**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 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 hearing loss, voice disorders, speech and language disorders, the institute organized monthly public lectures tailored for common man during 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 KMs. Prathima SDr. Sharath Kumar K SMr. Prashanth R | 57 |
| 25.06.2020 | 1. Overview of the Activities of the institute2.Communication Disorders: An Overview 3. Hearing Impairment: An overview4. Concessions and Provisions for Children with Special Needs  | Dr. Prithi VenkateshMs. Prathima SDr. Prashanth PrabhuMr. Prashanth R | 32 |
| 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 VenkateshDr.Sangeetha MaheshDr.Sharath Kumar K.SDr.Reuben Varghese | 32 |
| 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 SDr. Sangeetha MaheshDr. Sharath Kumar K.SMs.Vijaylakshmi S | 05 |
| 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 RDr.Priya M.BDr. Prashanth PrabhuMs.S.Vijayalakshmi | 27 |
| 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.KeerthiMs.Prathima SMr.Prashant PrabhuMs.S.Vijayalakshmi | 18 |
| 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 VenkateshMs.Prathima SDr. Sharath Kumar K.SDr.Kadambari N | 36 |
| 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 VenkateshDr. Priya M.BDr. Sharath Kumar K.SDr.Yashodhara Kumar | 165 |
| 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.VijayalakshmiMs. PrathimaDr. Sharath Kumar K.SMr.Prashanth | 35 |
| 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 VenkateshDr. Priya M.BDr. Prashanth PrabhuMs.S.Vijayalakshmi | 50 |

**Preparation and Dissemination of Information Resources**

The Institute developed and disseminated a variety of information resources on communication disorders in different media formats. The details of resources developed in live video and animated video formats are given in table 2, and those developed in print, e-book and slide formats are given in table 3. All the resources in electronic formats were disseminated over the official website and social media platforms of the Institute.

 **Table 2: Information Resource Developed: Live and Animated Videos**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sl.****No** | **Title**  | **Creator** | **Language** |
| 1.
 | 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. Deepa Anand | 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.Yaswashwini | English |
|  | Clinical services at your doorstep during the COVID-19 pandemic crisis | Dr. Sangeetha Mahesh | English |
|  | Cochlear Implants | Dr.AshaYathiraj | English |
|  | Cognitive Behaviour Therapy for Stuttering | Dr.Sanjeev Kumar Gupta | English |
|  | Conversation skill through picture description | Mrs. SumanaH.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. M. Sonam Beliappa | English |
|  | Educating people on quarantine activities for children with special needs | Mr. Raju H.H | Kannada |
|  | Entertaining 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. K. J. Ramadevi Sreenivas | Kannada |
|  | Hearing aid Counseling in Kannada  | Mrs. Revathi Prasad | Kannada |
|  | Hearing aids  | Dr. Sujeet Kumar Sinha,  | English |
|  | Hearing and it's 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.V. Ramanakumari,  | 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 |
|  | Reasons that leads to speech impairment | Dr. Pushpavathi M | English |
|  | Rehabilitation of Cerebral Palsy  | Mr. Santosh | Kannada |
|  | Rights of persons with disability act 2016  | Dr. S.P. Goswami | 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 Disorder  | 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) part 1 | Kannada |
|  | Success story  | Kannada |
|  | Star Speak- Nagathihalli Chandrashekhar | Kannada |
|  | [Unsung heroes](https://www.facebook.com/115199676546435/videos/894260791392086) part 2  | 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 | English |
|  | Cerebral Palsy  | English |
|  | [Hearing & balancing](https://www.facebook.com/115199676546435/videos/863866227495240) | English |
|  | Success story | 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) | 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, Actress | 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: Information Resource Developed: Print, E-book and Slide**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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 |

**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, 71 camps were 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.

**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 NBS during the reporting year, the details of which are given in table 4 & 5.

**Table 4: 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 year and created awareness among parents/caregivers on management of individuals with communication disorders. The details are given in table 6.

**Table 6: 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.SSLP Gr. I | Tele-services for persons with communication disorders during COVID 19 pandemic crisis in Kannada  | 30.09.2020 |
|  | Ms. Farseena JabeenSLP Gr. II | Tele-services for persons with communication disorders during COVID 19 pandemic crisis in Malayalam | 30.09.2020 |
|  | Ms. Prathima SSLP Gr. II | General feeding techniques for children with feeding issues in Kannada and English | 6.11.2020 |
|  | Ms. Navya KeshavSLP 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.PSLP Gr.I | Early identification of communication disorders in Kannada and English | 23.12.2020 |
|  | Ms. DeepaAnandSLP Gr. II | Identification of early signs of autism and home training in Kannada | 29.12.2020 |
|  | Ms. Shivaranjini SSLP Gr. I | Importance of home training for children with communication disorders in English | 30.12.2020 |
|  | Ms. M. SeemaClinical 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 SunilSLP Gr. II | Importance of speech-language therapy during the pandemic crisis in Malayalam | 29.01.2021 |
|  | Ms. FathimaNidaSLP 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 to raise awareness, and hundreds of people from different walks of life attended them.

* World Autism Awareness Day on 2nd April 2020
* World Voice Day on 16th April 2020
* International Day of Sign Languages on 23rd September 2020
* International Stuttering Awareness Day on 22nd October 2020
* International Day of Persons with Disabilities on 4th December 2020
* World Hearing Day on 3rd March 2020

**Live Phone-In programs**

The Institute organized live phone-in programmes directly from the Institute on the eve of world hearing day celebrations, 2020 during which the professional experts of the Institute answered queries and cleared doubts of the citizens on hearing disorders and management. The people across the state participated in the programme, the details of which are given in table 7.

 **Table 7: 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 JainMr. Anoop B.J**Moderator**Dr. Jayashree C Shanbal, | 19th February 2021. |
| 5 | Success story of Ms. Spandana, The child 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 |

**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 a duration 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 8.

**Table 8:** **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 | 07.06.2020 |
|  | Noise-Induced hearing loss | Mr. Arunraj K | Akashvani Mysuru, 100.6 MHz | 14.06.2020 |
|  | Hearing aids & Cochlear implants | Dr. Manjula | Akashvani Mysuru, 100.6 MHz | 21.06.2020 |
|  | Child language disorders | Dr. Priya M B | Akashvani Mysuru, 100.6 MHz | 28.06.2020 |
|  | Learning disability | Dr. Jayashree C Shanbal | Akashvani Mysuru, 100.6 MHz | 05.07.2020 |
|  | Voice disorder | Dr. Yeshoda K | Akashvani Mysuru, 100.6 MHz | 12.07.2020 |
|  | Speech sound disorders | Dr. Sreedevi N | Akashvani Mysuru, 100.6 MHz | 19.07.2020 |
|  | Stuttering | Dr. Sangeetha Mahesh | Akashvani Mysuru, 100.6 MHz | 26.07.2020 |
|  | Adult Language disorders | Dr. Hema N  | Akashvani Mysuru, 100.6 MHz | 02.08.2020 |
|  | Psychological problems in children & Parents | Dr. S Venkatesan  | Akashvani Mysuru, 100.6 MHz | 09.08..2020 |
|  | Ear discharge causes, Do’s &Don’ts | Dr. Rajeshwari G  | Akashvani Mysuru, 100.6 MHz | 16.08.2020 |
|  | Diseases causing voice changes | Dr. T K Prakash  | Akashvani Mysuru, 100.6 MHz | 23.08.2020 |
|  | Myths and facts about stuttering. | Dr. Santosh M  | Akashvani Mysuru, 100.6 MHz | 30.08.2020 |
|  | Dementia | Dr. Abhishek BP | Akashvani Mysuru, 100.6 MHz | 06.09.2020 |
|  | Need for early rehabilitation and listening training in children with hearing impairment | Dr. Devi N  | Akashvani Mysuru, 100.6 MHz | 13.09.2020 |
|  | Importance of early rehabilitation for individuals with hearing loss | Dr. Geetha C | Akashvani Mysuru, 100.6 MHz | 20.09..2020 |
|  | Tinnitus and loudness discomfort | Dr. Prashanth Prabhu  | Akashvani Mysuru, 100.6 MHz | 27.09.2020 |
|  | Autism Spectrum Disorders | Dr Yashaswini R | Akashvani Mysuru, 100.6 MHz | 03.10.2020 |
|  | Voice disorders  | Ms. Sahana V | Akashvani Mysuru, 100.6 MHz | 10.10.2020 |
|  | Early identification of communication disorders | Ms. Geetha M P | Akashvani Mysuru, 100.6 MHz | 18.10.2020 |
|  | Curriculum adaptation for special children | Ms. Shobha B N | Akashvani Mysuru, 100.6 MHz | 25.10.2020 |
|  | Role of parents in the educational development of special children | Ms. Kumuda | Akashvani Mysuru, 100.6 MHz | 08.11.2020 |
|  | Valuation of children with special needs | Ms. Sumana | Akashvani Mysuru, 100.6 MHz | 15.11.2020 |
| **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 of learning 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 |
|  | Interacted with the clients and parents | Dr. M. Pushpavathi | Akashvani Mysuru, 100.6 MHz | 11th August 2020 |
|  | Problems of 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 |
|  | Central auditory processing disorders | Dr. Venkatesan S | Janadhwani Radio 90.8 MHz, 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 |
|  | Educational challenges in persons with Disability | Dr. Jayashree C Shanbal,Dr. Yashodhara Kumar G.Y &Ms. Sumana H.P | Janadhwani 90.8 MHz, Mysuru | 7th October 2020 |
|  | Therapeutic rehabilitation for individuals with intellectual disability: Panel discussion | Dr. Venkatesan S | Janadhwani Radio 90.8 MHz, Mysuru | 14th October 2020 |
|  | Benefits and concession available for persons with communication disorders | Dr. Jayashree C ShanbalDr. Venkatesan S &Mr. Prashanth R | Janadhwani 90.8 MHz, Mysuru | 21st October 2020 |
|  | Therapeutic rehabilitation for individuals with ASD: Panel discussion | Dr. Venkatesan S | Janadhwani 90.8 MHz, Mysuru | 28th 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 |
|  | A talk on 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 | Ms. Ramanakumari P.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 including Doordarshan. The details of television programmes broadcasted during the reporting year are given in table 9.

**Table 9. Television Programmes**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sl. No.** | **Programme** | **Expert (s)** | **Televison Channel** | **Broadcasted date** |
| 1 | Introductory talk on AIISH | Dr. M. Pushpavathi | Doordarshan Chandana | 28th November 2020 |
| 2 | Ear related problems in children | Dr. Rajeshwari G | Dooradarshan Chandana | 29th November 2020 |
| 3 | New-born screening and Hearing Disorders | Dr. Ajith Kumar | Doordarshan Chandana | 5th December 2020 |
| 4 | Speech Disorders | Dr. N. Sreedevi | Doordarshan Chandana | 6th December 2020 |
| 5 | Language Disorders | Dr. Sangeetha Mahesh | Doordarshan Chandana | 12th December 2020 |
| 6 | Behaviour management in children with communication disorders | Dr. Yashodhara Kumar G.Y | Dooradarshan Chandana | 13th December 2020 |
| 7 | Activities of the institute and introduction of speech and hearing disorders | Dr. M. Pushpavathi | Dooradarshan Chandana | 14th December 2020 |
| 8 | Information decimation on Special Education (Hindi) | Dr. Alok Kumar &Dr. Kadambari N | Dooradarshan Chandana | 3rd February 2021 |
| 9 | Information decimation on Special Education | Ms. Shobha B. N | Dooradarshan Chandana | 12th February 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 down based 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, AIISH and Ms. 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 centre of the Institute at Madikeri, 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 Institute on 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.

**Social Media Activities**

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 the Director and a senior faculty member 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. The social media activity statistics of the Institute on different platforms during the reporting year are given in table 10.

**Table 10: 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** |