**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 counselling to persons suffering from such disorders. The public education activities are carried out through monthly public lectures, communication disorder screening camps, public orientation / sensitization programmes, and street plays. In addition, social media, print and tele media 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 major public education activities carried out during the reporting year are the following.

**Monthly Public Lectures**

In order to create public awareness on various aspects of communication disorders such as causes, identification and prevention of hearing loss, voice disorders, speech and language disorders, the institute organized monthly public lectures tailored for common manduring which the expert professionals working in the institute delivered lectures followed by 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** |
| 27.02.2020 | 1. Overview of the Activities of the institute 2. Communication Disorders: An Overview 3. Hearing Impairment: An overview 4. Concessions and Provisions for Children with Special Needs | Ms. Lakshmi Prabha J K  Ms. Prathima S  Dr. Sharath Kumar K S  Mr. Prashanth R | 57 students from Demonstration Multipurpose School, RIE, Mysuru, CRC Bhopal & University of Mysore |
| 25.06.2020 | 1.Overview of the Activities of the institute  2.Communication Disorders: An Overview  3.Hearing Impairment: An overview  4.Concessions and Provisions for Children with Special Needs | Dr.Prithi Venkatesh  Ms. Prathima S  Dr. Prashanth Prabhu  Mr. Prashanth R | 32 students from the Excel Public School, Koorgalli, Mysuru |
| 22.07.2020 | 1. Overview of the Activities of the institute 2. Communication Disorders: An Overview 3. Hearing Impairment: An overview 4. Alternative and augmentative services for the rehabilitation of persons with communication disorders | Dr.Prithi Venkatesh  Dr.Sangeetha Mahesh  Dr.Sharath Kumar K.S  Dr.Reuben Varghese | 32 students from Royal Concorde International School, Mysuru |
| 27.08.2020 | 1. Overview of the Activities of the institute 2. Communication Disorders: An Overview 3. Hearing Impairment: An overview 4. Curriculum Adaptation | Ms. Vijaylakshmi S  Dr. Sangeetha Mahesh  Dr. Sharath Kumar K.S  Ms.Vijaylakshmi S | 05 Block Inclusive Education Resource Teachers |
| 15.09.2020 | 1. Overview of the Activities of the institute 2. Communication Disorders: An Overview 3. Hearing Impairment: An overview 4. Curriculum Adaptation | Mr. Prashanth R  Dr.Priya M.B  Dr. Prashanth Prabhu  Ms.S.Vijayalakshmi | 27Block Inclusive Education Resource Teachers |
| 15.10.2020 | 1. Overview of the Activities of the institute 2. Communication Disorders: An Overview 3. Hearing Impairment: An overview 4. Curriculum Adaptation | Mr.Keerthi  Ms.Prathima S  Mr.Prashant Prabhu  Ms.S.Vijayalakshmi | 18Block Inclusive Education Resource Teachers |
| 1.12.2020 | 1. Overview of the Activities of the institute 2. Communication Disorders: An Overview 3. Hearing Impairment: An overview 4. Identification of at risk children in educational setup | Dr.Prithi Venkatesh  Ms.Prathima S  Dr. Sharath Kumar K.S  Dr.Kadambari N | 36 IERTS teachers &  Staff, Fourth Wave Foundation |
| 22.12.2020 | 1. Overview of the Activities of the institute 2. Communication Disorders: An Overview 3. Hearing Impairment: An overview 4. Management of ASD,ADHD and LD | Dr.Prithi Venkatesh  Dr. Priya M.B  Dr. Sharath Kumar K.S  Dr.Yashodhara Kumar | 165 Staff of Wipro Technologies |
| 22.02.2021 | 1. Overview of the Activities of the institute 2. Communication Disorders: An Overview 3. Hearing Impairment: An overview 4. Rights and Facilities for PWD | Ms. S.Vijayalakshmi  Ms. Prathima  Dr. Sharath Kumar K.S  Mr.Prashanth | 35 students of the Department of Social Work, Mysore University, |
| 19.03.2021 | 1. Overview of the Activities of the institute 2. Communication Disorders: An Overview 3. Hearing Impairment: An overview 4. Curriculum Adaptation | Dr.Prithi Venkatesh  Dr. Priya M.B  Dr. Prashanth Prabhu  Ms.S.Vijayalakshmi | 50 Montessori Teachers Trainee’s from IMKTA &  Teacher Trainees from St. Joseph Teacher Training College |

**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. Ever since their launching, the Institute is promoting its public education activities over their 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 at the Institute for monitoring the activities. Also, since November 2020, the social media digital marketing was outsourced to an agency for greater promotions and expansion in the reach. This way, the institute is accelerating towards its vision to reach the unreached.

On an average, the videos and other resources posted on the social media reached five lakh beneficiaries during the reporting report. The various types of public education resources disseminated through the social media platforms during the reporting year include (a) live and animated videos(table 2),(b)books and slides (table 3), and (c) live-phone in programmes conducted at the Institute on the eve of world hearing day celebrations (table 4). The social media activity statistics during the reporting year are given in table 5.

**Table 2: Live and Animated Videos**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sl.**  **No** | | **Title** | **Creator** | **Language** |
|  | | Activities of the Department of Audiology | Dr.Prawin Kumar | English |
|  | | Activities of the Department of Clinical Services | Dr.Sangeetha Mahesh | English |
|  | | Adaptation in Assessment | Dr. Priti Venkatesh | English |
|  | | Adaptation technique | Dr.Palnaty Vijetha | English |
|  | | Aging and hearing loss | Dr. Animesh Barman | English |
|  | | Aphasia | Dr. Hema N | English |
|  | | Aphasia | Mr. Darshan H.S | Kannada |
|  | | Assessment and Management of Hearing Impairment | Dr. Sandeep M | Kannada |
|  | | Auditory Neuropathy Spectrum Disorders | Dr. Prashanth Prabhu P | English |
|  | | Auditory Training | Dr. Chandni Jain | Hindi |
|  | | Auditory Verbal Therapy | Dr. N. Devi | English |
|  | | Augmentative & Alternative Communication | Ms. Nikitha M &  Vineetha Sara Philip | English |
|  | | Augmentative and Alternative Communication: Myths and Facts | Ms. DeepaAnand | English |
|  | | Autism Spectrum Disorder | Dr. Jayashree C Shanbal | English |
|  | | Autism spectrum disorders :Guidelines for parents | Dr. Kadambari Naniwadekar | Hindi |
|  | | Behavior management of Children | Dr. Amrita Kanchan | English |
|  | | Behaviour Management: A Smart Way | Mr. Freddy Antony | English |
|  | | Central auditory processing disorder | Dr.Prawin Kumar | English |
|  | | Cerebral Palsy | Dr.Yashomathi | English |
|  | | Challenges faced by children with Dyslexia to read English or any other languages | Ms. Yashaswini | English |
|  | | Clinical services at your doorstep during the COVID-19 pandemic crisis | Dr. Sangeetha Mahesh | English |
|  | | Cochlear Implants | Dr. Asha Yathiraj | English |
|  | | Cognitive Behaviour Therapy for Stuttering | Dr.Sanjeev Kumar Gupta | English |
|  | | Conversation skill through picture description | Mrs. Sumana H P | Kannada |
|  | | Cues on Improve Language after Stroke | Ms. Pooja C | English |
|  | | Dementia | Dr. Abhishek B P | English |
|  | | Dementia | Dr. Abhishek B P | Kannada |
|  | | Demonstration of Use and care of hearing aids - Part 1 | Mr. Manohar | Kannada |
|  | | Developing writing skill through models | Ms. Lakshmi M | Kannada |
|  | | Dysphagia | Ms. MSonam Beliappa | English |
|  | | Educating people on quarantine activities for children with special needs | Mr. Raju H H | Kannada |
|  | | Simple home based activities for Children | Ms. AmruthaVarshini | Tamil |
|  | | External Ear Care | Dr. Rajeshwari G | English |
|  | | Feeding guidelines for caregivers of children with cerebral palsy | Ms. Prathima S | Kannada |
|  | | Functions of the Department of Otorhinolaryngology (ENT) | Dr. Rajeshwari G | English |
|  | | Guidelines and tips for safe guarding and conservation of voice | Dr. K. Yeshoda | English |
|  | | Guidelines to consumers before buying Hearing Aids | Dr. KJ Ramadevi Sreenivas | Kannada |
|  | | Counselingabout Hearing aid | Mrs. Revathi Prasad | Kannada |
|  | | Hearing aids | Dr. Sujeet Kumar Sinha | English |
|  | | Communication disorders Part I & II | Dr. M. Pushpavathi | Kannada |
|  | | Hearing disorders and it's Management | Dr. Sujeet Kumar Sinha | Hindi |
|  | | Hearing testing in children | Dr. Sharath Kumar | English |
|  | | Hidden hearing loss | Dr. Ajith Kumar U | Kannada |
|  | | Home based physiotherapy exercises for children with cerebral palsy | Mr. Santosh | Kannada |
|  | | How the Brain Reacts to different Auditory Stimulus? | Dr. K.V. Nisha | English |
|  | | Implantable bone conduction hearing aid | Dr. Geetha C | English |
|  | | Importance of newborn hearing screening | Mr. Harish | Kannada |
|  | | Importance of Voice and it's care | Dr. Jayakumar | English |
|  | | Importance of Voice and the Common causes of Voice Disorders-Part I & Part II | Dr. T.K Prakash | Kannada |
|  | | Kitchen music activities for children with special needs - Part 1 | Ms. P.V Manjula and  Ms. P.V Ramanakumari, | Kannada |
|  | | Kitchen music activities for children with special needs - Part 2 | Ms. P.V Manjula and Ms. P.VRamanakumari | Kannada |
|  | | Learning and it's facilitating factors | Mrs. Shobha | Kannada |
|  | | Learning strategies for children with special needs in inclusive classrooms | Dr. Alok Kumar Upadhyay | English |
|  | | Lockdown awareness movie | Students of AllSH | Kannada |
|  | | Lockdown or golden period?? | Sunhere Pal | Hindi |
|  | | Management of hearing impairment | Dr. P Manjula | Kannada |
|  | | Management options for children with communication disorders | Ms.Priya Abdul Khader M.T | Malayalam |
|  | | Music Induced Hearing Loss | Dr Sreeraj Konadath | Malayalam |
|  | | Myths and Facts about Stuttering | Dr. Santhosh M | English |
|  | | Naming activities for Individual with Aphasia | Ms. Reny Raju | Hindi |
|  | | New-born Hearing Screening | Arunraj K | English |
|  | | Noise induced hearing loss | Dr. Jithin Raj B | English |
|  | | Otitis Media | Dr. Sandeep M | Kannada |
|  | | Otoacoustic Emissions | Mr.Vikas M D | Kannada |
|  | | Parkinson's disease | Dr. Swapna N | English |
|  | | Pre-reading skills | Ms. Neha Tiwari | Hindi |
|  | | Speech and language disorders | Dr. Pushpavathi M | English |
|  | | Rehabilitation of Cerebral Palsy | Mr.Santosh | Kannada |
|  | | Rights of persons with disability act 2016 | Dr. S.PGoswami | English |
|  | | Role of Speech Language Pathologist in improving speech and langauge of children with communication disorders | Ms. Anusha C | Kannada |
|  | | Scribbling in children | Dr. S. Venkatesan | English |
|  | | Significance of World Voice Day | Dr. R Rajasudhakar | Tamil |
|  | | Skill Training of Children with Developmental Disabilities | Dr. Amrita Kanchan | English |
|  | | Speech and language stimulation techniques | Mrs. Geetha M P | Kannada |
|  | | Speech and language therapy in children with Hearing loss | Ms. Jyothi S | English |
|  | | Speech Sound Disorders | Dr. Priya M B | English |
|  | | Speech Sound Disorders | Dr. N. Sreedevi | Malayalam |
|  | | Speech Sound Disorders | Dr.Gopisankar | Tamil |
|  | | Speech Sound Disorders | Ms.Prathima S | Kannada |
|  | | Stuttering | Ms.Divya Seth | Hindi |
|  | | Stuttering - Nature and Management | Dr. Sangeetha Mahesh | English |
|  | | Swallowing disorders (Dysphagia) | Mrs.Gayathri Krishnan | English |
|  | | Tinnitus | Dr. K. Rajalakshmi | Kannada |
|  | | Tinnitus | Dr. Sreeraj Konadath | English |
|  | | Tips on how to increase one's Immunity during a Pandemic! | Dr. G. Rajeshwari | English |
|  | | Understanding Emotions in Children | Ms.Lissiue Maria | English |
|  | | Using Directed Activity as a Special Technique for Teaching Language Skill | Mr. Rajkumar R | English |
|  | | Vertigo | Dr. Niraj Kumar Singh | English |
|  | | World Voice Day | Dr. R. Gopi Shankar | English |
|  | | Learn about Autism | Dr. Kadambari Naniwadekar | Hindi |
|  | | Celebration of International Day of Persons with Disabilities | | English |
|  | | [Unsung Heroes](https://www.facebook.com/hashtag/unsungheroes?__eep__=6&__tn__=*NK-R): Acceptance, care, encouragement | | Kannada |
|  | | Success story of a child with speech impairment | | Kannada |
|  | | Star speak about AIISH - Nagathihalli Chandrashekhar | | Kannada |
|  | | [Unsung heroes](https://www.facebook.com/115199676546435/videos/894260791392086), Part 2: Success story of a child with speech impairment | | Kannada |
|  | | Talk on speech sound disorders | | Tamil |
|  | | Parent about speech therapy at AIISH (Ullas)/success story | | Sign language & Kannada |
|  | | [A talented Poojashri](https://www.facebook.com/115199676546435/videos/1075191989662605) – an inspirational story | | Kannada |
|  | | Back to school – Video on re-opening of AIISH Pre-school | | English |
|  | | Cerebral Palsy | | English |
|  | | [Hearing & balancing](https://www.facebook.com/115199676546435/videos/863866227495240) | | English |
|  | | Success story of a person with Hearing loss | | Kannada |
|  | | Services offered at AIISH | | Sign language |
|  | | Success story (Ullas Nayak) | | Sign language & Kannada |
|  | | SUMERU – A core educational program of AIISH preschool | | English |
|  | | [Corona Awareness](https://www.facebook.com/115199676546435/videos/1136221520165883) -Video on COVID - 19precautionary measures | | English |
|  | | [Awareness program](https://www.facebook.com/115199676546435/videos/4115402875136687) on world hearing day | | English |
|  | | A speech and hearing screening program for students and staff | | English |
|  | | [World hearing day](https://www.facebook.com/115199676546435/videos/5094493930591583) Message by Ms. Ambikashetty, popular social media chef | | Kannada |
|  | | [World hearing day](https://www.facebook.com/115199676546435/videos/5094493930591583) Message by Ms. Kushee Ravi, Actress | | Kannada |
|  | | [World hearing day](https://www.facebook.com/115199676546435/videos/5094493930591583) Message by Mr. Sancharivijay, Actor | | Kannada |
|  | | Street play on world hearing day - 1 | | Kannada |
|  | | Street play on world hearing day - 2 | | Kannada |
|  | | Street play on world hearing day - 3 | | Kannada |
|  | | [World hearing day](https://www.facebook.com/115199676546435/videos/5094493930591583) Message by Mr. Duniyavijay, Actor | | Kannada |
|  | | [World hearing day](https://www.facebook.com/115199676546435/videos/5094493930591583) Message by Ms. Pooja Gandhi | | Kannada |
|  | | Short movie on importance of hearing Part 1 | | English |
|  | | Short movie on importance of hearing Part 1 | | Hindi |
|  | | [World hearing day](https://www.facebook.com/115199676546435/videos/5094493930591583)message by Mr. Jayatheertha, renowned film director and philanthropist, , Actor | | Kannada |
|  | | [World hearing day](https://www.facebook.com/115199676546435/videos/5094493930591583)message by Mr. Achyuhkumar, Actor | | Kannada |
|  | | [World hearing day](https://www.facebook.com/115199676546435/videos/5094493930591583)message by Mr. Ramesh Aravind, Actor-cum Director | | Kannada |
|  | | [World hearing day](https://www.facebook.com/115199676546435/videos/5094493930591583)message by Mr. Rishabshetty, Actor | | Kannada |
|  | | [World hearing day](https://www.facebook.com/115199676546435/videos/5094493930591583) Message by Mr. Shashi, Agriculturist and Bigg Boss Kannada season 6 winner | | Kannada |
|  | | [World hearing day](https://www.facebook.com/115199676546435/videos/5094493930591583)message by Shri. Hamasaleka, Music Director | | Kannada |
|  | | [World hearing day](https://www.facebook.com/115199676546435/videos/5094493930591583)message by Shri. Prathapsimha, MP, Mysuru-kodagu constituency | | Kannada |
|  | | [Short](https://www.facebook.com/115199676546435/videos/365111927796007) movie on the importance of Early identification and intervention | | Hindi |
|  | | Short movie on[Fight against hearing loss](https://www.facebook.com/115199676546435/videos/878522302945151) | | Hindi |
|  | | Inspirational/ success story | | Kannada |
| **Animated videos** | | | | |
| 1 | Aphasia | | | English |
| 2 | Cleft lip and Palate | | | English |
| 3 | Cerebral Palsy | | | English |
| 4 | Dysarthria | | | English |
| 5 | Hearing Loss | | | English |
| 6 | Pronunciation Disorder | | | English |
| 7 | Tinnitus | | | English |
| 8 | Ear Discharge | | | Malayalam |
| 9 | Ear Care – Comic video | | | English |

**Table 3: Books and Slides**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sl.**  **No.** | **Creator** | **Topic** | **Language** | **Format** |
| 1 | Dr. Jayashree C Shanbal&Dr. Priya M.B. | Learning Disability | English | Flip e-book |
| 2 | Ms. Hannah Thomas | Hearing Impairment | English | Slide |
| 3 | Ms. Archana U | Aphasia | English & Hindi | Slide |
| 4 | Slide |
| 5 | Learning Disability | English & Hindi | Slide |
| 6 | Autism Spectrum Disorders | English & Hindi | Slide |
| 7 | Stuttering | English & Hindi | Slide |
| 8 | Misarticulation | English & Hindi | Slide |
| 9 | Hearing Impairment | English & Hindi | Slide |
| 10 | Ms. Devi  Vijayalakshmi V | Aphasia | English | Slide |
| 11 | Learning Disability | English | Slide |
| 12 | Autism Spectrum Disorders | English | Slide |
| 13 | Mr. Sabin Sharma Duwadi | Aphasia | English & Hindi | Slide |
| 14 | Augmentative and alternative communication | English &Hindi | Slide |
| 15 | Speech sound disorder | English & Hindi | Slide |
| 16 | Spoken Language Disorder | English & Hindi | Slide |
| 17 | Ms. Anju R | Autism Spectrum Disorder | English | Slide |
| 18 | Learning Disability | English | Slide |
| 19 | Spoken Language Disorder | English | Slide |
| 20 | Aphasia | | Hindi, Malayalam | Print & E-book |
| 21 | Articulation | | Kannada | Print & E-book |
| 22 | Cleft Lip and Palate | | Hindi | Print & E-book |
| 23 | Dementia | | Hindi,  Kannada | Print & E-book |
| 24 | Developmental Delay | | Hindi, Kannada | Print & E-book |
| 25 | Dysarthria | | Hindi, Kannada,  Malayalam | Print & E-book |
| 26 | FAQs on Aphasia | | English | Print & E-book |
| 27 | FAQs on Autism | | Kannada | Print & E-book |
| 28 | FAQs on Learning Disability | | English | Print & E-book |
| 29 | FAQs on NIHL | | Malayalam | Print & E-book |
| 30 | FAQs on SSD | | Kannada | Print & E-book |
| 31 | FAQs on Stuttering | | English | Print & E-book |
| 32 | FAQs on Tinnitus | | English | Print & E-book |
| 33 | FAQs on Tinnitus | | Kannada | Print & E-book |
| 34 | FAQs on Voice disorders | | English | Print & E-book |
| 35 | Feeding Tips | | Hindi, Malayalam | Print & E-book |
| 36 | Fluency Disorder | | Hindi | Print & E-book |
| 37 | Fluency Disorder | | Malayalam | Print & E-book |
| 38 | Intellectual Disability | | Hindi, Malayalam | Print & E-book |
| 39 | Know this to prevent communication disorders | | Kannada | Print & E-book |
| 40 | Laryngectomy | | Kannada,  Malayalam | Print & E-book |
| 41 | NIHL | | Hindi | Print & E-book |
| 42 | Ototoxicity | | English | Print & E-book |
| 43 | SLI | | Hindi | Print & E-book |
| 44 | Stuttering | | Malayalam | Print & E-book |
| 45 | Voice and its Disorders | | Kannada,  Malayalam | Print & E-book |

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

|  |  |  |  |
| --- | --- | --- | --- |
| **Sl. No.** | **Topic** | **Experts** | **Date** |
| 1 | Prevention and care of hearing related problems | **Resource persons**: Dr. K Rajalakshmi &Dr. N. Devi  **Moderator**: Dr. Jayashree C Shanbal | 8th January 2021. |
| 2 | Middle ear infection - Can they be prevented or treated? | **Resource persons**:  Dr. T.K Prakash, Ms. Mamatha N.M  **Moderator**: Dr. Prashanth Prabhu | 21st January 2021. |
| 3 | Lifestyle and hearing loss | **Resource persons**:  Dr.Prawin Kumar, Dr.Sreeraj K  **Moderator**: Dr. C. Jeetha | 5th February 2021 |
| 4 | Ear infection, hearing loss and auditory processing problems result in poor school performance | **Resource persons**:  Dr. Chandni Jain  Mr. Anoop B.J  **Moderator**  Dr. Jayashree C Shanbal | 19th February 2021. |
| 5 | Success story of Ms. Spandana, Thechild with hearing impairment | **Resource person**:  Dr. Animesh Barman **Moderator**  Dr. Sangeetha Mahesh | 26th February 2021 |
| 6 | Importance of celebration of World Hearing Day | **Resource persons:**  Dr. G. Rajeshwari &Dr. Ajith Kumar U  **Moderator**  Dr. Jayashree C Shanbal | 3rd March 2021 |
| 7 | Importance of rehabilitation of individuals with hearing impairment | **Resource persons:**  Dr. P. Manjula, Dr. Sangeetha Mahesh &Dr. Yashodhara Kumar G.Y  **Moderator**  Ms. Spoorthy Thammiah | 19th March 2021 |

**Table 5: Social Media Statistics**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Facebook** | | | | | | | | | |
| No. of Posts | Reach | Clicks | Reactions, comments & shares | | | | | |
| **306** | **2783249** | **166213** | **67238** | | | | | |
| **LinkedIn** | | | | | | | | | |
| No. of Posts | Impressions | Reactions | Clicks | | Engagement | | | |
| **83** | **4919** | **166** | **340** | | **608.56** | | | |
| **Instagram** | | | | | | | | | |
| No. of Posts | Likes | Comments | Interactions | | Reach | Impressions | | |
| **107** | **29144** | **27** | **913** | | **70819** | **87554** | | |
| **Twitter** | | | | | | | | | |
| No. of Posts | Impressions | Engagements | | | | | | |
| Media views | Total engagements | | Link clicks | Media engagements | Detail expands | Profile clicks |
| **57** | **9104** | **51** | **246** | | **10** | **90** | **29** | **35** |
| **Youtube** | | | | | | | | | |
| No. of Posts | | | | Views | | | | |
| **151** | | | | **51973** | | | | |

**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 programmes were conducted to educate the public on the prevention and management of communication disorders. Totally,77 campswere conducted and around six thousand of general public were educated on communication disorders.

**Street Play and Cyclothon**

The Institute, under the aegis of the Department of Prevention of Communication Disorders organized cyclothon and street play on the prevention of communication disorders at the premises of the Outreach Service Centre, Sarguru as part of the world hearing day. The street play was also live-streamed on social media.

**Public Orientation/Sensitization Programmes**

In addition to the monthly public lecture series conducted at the campus, the institute organized orientation lectures/sensitization programs on 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 New-born Screening centres and Outreach Service centres were also involved in conducting public orientation. Totally, 15552 persons including senior citizens, students, industry workers, and teachers benefitted from 173 orientation programmes conducted at AIISH and 73 programmes at the OSCs centres and 41 programmes at the NBSduring the reporting year, the details of which 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 | 6160 |
|  | College Teachers | 192 |
|  | General Public | 4787 |
|  | Parents/caregivers of Hearing impaired children | 86 |
|  | Industrial Workers | 350 |
|  | Elderly Population | 80 |
|  | Nurses | 290 |
|  | Hospital Staff | 342 |
|  | Community Social Workers | 473 |
|  | Doctors | 97 |
|  | Expecting Mothers | 60 |
|  | Yoga Practioners | 77 |
|  | Students of Professional courses | 974 |
|  | Police Personnel | 23 |
|  | **Total** | **13991** |

**Table 5: Centre-wise beneficiaries of Public Orientation/Sensitization Programmes**

|  |  |  |
| --- | --- | --- |
| **Centres** | **Total number of Orientation Programs** | **Total number of Participants** |
| POCD | 173 | 11151 |
| OSC | 73 | 2646 |
| NBS | 41 | 194 |
|  | **287** | **13991** |

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

The Department of Clinical Services conducted 15 orientation lectures under the REECH programme during the reporting yearand created awareness among parents/caregivers on 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** |
|  | Ms. Seema M.Clinical Supervisor | Tele-services for persons with communication disorders during COVID 19 pandemic crisis in English | 30.09.2020 |
|  | Ms. Manasa A.S  SLP Gr. I | Tele-services for persons with communication disorders during COVID 19 pandemic crisis in Kannada | 30.09.2020 |
|  | Ms. Farseena Jabeen  SLP Gr. II | Tele-services for persons with communication disorders during COVID 19 pandemic crisis in Malayalam | 30.09.2020 |
|  | Ms. Prathima S  SLP Gr. II | General feeding techniques for children with feeding issues in Kannada and English | 6.11.2020 |
|  | Ms. NavyaKeshav  SLP Gr. II | General feeding techniques for children with feeding issues in Malayalam | 11.11.2020 |
|  | Ms. Reny Raju  SLP Gr. I | Guidelines for parents and teachers of children with stuttering in Kannada and English | 18.11.2020 |
|  | Ms. Geetha M.P  SLP Gr.I | Early identification of communication disorders in Kannada and English | 23.12.2020 |
|  | Ms. DeepaAnand  SLP Gr. II | Identification of early signs of autism and home training in Kannada | 29.12.2020 |
|  | Ms. Shivaranjini S  SLP Gr. I | Importance of home training for children with communication disorders in English | 30.12.2020 |
|  | Ms. M. Seema  Clinical Supervisor | Importance of speech-language therapy during the pandemic crisis in English | 29.01.2021 |
|  | Ms. Manasa A.S  SLP Gr. I | Importance of speech-language therapy during the pandemic crisis in Kannada | 29.01.2021 |
|  | Ms. Neeraja Sunil  SLP Gr. II | Importance of speech-language therapy during the pandemic crisis in Malayalam | 29.01.2021 |
|  | Ms. FathimaNida  SLP Gr. II | Home training guidelines for children with Spoken Language Disorder Secondary to Hearing Impairment in English and Malayalam | 12.02.2021 |
|  | Ms. Neeraja Sunil  SLP Gr. II | Speech-language Stimulation Activities & Reinforcement Strategies for Home Training in Malayalam and English | 19.02.2021 |
|  | Mr. Pradeep Kumar P SLP Gr. II | Team approach in communication disorders in English and Kannada | 26.02.2021 |

**Observation of Commemorative Days**

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

**World Autism Awareness Day**: The World Autism Awareness Day was observed on 2nd April 2020in order to make the peopleaware, understand and accept persons with autism and extend them support. The theme of the day during 2020was ‘The Transition to Adulthood’. The Institute carried out activities such as tele-orientation, webinars, development and dissemination of e-pamphlets and videos, distribution of e-posters, and broadcasting of radio programmes on various aspects of autism spectrum disorders.

**World Voice Day**: The World Voice Day was observed on 16th April 2020. As a part of the event, talks on ‘Common tips to maintain a healthy voice' , ‘Significance of World Voice Day’, ‘Importance of voice and its care’, and ‘Importance of voice and the common causes of voice disorders' were organized through out the month. In addition, a video on ‘Reaches to public on preservation of voice and vocal hygiene’ was developed and disseminated over the Institute social media platforms, and the students developed and disseminated e-posters on the theme ‘Focus on Your Voice’.

**International Day of Sign Languages**:The International Day of Sign Languages was observed on 23rd September 2020. The theme of the day for the year 2020 was 'Sign Languages for Everyone.' The activities carried out as a part of the event include orientation programmes on the topics ‘Overview of Sign Language Day’‘Indian Sign language’ “Finger spellings’, ‘Basic vocabulary’, and ‘Grammar in Indian Sign Language’.

**International Day of Persons with Disabilities**: The Institute observed the International Day for Persons with Disabilities from 1st December to 4th December 2020. A host of programmes were organized as a part of the event including orientation about International Day for Persons with Disabilities, disability-related quiz for clients and caregivers, webinars on 'Communication Disorders and Government Welfare Measures' and ‘Speech and hearing disorders, services and facilities available at AIISH’, and display of videos on success stories of persons with disabilities.

**World Hearing Day**: The Institute observed the **World Hearing Day by conducting v**arious service oriented and public education activities over a span of 30 days till 5th March, 2021. The activities carried out include orientation programs for various target groups, national level hearing screening and intervention programs, live phone-in programs on early intervention, publication of newspaper and magazine articles, interviews, advertisements in different languages across the country, publicizing through social media, hearing day 2021 across all the possible restaurants in India

o Hearing aid fine-tuning

**Mass Media based Public Education**

**Radio Programmes**

The Institute initiated a public awareness program on communication disorders titled ‘AIISH AISIRI’ in collaboration with the All-India Radio, Mysuru (AIR Mysore) at 100.6 MHz. As a part of the programme, the AIR Mysuru started broadcasting the talks of speech and hearing experts of the Institute for aduration of 20 minutes every week about various speech, language and hearing disorders, assessment procedures and the treatment. In addition, in collaboration with the All-India Radio and Community Radio Stations in Karnataka, a number of public education programmes were conducted during which the experts of the Institute delivered talks and answered queries of the general public regarding communication disorders. The details of the radio programmes broadcasted during the year are given in table 9.

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sl. No.** | **Topic** | **Expert (s)** | **Radio Channel** | **Broadcasted date** |
| **AIISH AISIRI** | | | | |
|  | Hearing loss in elderly people | Dr. Rajalakshmi R | Akashvani Mysuru, 100.6 MHz | 07th June.2020 |
|  | Noise-Induced hearing loss | Mr. Arunraj K | Akashvani Mysuru, 100.6 MHz | 14th June 2020 |
|  | Hearing aids & Cochlear implants | Dr. Manjula | Akashvani Mysuru, 100.6 MHz | 21st June 2020 |
|  | Child language disorders | Dr. Priya M B | Akashvani Mysuru, 100.6 MHz | 28th June 2020 |
|  | Learning disability | Dr. Jayashree C Shanbal | Akashvani Mysuru, 100.6 MHz | 5th July 2020 |
|  | Voice disorder | Dr.Yeshoda K | Akashvani Mysuru, 100.6 MHz | 12th July 2020 |
|  | Speech sound disorders | Dr. Sreedevi N | Akashvani Mysuru, 100.6 MHz | 19th July 2020 |
|  | Stuttering | Dr. Sangeetha Mahesh | Akashvani Mysuru, 100.6 MHz | 26th July 2020 |
|  | Adult Language disorders | Dr. Hema N | Akashvani Mysuru, 100.6 MHz | 2nd August 2020 |
|  | Psychological problems in children & Parents | Dr. S Venkatesan | Akashvani Mysuru, 100.6 MHz | 9th August 2020 |
|  | Ear discharge causes, Do’s &Don’ts | Dr. Rajeshwari G | Akashvani Mysuru, 100.6 MHz | 16th August 2020 |
|  | Diseases causing voice changes | Dr. T K Prakash | Akashvani Mysuru, 100.6 MHz | 23rd August 2020 |
|  | Myths and facts about stuttering. | Dr. Santosh M | Akashvani Mysuru, 100.6 MHz | 30th August 2020 |
|  | Dementia | Dr. Abhishek BP | Akashvani Mysuru, 100.6 MHz | 6th September 2020 |
|  | Need for early rehabilitation and listening training in children with hearing impairment | Dr. Devi N | Akashvani Mysuru, 100.6 MHz | 13th September 2020 |
|  | Importance of early rehabilitation for individuals with hearing loss | Dr. Geetha C | Akashvani Mysuru, 100.6 MHz | 20th September 2020 |
|  | Tinnitus and loudness discomfort | Dr. Prashanth Prabhu | Akashvani Mysuru, 100.6 MHz | 27th September 2020 |
|  | Autism Spectrum Disorders | Dr Yashaswini R | Akashvani Mysuru, 100.6 MHz | 3rd October 2020 |
|  | Voice disorders | Ms. Sahana V | Akashvani Mysuru, 100.6 MHz | 10th October 2020 |
|  | Early identification of communication disorders | Ms. Geetha M P | Akashvani Mysuru, 100.6 MHz | 18th October 2020 |
|  | Curriculum adaptation for special children | Ms. Shobha B N | Akashvani Mysuru, 100.6 MHz | 25th October 2020 |
|  | Role of parents in the educational development of special children | Ms. Kumuda | Akashvani Mysuru, 100.6 MHz | 8th November 2020 |
|  | Valuation of children with special needs | Ms. Sumana | Akashvani Mysuru, 100.6 MHz | 15th November 2020 |
| **Other Radio Programmes** | | | | |
|  | 6-16 years learning disability children | Dr. Raju H.H | Janadhwani Radio 90.8 MHz, Mysuru | 14th & 21st April 2020 |
|  | Counselling PWD’S and family members | Dr. Raju H.H | Janadhwani Radio 90.8 MHz, Mysuru | 18th & 25th April 2020 |
|  | Aphasia - Definition, causes and treatment | Dr. Hema N | Janadhwani, Surguru FM | 24th April 2020 |
|  | Scholastic problems and their remediation in 6-16-year-old students | Dr. Venkatesan S | Janadhwani Radio 90.8 MHz, Mysuru | 28th April 2020 |
|  | Understanding learning disability in children: Characteristics, Types, Identification, and Intervention | Dr. Venkatesan S | Janadhwani Radio 90.8 MHz, Mysuru | 6th & 13th May 2020 |
|  | Emotional and social problems in children with learning disability | Dr. Venkatesan S | Janadhwani Radio 90.8 MHz, Mysuru | 20th May 2020 |
|  | Health awareness program on All cold, cough, fever may not be Covid-19 | Dr. G. Rajeshwari | Radio FM 93.5, Mysuru | 26th June 2020 |
|  | LD-Myths and facts | Ms. Sumana H.P | Janadhwani Live in Radio, Mysuru | 1st July 2020 |
|  | Classroom accommodations for students with learning disability: Part 1 | Dr. Venkatesan S | Janadhwani Radio 90.8 MHz, Mysuru | 15th July 2020 |
|  | Classroom Management oflearning disability children | Ms. Sumana H.P | Janadhwani Live in Radio, Mysuru | 15th July 2020  &  29th July 2020 |
|  | Classroom accommodations for students with learning disability: Part 2 | Dr. Venkatesan S | Janadhwani Radio 90.8 MHz, Mysuru | 29th July 2020 |
|  | Interaction with successfully rehabilitated clients of AIISH and their caregivers | Dr. M. Pushpavathi | Akashvani Mysuru, 100.6 MHz | 11th August 2020 |
|  | Home training for children with learning disability | Dr. Jayashree C. Shanbal,  Dr. Venkatesan S & Ms. Sumana H.P | Janadhwani 90.8Mhz, Mysuru | 12th August 2020 |
|  | Prevention of common cold and self medication | Dr. G. Rajeshwari | Radio FM 93.5, Mysuru | 16th August 2020 |
|  | Understanding Learning Disability in adolescents | Dr. Jayashree C. Shanbal,  Dr. Venkatesan S,  Ms. Leena C C&  Dr. Priya M B | Janadhwani 90.8MHz, Mysuru | 26th August 2020 |
|  | Educational rehabilitation of children with auditory problems and learning disability | Dr. Jayashree C Shanbal,  Dr. Venkatesan S,  Ms. R. Kumudha &  Dr. Chandini Jain | Janadhwani 90.8MHz, Mysuru | 9th September 2020 |
|  | Problems observance and challenges in school children | Dr. Jayashree C Shanbal,  Dr. Venkatesan S,  Dr. Priya M B &  Ms. Shobha B N | Janadhwani 90.8 MHz, Mysuru | 23rd September 2020 |
|  | Autism spectrum disorders | Dr. Yashaswini R | Akashvani Mysuru, 100.6 MHz | 6th October 2020 |
|  | Challenges in writing in children with Learning Disability | Dr. Jayashree C Shanbal,  Dr. Yashodhara Kumar G.Y &  Ms. Sumana H.P | Janadhwani 90.8 MHz, Mysuru | 7th October 2020 |
|  | Benefits and concession available for persons with communication disorders | Dr. Jayashree C Shanbal,  Dr. Venkatesan S &  Mr. Prashanth R | Janadhwani 90.8 MHz, Mysuru | 21st October 2020 |
|  | Cognitive and language deficits in children with learning disability | Dr. Jayashree C Shanbal&  Dr. Venkatesan S | Janadhwani 90.8 MHz, Mysuru | 4th November 2020 |
|  | Precautions to be taken to avoid spread of COVID-19 | Dr. M. Pushpavathi | Red FM 93.2 | 14th November 2020 |
|  | Importance of raising public awareness on learning disability | Dr. Jayashree C Shanbal&  Dr. Venkatesan S | Janadhwani 90.8 MHz | 18th November 2020 |
|  | Therapeutic rehabilitation-individuals with Hearing Impairment | Dr. S Venkatesan,  Dr. P. Manjula &  Dr. Jayashree C Shanbal | Janadhwani90.8 MHz | 25th November 2020 |
|  | Importance of emergent literacy skills in children | Dr. Jayashree C. Shanbal | Janadhwani 90.8 MHz, Mysuru | 2nd December 2020 |
|  | Early identification of children with Learning Disabilities | Dr. Jayashree C Shanbal&  Dr. Yashodhara Kumar G Y | Janadhwani 90.8 MHz | 13th January 2021 |
|  | Educational challenges in children with Autism | Dr. Jayashree C Shanbal&Dr. Kadambari Naniwadekar | Janadhwani 90.8 MHz | 28th January 2021 |
|  | Mainstreaming of children with intellectual disability | Ms. Ramanakumari | Janadhwani Radio | 12th February 2021 |
|  | Mainstreaming of children with intellectual disability | Dr. Jayashree C Shanbal,  Dr. S Venkatesan & Ms. P.V Ramana kumari | Janadhwani 90.8 MHz | 24th February 2021 |
|  | Mainstreaming of children with intellectual disabilities | Dr. Venkatesan S | Janadhwani 90.8 MHz | 10th March 2021 |
|  | Inclusion of individuals with intellectual disability | Dr. Jayashree C Shanbal,  Dr. S Venkatesan &  Ms. RamanakumariP.V | Janadhwani 90.8 MHz | 10th March 2021 |
|  | Myths and facts on LD | Dr. Jayashree C Shanbal&  Dr.S.Venkatesan | Janadhwani 90.8 MHz | 24th March 2021 |
|  | Autism: understanding, acceptance and inclusivity | Dr. Jayashree C Shanbal&  Dr.Yashodara Kumar | Janadhwani 90.8 MHz | 31st March 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)** | **Televison Channel** | **Broadcasted date** |
| 1 | An interview on various communication disorders | Dr. Jayashree C Shanbal | TV 9, Bengaluru | 12th October, 2020 |
| 2 | Introductory talk on AIISH | Dr. M. Pushpavathi | Doordarshan Chandana | 28th November 2020 |
| 3 | Ear related problems in children | Dr. Rajeshwari G | DooradarshanChandana | 29thNovember 2020 |
| 4 | New-born screening and hearing disorders | Dr. Ajith Kumar | Doordarshan Chandana | 5thDecember 2020 |
| 5 | Speech disorders | Dr. N. Sreedevi | Doordarshan Chandana | 6thDecember 2020 |
| 6 | Language disorders | Dr. Sangeetha Mahesh | Doordarshan Chandana | 12thDecember 2020 |
| 7 | Behaviour management in children with communication disorders | Dr. Yashodhara Kumar G.Y | Dooradarshan Chandana | 13thDecember 2020 |
| 8 | Activities of the institute and introduction of speech and hearing disorders | Dr. M. Pushpavathi | Dooradarshan Chandana | 14th December 2020 |
| 9 | Vaak Shravan Sanjeevani (Information Decimation on Special Education Hindi) | Dr. Alok Kumar Upadhyay &  Dr. Kadambari N | DD Delhi  DD Bihar  DD Girnar  DD Bhopal  DD Lucknow | 3rd&4th March 2021 |
| 10 | Speech and language problems in children with hearing impairment and their management | Dr. N. Swapna | Dooradarshan Chandana | 10th March 2021 |

**Newspaper and magazine articles**

The faculty and staff of the Institute wrote and/or provided input for a number of popular articles on prevention and management of communication disorders in news papers and magazines as detailed below.

1. The ‘*Vijaya Karnataka*’ newspaper published an article titled on managing children with disabilities during the pandemic crisis during lock downbased on an interview with Mr. H. H. Raju, Psychologist and Dr. Sangeetha Mahesh, Head, Dept. of Clinical Services of the Institute on 13th April 2020.
2. A news report on resuming of outpatient clinical services after lockdown period was published in the ‘The Times of India’, ‘The Hindu’, ‘Deccan Herald’, ‘Vijaya Vani’ and ‘Vijaya Karnataka’ newspapers on 18th and 19th May 2020.
3. The *Vijaya Karnataka* newspaper published an interview with Dr. M. Pushpavathi, Director, AIISH regarding ***Tele Services on Communication Disorders*** on 19th May 2020.
4. The *Vijaya Karnataka* newspaper published a statement by Dr. M. Pushpavathi, Director, AIISH on ***‘World Service Day’*** was published in ‘Vijaya Karnataka’ newspaper on 23rd June 2020.
5. The *Vijaya Karnataka* newspaper published an interview with Dr.M. Pushpavathi, Director, AIISHandMs.Shreya, a former pre-school student of the institute who scored highest marks in SSLC examination on 11th August 2020.
6. The *Just Kannada*, *Vijaya Karnataka*, *Prajavani* and *Andolana* newspapers reported the news on the opening of new outreach service centreof the Institute atMadikeri, Kodagu District on 3rd and 4th October 2020.
7. The *Prajavani* newspaper published an interview with Dr. M. Pushpavathi, Director, AIISH and in connection with the prevention of noise pollution on the eve of Deepavali celebration on 4th November 2020.
8. The *Prajavani* newspaper organized a Live Phone-in Program with Dr. M. Pushpavathi, Director, AIISH and the general public regarding the activities of the Institute on 8th November 2020 and published report on the programme on 10th November 2020.
9. The *Prajavani* newspaper published an article on *Noise Pollution* with input from the experts of the Institute on 11th November 2020.
10. The *Vijaya Karnataka* newspaper published an Interview with Dr. M. Pushpavathi, Director, AIISH and Dr. N. Devi, Reader in Audiology, AIISH regarding noise pollution and hearing protection on the eve of Deepaali Festival and published on 13th November 2020.
11. All the leading national and regional newspapers reported the news on ***World Disability Day*** celebrations at the Instituteon 4th December 2020.
12. The *Prajavani* newspaper ***published an*** interview with Dr. M. Pushpavathi, Director, AIISH in connection with the ***World Disability Day*** on 4th December 2020.
13. The*Andolana* newspaper published an article based on a virtual interaction with the special children of the Institute in connection with the ‘World Disabled Day’ on 4th December 2020.
14. All the leading national and regional newspapers reported the news on extension of clinical services of the institute to Saturday on 12th& 13th December 2020.
15. All the leading national and regional newspapers reported the news on corona vaccination held at the Institute on 30th January 2021.
16. The Andolana newspaper published editorial articles on the World Hearing Day on 25th&28th February 2021.
17. The Star of Mysore newspaper published a full-length article on hearing written byDr. Animesh Barman, Professor of Audiology on 3rd March 2021.
18. The ‘*Star of Mysore*’ newspaper published a news on hearing screening camp conducted by the Institute for the railway employees on 3rd March 2021.
19. The ***Deccan Herald’*** newspaper published an article on Preventive hearing loss, build a talking planet’ by Dr. Niraj Kumar Singh, Associate Professor, AIISH on 3rd March 2021.
20. ***The Vijaya Karnataka’*** newspaper published an interview with Dr. M. Pushpavathi, Director, AIISH in connection with the ‘World Hearing Day’ on 3rd March 2021.
21. All the leading national and regional newspapers and online portals reported the news on Live Phone-in program organized by the Institute in connection with the ***‘****World Disabled Day’* on 3rd March 2021.