4. Inclusive education and curriculum adaptation
 | 1. Dr. Prithi Venkatesh
2. Ms. Prathima S
3. Dr. Sharath kumar K S
4. Ms.Vijayalakshmi S
 | 36 B.Ed. students from K.R. Pete, Mysuru |
| 26.11.2021 | 1. Overview of the activities of the Institute and the objectives of the KV orientation programme
2. Overview on hearing impairment:identification and management
3. Overview of communication disorders: Identification and management
4. Behavioural issues and its management
5. Curriculum adaptation: Its need and strategies
6. Educational rights and facilities for person with communication disorders
 | 1. Dr. Prithi Venkatesh
2. Dr. Sharath Kumar K S
3. Ms. Deepa Anand
4. Dr.Yeshodhara G Y
5. Dr.Prithi Venkatesh
6. Mr.RPrashanth
 | 20 Teachers from Kendriya Vidyalaya, Chamarajnagara  |
| 8.12.2021 | 1. Overview of the activities of the Institute
2. Communication disorders: An overview
3. Hearing impairment: An overview
4. Inclusive education and curriculum

adaptation | 1. Ms.Vijayalakshmi S
2. Ms.Prathima S
3. Ms. Revathi

4. Ms. Vijayalakshmi S | 36 Teacher Trainees from International Montessori and Kindergarten Teacher’s Training Academy, Mysuru |

**Social Media based Public Education**

The AIISH launched its social media platform on Facebook in July 2019. In March 2020, the Institute expanded its digital outreach by creating accounts on other platforms like Twitter, Instagram, LinkedIn, and YouTube. Since their launching, the Institute has been promoting public education activities over social media platforms. All the activities are updated regularly for awareness, learning, motivation, and dissemination among the public. A social media committee, under the supervision of Dr. M. Pushpavathi, Director, and Dr. K. Yeshoda, Head, Dept. of Material Development as the Social Media Champion, is functioning for monitoring the activities. Social media digital marketing is outsourced to an agency for greater promotions and expansion in reach. This way, the Institute is accelerating its vision to reach the unreached.

The various types of public education resources disseminated through the social media platforms during the reporting year include live and animated videos (table 2), e-pamphlets and posters (table 3), and live-phone in programs conducted at the Institute on the eve of world hearing day celebrations (table 4). The videos and other resources posted on social media reached lakhs of beneficiaries during the reporting year. The social media activity statistics during the reporting year are given in table5.

**Table 2: Live and Animated videos posted on Social Media**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sl.****No** | **Title & Presenter** | **Medium** | **Language** |
| 1.
 | A glimpse into AIISH Clinics by Dr. Yeshoda K | FB & Youtube | English |
|  | A talk on augmentative & alternative communication by Dr. Yashomathi | FB | Kannada |
|  | About AIISH by Dr.Jayashankar Rao J S | FB & Youtube | English |
|  | About voice by Dr. Prakash | FB | Kannada |
|  | Academic world of AIISH by Dr. Ajith Kumar | FB & Youtube | English |
|  | An awareness video on stuttering by Actors | FB | Hindi |
|  | Autism – comic video  | FB | - |
|  | Autism Awareness by Dr. Kadambari Naniwadekar | FB & Youtube | English |
|  | Autism awareness by Mrs. Latha | FB & Youtube | Kannada |
|  | Awareness video on Covid 19 by Students and staff of the AIISH | FB & Youtube | Kannada |
|  | Commemoration of International Day of Persons with Disabilities by Dr. Pushpavathi M. | FB | English |
|  | Common conditions affecting Larynx (animated video) | FB | English |
|  | Creating inclusivity for children with Autism Spectrum Disorders by Dr. Jayashree C Shanbal, & Ms. Devi Vijayalakshmii V (animated video) | FB | English |
|  | Eminent personalities visit  | FB & Youtube | - |
|  | Father's Day by pre-school kids | FB & Youtube | Kannada |
|  | Greetings to all on the occasion of 56th Annual Day of the Institute  | FB | English |
|  | Habits that can lead to voice problems! (animated video) | FB | English |
|  | Happy simplicity day  | FB & Youtube | English |
|  | Hear what the ears of an autistic individual hear | FB & Youtube | English |
|  | How can each of you be a COVID warrior by Dr. Pushpavathi M | FB & Youtube | Kannada |
|  | How to narrate a creative story to kids? by Mrs. Sreevidya | FB | Malayalam |
|  | Impactful steps to help children facing challenges with biting and chewing by Ms. Prathima S | FB & Youtube | Kannada |
|  | Importance of communication and its disorders by Ms. Pauline Gracia RV | FB | Tamil |
|  | Inauguration of the inclusive therapy park on 9th October 2021 at AIISH, Mysuru | Youtube | - |
|  | Independence Day video by Pre-school kid | FB | English |
|  | Interesting suggestions of books to read by Ms. Zainab Ismail | FB & Youtube | English |
|  | International Webinar on Demystifying Mindful Parenting | Youtube | English |
|  | International Webinar on Demystifying Mindful Parenting - Day 2 | Youtube | English |
|  | Little signs by Ms. Reshma | FB & Youtube | Malayalam |
|  | National newborn week (animated video) | FB | Kannada |
|  | Overview of AIISH in Malayalam by Dr. Sreedevi N | Youtube | Malayalam |
|  | Pen your thoughts and research papers pertaining to speech & hearing with AIISH! | FB & Youtube | English |
|  | Preserving the voice by Dr. Yeshoda K | FB & Youtube | English |
|  | Services offered at AIISH by Dr. Sreedevi | FB & Youtube | Malayalam |
|  | Simple and fun exercises for individuals with communication disorders by Dr. Gayathri Kirshnan | FB & Youtube | English |
|  | Special Education courses provided at AIISH by Dr. Prithi Venkatesh  | FB | Malayalam |
|  | Speech sound disorders in children by Dr. Priya  | FB | Hindi |
|  | Speech sound disorders (animated video) by POCD Staff | FB  | English |
|  | Spread across states, united by AIISH – Alumni of AIISH | FB | Indian languages  |
|  | Success story by Mrs. Shruthi and her kid | FB | Kannada |
|  | The causes, symptoms, diagnosis and insights on hearing loss by Mr. Durga S. Kumar | FB & Youtube | English  |
|  | The efficacy of behavioral therapy and the factors that affect it by Dr. Sanjeev Kumar Gupta | FB & Youtube | English  |
|  | Tinnitus by Ms. Merina | FB | Malayalam |
|  | Treatment for speech, hearing, or language by Dr. Pushpavathi M | FB & Youtube | Kannada |
|  | Visit of Shri. Vikas Sheel, Additional Secretary, Ministry of Health and Family Welfare, GOI | Youtube | - |
|  | Voices from alumni by Dr. Balaji Rangarathnam | FB & Youtube | English |
|  | Voices from alumni by Dr. Lakshmi MS | FB & Youtube | English |
|  | Voices from alumni by Dr. Priyanka Shailat | FB & Youtube | English |
|  | Voices from alumni by Dr. Varun Uthappa AG | FB & Youtube | English |
|  | Voices from alumni by Ranjini Mohan | FB & Youtube | English |
|  | What is autism spectrum disorder and its impacts by Ms. Shalini | FB & Youtube | English |
|  | What is/are speech disorders? by Dr. Priya | FB | English |
|  | Why students must opt for special education courses by Dr. Alok Kumar Upadhyaya | FB & Youtube | Hindi |
|  | Yoga Day by pre-school kids | FB & Youtube | Kannada |
|  | You see autism; instead of me | FB & Youtube | English |
|  | ಆಟದಜೊತೆಗೊಂದುಪಾಠ by Dr. Pushpavathi M | FB & Youtube | Kannada |
|  | ಆಟದಜೊತೆಗೊಂದುಪಾಠ, "ನಮ್ಮವೃತ್ತಿಪರರು" ಭಾಗ-1 by Dr. Pushpavathi M | FB & Youtube | Kannada |
|  | ಆಟದಜೊತೆಗೊಂದುಪಾಠ, "ನಮ್ಮವೃತ್ತಿಪರರು" ಭಾಗ-೨ by Dr. Pushpavathi M., & Ms. Baby AnokhiLokanath | FB | Kannada |

**Table 3: E-pamphlets and posters**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sl No.** | **Creator** | **Title** | **Language** |
|  | Ms. Ankitha SMS. Reshma O &Ms. Jasper Princes | Developmental milestones | KannadaMalayalamTamil |
|  | Ms. Merina Thomas &Dr. N Sreedevi | Tinnitus | Malayalam |
|  | Ms. Pauline Gracia &Dr. N Sreedevi | Communication Disorders | Tamil |
|  | Ms. Ankitha S &Dr. N Sreedevi | Newborn hearing screening 02 | Kannada |
|  | POCD staff & Intern students | Comic strip-Autism | English |
|  | POCD staff & Intern students | Comic strip-Speech sound disorder | English |
|  | Ms. Srividya S &Dr. N Sreedevi | Newborn hearing screening 01 | Kannada |
|  | Ms. Tanuja M N &Dr. N Sreedevi | Newborn hearing screening 03 | Kannada |
|  | Ms. Srividya S &Dr. N Sreedevi | Developmental milestones  | Kannada |
|  | Ms. Ankitha S &Dr. N Sreedevi | Deepavali Noise | Kannada |
|  | Ms. Tanuja M N &Dr. N Sreedevi | Diwali hearing care | Kannada |
|  | Ms Christy Sebastian &Dr. N Sreedevi | Hearing protection Deepavali | English |
|  | Ms Kranti Acharya &Dr. N Sreedevi | Hearing protection Diwali | English |
|  | Ms Kranti Acharya | NBS Diwali | Hindi |
|  | Ms Christy Sebastian &Dr. N Sreedevi | NBS English | English |
|  | Ms Kranti Acharya | NBS Hindi | Hindi |
|  | Ms. Srividya S &Dr. N Sreedevi | NBS Kannada 1 | Kannada |
|  | Ms. Tanuja M N &Dr. N Sreedevi | NBS Kannada Diwali | Kannada |
|  | Ms. Ankitha S &Dr. N Sreedevi | NBS Kannada | Kannada |
|  | Ms. DibyaAryal&Dr. N Sreedevi | New born Care week | English |
|  | Ms. Tanuja M N &Dr. N Sreedevi | FAQs on ENT | Kannada |
|  | Ms. DibyaAryal&Dr. N Sreedevi | ADHD | English |
|  | Dr. Yashomathi | AAC  | Kannada |
|  | Dr. Yashomathi | Language Disorders  | Kannada |
| 23. | Ms. Ranjini A &Dr. N Sreedevi | Remember and care (Based on ACSLS) | Kannada |
| 24. | Ms. Srividya S &Dr. N Sreedevi | Does your child have Pronounciation Problem??? | English |
| 25. | Ms. Christy Sebastian & Dr. N Sreedevi | Speech problems after stroke??? - It might be APHASIA !!! | English |
| 26. | Ms. Christy Sebastian & Dr. N Sreedevi | St… St… Stammering???? | English |
| 27. | Mr. Ashique C &Dr. N Sreedevi | Have you heard about AUTISM ??? | English |
| 28. | Ms. DibyaAryal&Dr. N Sreedevi | Laryngectomy (Voice after the cancer of Larynx!!!) | English |
| 29. | Ms. DibyaAryal&Dr. N Sreedevi | Cleft Lip and Palate | English |
| 30. | Ashique C &Dr. N Sreedevi | Don’t forget about Dementia!!! | English |
| 31. | Ms. Christy Sebastian & Dr. N Sreedevi | Having problem with your Voice??? | English |
| 32. | Ms. Srividya S &Dr. N Sreedevi | Check for Learning Disability!!! | English |
| 33. | Ms. DibyaAryal&Dr. N Sreedevi | Feeding tips for care givers of child with Cleft Lip and Palate | English |
| 34. | Ms. Srividya S &Dr. N Sreedevi | FAQs on Hearing loss | English |
| 35. | Ms. Kranthi Acharya &Dr. N Sreedevi | Do you know what is Dysarthria??? | English |
| 36. | Ms. Christy Sebastian & Dr. N Sreedevi | Know more about Intellectual Disability | English |
| 37. | Ms. Srividya S &Ms. Kranthi Acharya &Dr. N Sreedevi | FAQs on Aphasia | Kannada&Hindi |
| 38. | Ms. Srividya S Ms. Kranthi Acharya &Dr. N Sreedevi | FAQs on LD | Kannada &Hindi |
| 39. | Ms. Srividya S Ms. Kranthi Acharya &Dr. N Sreedevi | FAQ’s on Voice disorder | Kannada &Hindi |
| 40. | Ms. Srividya S Ms. Kranthi Acharya &Dr. N Sreedevi | FAQ’s on Stuttering | Kannada &Hindi |
| 41. | Ms. Kranthi Acharya Mr. Ashique C | FAQ’s on Speech Sound Disorder | Hindi&Tamil |
| 42. | Mr. Ashique C  | Learning Disability | Tamil |
| 43. | Mr. Ashique C | Aphasia | Tamil |
| 44. | Mr. Ashique C | Dysarthria | Tamil |
| 45. | Mr. Ashique C | Dementia | Tamil |
| 46. | Ms. Ranjini A &Ms. DibyaAryal | Newborn screening | Kannada, English&Hindi |
| 47. | Ms. Sushma C  | Newborn screening-Kodagu | Kannada |
| 28. | Mr. Rohith V | Newborn screening-Kolar | English |
| 49. | Ms. Hemashree B MMs. Sarga K | Developmental milestones | Kannada &English |
| 50. | Ms. Kranti Acharya | High risk factors | Hindi |
| 51. | Ms. Swaliha | Aphasia | English |
| 52. | TCPD Staff | Cognitive communicative disorders | English & Hindi |
| 53. | TCPD Staff | Fluency Disorders | English & Hindi |
| 54. | TCPD Staff | Hearing Impairment | English & Hindi |
| 55. | TCPD Staff | AAC | English & Hindi |
| 56. | TCPD Staff | Speech sound disorders | English & Hindi |
| 57. | TCPD Staff | Morphology, Syntax, Semantics | English & Hindi |

**Table 4: Live Phone-In programs**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sl.** **No** | **Topic** | **Resource Persons/Moderator** | **Date** |
| 1 | Importance of World Autism Awareness day 2021 | **Resource Persons:** Dr. Jayashree C ShanbalDr. Niraj Kumar Singh &Mr. Freddy Antony | 1st April 2021 |
| 2 | World Voice Day | **Resource Persons:** Dr. JayakumarDr. Prakash&Dr. Yeshoda K | 16th April 2021 |
| 3 | Journey of a child with autism along with her mother | **Resource Persons:** Ms. AnnushakaBhattacharjeeMs. AshimaBhattacharjeeDr. Kadambari Naniwadekar&Dr. Yashodharakumar GY**Moderator:** Dr. Jayashree C Shanbal | 23rd April 2021 |
| 4 | Difficulties faced by school going special children | **Resource Persons:** Dr. PrithiVenkatesh&Mr. Freddy Antony**Moderator:** Ms. S. Vijayalakshmi | 2nd July 2021 |
| 5 | Cleft lip and palate | **Resource Persons:** Prof M. PushpavathiDr. Sanjeev Kumar GuptaDr. GopiSankarR | 16th July 2021 |
| 6 | Balance disorders in hearing impaired individuals-care and management | **Resource Persons:** Dr. G. RajeshwariDr. Sujeet Kumar Sinha **Moderator:** Dr. Nisha K V | 30th July 2021 |
| 7 | Prevention of communication disorder | **Resource Persons:** Dr N. SreedeviDr. Sandeep M **Moderator:** Dr. Jithin Raj B | 13th August 2021 |
| 8 | Identification and management for adults with hearing loss | **Resource Persons:** Dr. H. SundaraRajuDr. Sharath Kumar K S**Moderator:** Dr. Megha | 27th August 2021 |
| 9 | Rehabilitation of children with Cerebral Palsy | **Resource Persons:** Ms. Prathima SMr. Santhosh J R**Moderator:** Ms. DeepaAnand | 17th September 2021 |
| 10 | Learning Disability- Help me learn | **Resource Persons:** Dr. Jayashree C ShanbalDr. Chandni Jain Dr. Yashodhara Kumar G Y**Moderator:** Ms. Shobha B N | 1st October 2021 |
| 11 | Know more aboutst..st.. stuttering – (In commemoration of International Stuttering Awareness Day 2021) | **Resource Persons:** Dr. Sangeetha Mahesh Dr. Yashodhara Kumar GY**Moderator:** Ms. Seema M | 22nd October 2021 |
| 12 | Mental health in children and adolescents | **Resource Persons:** Mr. Raju H. H Dr. Sanjeev Kumar Gupta Ms. Lissiue Maria**Moderator:** Dr. Yashodhara Kumar GY | 29th October 2021 |
| 13 | Brain damage and Communication Disorders- Identification and Management | **Resource Persons:** Dr. N HemaDr R Rajasudhakar**Moderator:** Ms. Geetha M P | 12th November 2021 |
| 14 | Use of technology in the field of speech and hearing | **Resource Persons:** Mr.NManohar Mr. Vikas M D Mr Reuben Thomas Varghese**Moderator:** Ms. Jyothi S | 26th November 2021 |
| 15 | Welfare measures for persons with disabilities | **Resource Person:** Mr. Prashanth R **Moderator:**Ms. Shobha BN | 3rd December 2021 |
| 16 | Accessibility to persons with communication disabilities through Tele-mode | **Resource Person:** Dr. Yashaswini R**Moderator:**Ms. SVijayalakshmi | 3rd December 2021 |
| 17 | Prevention of hearing loss and promoting appropriate ear and hearing care practices to prevent hearing loss - World Hearing Day | **Resource Persons:** Dr. DeviDr. ArunDr. Sreeraj K | 18th February 2022 |
| 18 | Safe Listening - World Hearing Day 2022 | **Resource Persons:** Dr. G. RajeshwariDr. Prawin KumarMs. Revathi K R | 3rd March 2022 |

**Table 5: Social Media Statistics**

|  |
| --- |
| **Facebook** |
| No. of Posts | Reach | Clicks | Reactions, comments & shares |
| **146** | **2249671** | **141014** | **24703** |
| **LinkedIn** |
| No. of Posts | Impressions | Reactions | Clicks | Engagement |
| **43** | **10240** | **268** | **594** | **365.24** |
| **Instagram** |
| No. of Posts | Likes | Comments | Interactions | Reach | Impressions |
| **65** | **7225** | **52** | **9356** | **70079** | **89222** |
| **Twitter** |
| **Tweets** | **Impressions** | **Profile Visits** |
| **56** | **9360** | **2997** |
| **Youtube** |
| No. of Posts | Views |
| **64** | **14248** |

**Camp-based Awareness Activities**

The Institute organized communication disorder screening camps in different localities in the state and other parts of the country. As a part of the camps, extensive awareness programs were conducted to educate the public on the prevention and management of communication disorders. Twenty-one camps were conducted, and thousands of the general public were educated on communication disorders.

**Public Orientation/Sensitization Programmes**

In addition to the monthly public lecture series conducted at the campus, the Institute organized orientation lectures/sensitization programs on the prevention of communication disorders in various localities in Mysore and nearby districts under the aegis of the Department of Prevention of Communication Disorders and the Department of Clinical Services. The Newborn Screening and Outreach Service centres were also involved in public orientation. Eight thousand three hundred eight persons, including senior citizens, students, industry workers, and teachers, benefitted from154 orientation programs conducted at AIISH and 151 programs at the OSCs centers, and 77 programs at the NBSduring the reporting year. The details are given in table 6&7.

**Table 6: Target group-wise beneficiaries of Public Orientation/Sensitization Programmes**

|  |  |  |
| --- | --- | --- |
| **Sl. No.** | **Target Group** | **Number of Beneficiaries** |
|  | School Teachers | 466 |
|  | General Public | 2915 |
|  | Parents/caregivers of Hearing impaired children | 45 |
|  | Industrial Workers | 629 |
|  | ASHA workers/Anganwadi Workers & Health facilitator and supervisors/program manager | 239 |
|  | Audiologists/Speech language Pathologists | 110 |
|  | Nurses | 939 |
|  | Hospital Staff | 69 |
|  | Community Social Workers |  |
|  | Doctors | 309 |
|  | Expecting Mothers/ Post-Partum Mothers | 1372 |
|  | Students of Professional courses | 1215 |
|  | **Total** | **8308** |

**Table 7: Centre-wise beneficiaries of Public Orientation/Sensitization Programmes**

|  |  |  |
| --- | --- | --- |
| **Centres** | **Total number of Orientation Programs** | **Total number of Participants** |
| POCD | 154 | 4969 |
| OSC | 151 | 2562 |
| NBS | 77 | 777 |
|  | **382** | **8308** |

**Resource Exchange and Education through Care and Hope(REECH)**

The Department of Clinical Services conducted six orientation lectures under the REECH program during the reporting year and created awareness among parents/caregivers on the management of individuals with communication disorders. The details are given in table 8.

**Table 8: Resource Exchange and Education through Care and Hope**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sl. No.** | **Resource Person** | **Topic** | **Date** |
|  | Mr. Santhosh J R,Physiotherapist  | General guidelines for about Physiotherapy for parents of individuals with cerebral palsy | 30.04.2021 |
|  2. | Ms. Srishti Hegde,Occupational therapist | Role of occupational therapy in the management of autism spectrum disorder | 07.05.2021 |
| 3. | Ms. Prathima S,Speech-Language Pathologist Gr. II | Home training activities to improve articulation and suprasegmental skills in children with hearing impairment in Kannada in view of SSD awareness month | 24.09.2021 |
| 4. | Ms. Deepa Anand,Audiologist/SLP Gr.II | Management of speech intelligibility | 24.09.2021 |
|  5. | Ms. Prathima S,Speech-Language Pathologist Gr. II | Strategies to control drooling in Kannada in view of World Cerebral Palsy day | 12.10.2021 |
| 6. | Ms. Prathima S,Speech-Language Pathologist Gr. II | Speech, language and feeding guidelines in view of world Cerebral Palsy Day’ | 12.10.2021 |

**Observation of Commemorative Days**

The following commemorative days associated with speech and hearing and allied fields were observed at the Institute benefitting lakhs of peoplefrom different walks of life across the country and abroad.

1. World Autism Awareness Day on 2nd April 2021
2. World Voice Day on 16th April 2021
3. International Day of Sign Languages on 23rd September 2021
4. World Cerebral Palsy Day on 6th October 2021
5. World Mental Health Day on 10th October 2021
6. International Stuttering Awareness Day on 22nd October 2021
7. The culmination of International AAC Awareness week on 1st November 2021
8. International Day for Persons with Disabilities on 3rd December 2021
9. World Hearing Day on 3rd March 2022

**Mass Media based Public Education**

**Radio Programs**

The Institute, in collaboration with the All India Radio and Community Radio Stations in Karnataka, organized several public education programs during which the experts of the Institute delivered talks and answered queries of the general public regarding communication disorders. The details of the radio programs broadcasted during the year are given in table 9.

**Table 9:** **Radio Programmes**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Sl. No | Topic | Expert (s) | Radio Channel | Broadcasted date |
| 1. | Home training for children with ASD | Dr. Jayashree C Shanbal, Dr. Yashodhara Kumar GY&Dr. KadambariNaniwadekar | Janadhwani Radio 90.8 MHz, Mysuru | 7th April 2021 |
| 2. | Dietary issues in children with ASD | Dr. Jayashree C Shanbal &-Dr. Ullasini J | Janadhwani Radio 90.8 MHz, Mysuru | 21st April 2021 |
| 3. | Educational options for children with ASD | Dr. Jayashree C Shanbal &Ms. Shobha B N | Janadhwani Radio 90.8 MHz, Mysuru | 28th April 2021 |
| 4. | Educational rehabilitation of children with HI | Dr. Jayashree C Shanbal &Ms. Vijayalakshmi S | Janadhwani Radio 90.8 MHz, Mysuru | 12th May 2021 |
| 5. | Educational rehabilitation of children with multiple disability | Dr. Jayashree C Shanbal &Dr. Anitha Ravindra | Janadhwani Radio 90.8 MHz, Mysuru | 8th December 2021 |

**Television Programmes**

The experts of the Institute also participated in the public education programmes organized by different television channels includingDoordarshan. The details of television programmes broadcasted during the reporting year are given in table 10.

**Table10: Television Programmes**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sl. No.** | **Programme** | **Expert (s)** | **Television Channel** | **Broadcasted date** |
| **1** | Overview of AIISH | Dr.Sreedevi N & Dr.Rueben Varghese | Dooradarshan Malayalam | 20thSeptember 2021 |
| 2 | Tinnitus: The problem and its management | Dr.Sreeraj K &Dr.Gayathri Krishnan | Dooradarshan Malayalam | 21st September 2021 |
| 3 | Care and maintenance of hearing aids | Dr.Ajish K Abraham &Ms.Sreevidya M S | Dooradarshan Malayalam | 22nd September 2021 |
| 4 | Speech problems in children | Dr. Swapna N& Ms.Sreevidya M S | Dooradarshan Malayalam | 23rd September 2021 |
| 5 | Behaviour and emotional problems and its management in children with communication disorder | Mr.Freddy Antony & Dr.Gayathri Krishnan | Dooradarshan Malayalam | 24th September 2021 |
| 6 | Special educational services at AIISH | Ms.Shobha B N & Ms. Vijayalakshmi S | Dooradarshan Kannada | 27th September 2021 |
| 7 | Hearing related problems | Dr.Rajalakshmi K & Ms.Revathi  | Dooradarshan Kannada  | 28th September 2021 |
| 8 | Care and maintenance of hearing aids | Mr. Manohar N&Ms. Sumana HP | Dooradarshan Kannada  | 29th September 2021 |
| 9 | Voice problems in children and adult | Dr. Sundar Raju H., Dr.YeshodhaK &Ms.Prathima S | Dooradarshan Kannada  | 30th September 2021 |
| 10 | Special programme | Ms.Vijayalakshmi S & Children with Special Needs | Dooradarshan Kannada | 1stOctober 2021 |
| 11 | Overview of AIISH | Dr. VijethaP & Mr.Rajkumar R | DooradarshanTelugu | 4th October 2021 |
| 12 | Facilities at Special Education Department, AIISH | Ms. Ramankumari P V & Mr. Rajkumar R | DooradarshanTelugu | 5th October 2021 |
| 13 | Hearing related problems | Dr. Nisha K V & Mr. Nagaraj | DooradarshanTelugu | 6th October 2021 |
| 14 | Ear related problems in children | Dr. Lakshmi Purushothama &Mr. Nagaraj | DooradarshanTelugu | 7th October 2021 |
| 15 | Hearing problems and management | Dr. Devi N&Mr. Arunraj | DooradarshanTamil | 26th November 2021 |
| 16 | Speech disorders and management | Dr. Gopishankar R & Mr. Pradeep | DooradarshanTamil | 29th November 2021 |
| 17 | Language problems | Dr. R. Rajasudhakar & Mr. Jawahar Antony | DooradarshanTamil | 30th November 2021 |
| 18 | Hearing related problems | Dr.Goswami S P& Dr.Prithi Venkatesh | DD AhmedabadDD BhopalDD Bihar DD Jaipur | 21nd& 22nd December 2021 |
| 19 | Hearing related problems | Dr.Prawin Kumar & Dr.Chandni Jain | DD AhmedabadDD BhopalDD Bihar DD Jaipur | 22nd& 24thDecember 2021 |
| 20 | Vertigo and its management | Dr.Sujith Kumar Sinha, Dr.Neeraj Singh & Ms.PriyankaJaisingania | DD AhmedabadDD BhopalDD Bihar DD Jaipur | 23rd, 26th& 27th December 2021 |

**Newspaper and magazine articles:** The faculty and staff of the Institute authored and/or provided input for many popular articles on prevention and management of communication disorders in newspapers and magazines as detailed below.

1. The leading national and regional newspapers reported the news on the *'World Autism Day'*observationat the Institute, on 3rd April 2021.
2. The *Vijaya Karnataka*, *Andolana* and *Prajavani* newspapers on 16th April 2021 covered the news on Phone-in program conducted at the Institute in connection with the *World Voice Day*
3. The *'Vijaya Karnataka'* newspaper published an article titled 'Namma Dhwani -Namma Rakshane' by Dr. T.K. Prakash, Associate Professor in ENT, AIISH on 16th April 2021.
4. The *Deccan Herald*' newspaper published an interview with Dr. M. Pushpavathi, Director, AIISH, about the clinical care and public education activities of the Institute on 18th April 2021.
5. *'Mysooru Mithra'* and *'Star of Mysore'* published a featured article titled *'Unique Pre-school for Special Children'* regarding the AIISH Pre-school on 19th and 26th April 2021, respectively.
6. The leading national and regional newspapers published the news regarding the temporary closing of OPD services of the Institute due to Covid-19 on 24th April 2021.
7. The leading national and regional newspapers published a report on 'Special Education Program at AIISH' on 24th April 2021.
8. The leading national and regional newspapers published the news on getting World Hearing Forummembership on 24th April 2021.
9. The ***'****Andolana'* newspaper on 24th April 2021, covered news on the experience of Ms. Anushka, an autism spectrum disorder child, and her mother, Smt. Ashima Bhattacharji regarding the phone - in program conducted by AIISH.
10. The leading newspapers published news on ***'****Tele-Servicefacilities for Communication Disorders at AIISH*' on 28th and 30th April 2021.
11. The *Star of Mysore*, *Deccan Herald*, and The *Times of India* newspapers on 11th May 2021 published a report titled *Avail tele-mode services at AIISH*.
12. The *Star of Mysore*, *Vijaya Karnataka,* and *Mysuru Mithra* newspapers published a news report about the AIISH produced video title *Aatada Jothegondu Paata* (Learn Lesson through a Game) on 9th , 15th and 16 June, 2021, respectively.
13. The NSS chronicles, the E-Magazine of NSS Unit, AIISH published an article titled 'Mental Health-A Spiritual Perspective' by Mr. Manohar. N, Head, Department of Electronics on 15th June 2021.
14. *The Star of Mysore*, *Vijaya Karnataka,* and *Mysooru Mitra* on 15th June 2021 published a news report titled *Aatada Jotengondu Paatha*'
15. The *Star of Mysore*, *Andolan*, and *Prajavani,* published a news report titled *School Going Special Children*, regarding the AIISH Facebook Live Phone-In Program on 1st, 2nd, and 3rd July 2021, respectively.
16. The *Andolana* Newspaper on 9th July 2021 published a news report on *Hands-on workshop on Audiological Evaluation in Simulated Mode,* organized by AIISH & JSSISH, Mysuru.
17. *The Times of India* news paper on 16th July 2021, published a news report on AIISH Facebook Live Phone-in program on *Cleft Lip and Palate*.
18. The*Vijaya Karnataka* Newspaper published a news report on *Awareness of hearing problems in individuals affected with Covid-19* on 29th June 2021
19. The *Vijaya Karnataka* newspaper, on 24th July 2021, published the AIISH Director's statement on academic programs offered by AIISHand the job opportunities
20. The *Vijaya Karnataka* newspaper, on 24th July 2021, published an article on *Employment opportunities for diploma holders, B.Ed., M.Ed. and UG/PG graduates in the area of speech and hearing* by Dr. M. Pushpavathi, Director, AIISH.
21. The *Vijaya Karnataka* and *Star of Mysore* published a news report on *AIISH* *Hearing Screening App* on 26th and 30th August 2021, respectively.
22. The *Vijaya Karnataka* and the *Star of Mysore* newspapers published a news report on *AIISH Screening App* on 26th and 30th August 2021, respectively.
23. The *Star of Mysore* and The *Times of India* newspapers published a news report on the AIISH Facebook Live phone-in program on *Rehabilitation of Children with Cerebral Palsy* on 15th and 16th September 2021, respectively.
24. The national and regional newspapers published news report on *AIISH activities to reach common people* in commemoration of International Sign Language Day 2021 on 23rd September 2021.
25. *The Hindu*  newspaper published a news report on *World Sign Languages Day* on 28th September 2021.
26. The local newspapers published the Clubhouse Talk on AIISH on 1st October 2021
27. *'Vijaya Karnataka'* a leading Kannada daily published an article on ***'Speech Disorders'*** written by Deepa Ananda, Department of Clinical Services on 29th September 2021.
28. The *'Star of Mysore'* and *'Deccan Herald'* published a news report on AIISH Facebook Live Phone-in Program on *Know more about Stuttering* on 21st and 22nd October 2021, respectively.
29. The *Star of Mysore*, *Deccan Herald*' and *Vijaya Karnataka* newspapers published news report on AIISH Facebook Live Phone-in Program on *Mental Health in Children and Adolescents* on 28th October 2021.
30. The *Andolana* newspaper published an article on **ತೊದಲಿನಬಗ್ಗೆನಿರ್ಲಕ್ಷಬೇಡ** *(Stuttering)* on 11th November 2021.
31. *The Hindu*, and *Deccan Herald*' newspapers published news report on AIISH Facebook Live Phone-in Program on *Brain Damage and Communication Disorders - Identification and Management* on 11th November 2021.
32. The *Star of Mysore*, *Vijaya Karnataka*, *Deccan Herald* and *The Times of India* publshed a news report on *New-born Care Week* celebration at AIISH on 16th November 2021.
33. The *Star of Mysore*, *TheHindu*, and *Deccan Herald* newspapers published news report on AIISH Facebook Live Phone-in Program on *Use of Technology in Speech and Hearing* on 25th November 2021.
34. *TheHindu*, and *Deccan Herald*' newspapers published news report on AIISH Facebook Live Phone-in Program on *Welfare Measures for Persons with Disabilities* on 2nd and 3rd December 2021, respectively.
35. The *Star of Mysore*, *Vijaya Karnataka* and *Deccan Herald* newspapers published a news report on the prize winners of the AIISH at Inter-College Cultural Competition on 20th November 2021.
36. The *Star of Mysore* newspaper published the appreciation of Smt. Jayanthi Amrutesh***,*** regarding the services of the AIISH under, the title*Kudos to AIISH Services*, in *Voice of the Reader* column on 28th December 2021.