**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 (Public Education Materials prepared during the lockdown period). The details are given in table 2.

Table 2: Information Resources

|  |
| --- |
|  **List of Pamphlets** |
| **Sl.****No.** | **Title** | **Language** |
|  | Dementia | Kannada |
|  | Developmental Delay | Kannada |
|  | Know this to prevent communication disorders | Kannada |
|  | Dysarthria | Kannada |
|  | Laryngectomy | Kannada |
|  | Voice and its Disorders | Kannada |
|  | Articulation | Kannada |
|  | Frequently asked Questions on Tinnitus | English |
|  | Frequently asked Questions on Aphasia  | English |
|  | Frequently asked Questions on Learning Disability | English |
|  | Frequently asked Questions on Voice disorders | English |
|  | Frequently asked Questions on Stuttering | English |
|  | Ototoxicity | English |
|  | Frequently asked Questions on Autism | Kannada |
|  | Frequently asked Questions on SSD | Kannada |
|  | Frequently asked Questions on Tinnitus | Kannada |
|  | Aphasia | Malayalam |
|  | Dysarthria | Malayalam |
|  | Intellectual Disability | Malayalam |
|  | Laryngectomy | Malayalam |
|  | Stuttering | Malayalam |
|  | Voice Disorders | Malayalam |
|  | Feeding Tips | Malayalam |
|  | Frequently asked Questions on Noise Induced Hearing Loss | Malayalam |
|  | Fluency Disorder | Malayalam |
|  | Aphasia | Hindi |
|  | Feeding Tips | Hindi |
|  | Fluency Disorder | Hindi |
|  | Noise Induced Hearing Loss  | Hindi |
|  | Cleft Lip and Palate | Hindi |
|  | Dementia | Hindi |
|  | Developmental Delay | Hindi |
|  | Dysarthria | Hindi |
|  | Intellectual Disability | Hindi |
|  | Specific Language Impairment | Hindi |
|  | Voice Disorder | Hindi |

**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, fifty seven campswere conducted and around six thousands of general public were educated on communication disorders.

**Street Play on Prevention and Awareness of Communication Disorders**

The Institute, under the aegis of the Department of Prevention of Communication Disorders conducted Cyclothon and street play by OSC 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. Totally, 15552 persons including senior citizens, students, industry workers, and teachers benefitted from 9 orientation programmes conducted at AIISH and 9 programmes at the NBS centres and OSCs during the reporting year, the details of which are given in table 4 & 5.

Table 4: Public Orientation / Sensitization Programmes at AIISH

|  |  |  |
| --- | --- | --- |
| **Sl No.** | **Target Group** | **Total Individuals Oriented** |
|  | School Teachers | 6160 |
|  | College Teachers | 192 |
|  | General Public | 377 |
|  | 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 |
|  |  Orientation for the public at DCS, AIISH | 4410 |
|  | **Total** | **13991** |

Table 5: Public Orientation / Sensitization Programmes at NBS Centres and OSCs

|  |  |  |
| --- | --- | --- |
| **Sl. No.** | **Target Group** | **Total Individuals Oriented** |
|  | General Public | 332 |
|  | Industrial Workers | 28 |
|  | Nurses | 196 |
|  | Community Social Workers | 418 |
|  | Doctors | 397 |
|  | Expecting Mothers | 36 |
|  | Traffic Police | 36 |
|  | Students of Professional courses | 15 |
|  | Teachers | 103 |
|  | **Total** | **1561** |

**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 below.

|  |  |  |  |
| --- | --- | --- | --- |
| **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. NavyaKeshavSLP 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 Yoga Day on 21st June 2020
* International Day of Sign Languages on 23rd September 2020
* International AAC awareness week from 19th to 21st October 2020
* International Day of Persons with Disabilities on 1st to 4th December 2020
* Commemoration of International Stuttering Awareness Day on 22nd October 2020
* World Hearing Day on 3rd March 2020

**Mass Media based Public Education**

**Radio Programs**

* Dr. Raju H.H., Served as subject expert for the radio talk 6-16 years learning disability children’s at Janadhani Radio 90.8 MHz on 14th and 21st April 2020.
* Dr. Raju H.H., Served as subject expert for radio talk on counselling PWD’S and family members at Janadhani Radio 90.8 on 18th and 25th April 2020.
* Dr. Hema N., Served as person in the Radio Talk on “Aphasia – Definition, causes and treatment” at Jhanadwani, Surguru FM, Mysore on 24th April 2020.
* Dr. Rajalakshmi K., delivered a talk on Hearing loss in elderly at the All India Radio (100.6MHz), Mysuru on 7th June 2020.
* Dr. P. Manjula, delivered a talk on Hearing aids and Cochlear Implant at the All India Radio (100.6MHz), Mysuru on 21st June 2020.
* Dr. G. Rajeshwari, delivered a health awareness program on All cold, cough, fever may not be Covid-19 at Radio FM 93.5 on 26th June 2020.
* Ms. Sumana H.P., delivered a talk on LD-Myths and Facts in Janadhwani Live in Radio at AIISH, Mysuru on 1st July 2020.
* Ms. Sumana H.P., delivered a talk on Classroom Management of LD Children in Janadhwani Live in Radio at AIISH, Mysuru on 15th July 2020.
* Dr. G. Rajeshwari, delivered a talk on “Ear related problems in Children in AIISH Aisiri Radio on 29th July 2020.
* Ms. Sumana H.P., delivered a talk on LD-Classroom Management in Janadhwani Live in Radio at AIISH, Mysuru on 29th July 2020.
* Ms. Sumana H.P., delivered a talk on Educational Assessment Adaptions for CWSN at Aisiri Akashvani, AIISH, Mysuru on 31st July 2020.
* Dr. Hema N., delivered a talk on Adult Language disorders at the All India Radio (100.6MHz), Mysuru on 2nd August 2020.
* Ms. Kumudha, delivered a talk on Importance of parent empowerment in the early education of children with special needs at Aisiri Akashvani, AIISH, Mysuru on 3rd August 2020.
* Ms. Shobha B.N., delivered a talk on Importance curriculum adaptation in the education of children with special needs at Aisiri Akashvani, AIISH, Mysuru on 3rd August 2020.
* Dr. S Venkatesan, delivered a talk on Psychological problems in children & Parents at the All India Radio (100.6MHz), Mysuru on 9th August 2020.
* Dr. M. Pushpavathi, interacted with the clients with parents in All India Radio phone in program though virtual mode on 11th August 2020.
* Dr. Jayashree C. Shanbal, delivered a talk on Problems of Home training for children with Learning Disability at Janadhwani on 12th August 2020.
* Dr. Rajeshwari G., delivered a talk on Ear discharge causes, Do’s & Don’ts at the All India Radio (100.6MHz), Mysuru on 16th August 2020.
* Dr. G. Rajeshwari, delivered a talk on Prevention of Common cold and self medication at Radio FM 93.5 on 16th August 2020.
* Dr. Priya M.B., delivered a talk on Understanding Learning Disability in Adolescents at Community radio center Janadhwani 90.8MHz on 26th August 2020.
* Dr. Santosh M., delivered a talk on Myths and facts about stuttering at the All India Radio (100.6MHz), Mysuru on 30th August 2020.
* Dr. Abhishek B.P., delivered a talk on Dementia at the All India Radio (100.6MHz), Mysuru on 6th September 2020.
* Dr. Jayashree C. Shanbal, delivered a talk on program on Understanding Learning Disability in adolescents at Janadhwani on 26th August 2020.
* Dr. T.K Prakash, delivered a talk on Diseases causing voice changes at the All India Radio (100.6MHz), Mysuru on 23rd August 2020.
* Dr. Chandni Jain, delivered a talk on Educational rehabilitation of children with auditory problems and learning disability at Janadhwani 90.8MHz on 9th September 2020.
* Dr. Devi N., delivered a talk on Need for early rehabilitation and listening training in children with hearing impairment at the All India Radio (100.6MHz), Mysuru on 13th September 2020.
* Dr. Geetha C., delivered a talk on Importance of early rehabilitation for individuals with hearing loss at the All India Radio (100.6MHz), Mysuru on 20th September 2020.
* Dr. M. Pushpavathi, All India Radio recording on academic program at AIISH on 21st September 2020.
* Dr. Jayashree C. Shanbal, delivered a talk on Problems observance and challenges in school children at Janadwani on 23rd September 2020.
* Dr. Priya M.B., delivered a talk on Problem behaviors and challenges in School at Community ratido center Janadhwani 90.8MHz on 23rd September 2020.
* Dr. Prashanth Prabhu, delivered a talk on Tinnitus and loudness discomfort at the All India Radio (100.6MHz), Mysuru on 27th September 2020.
* Dr Yashaswini R., delivered a talk on Autism Spectrum Disorders at the All India Radio (100.6MHz), Mysuru on 3rd October 2020.
* Dr. Yashaswini R., delivered a talk on Autism Spectrum Disorders at the All India Radio, Mysuru on 6th October 2020.
* Dr. Yashodhara Kumar G.Y., served as resource person in Janadhwani radio program on Educational challenges in persons with Disability on 7th October 2020.
* Ms. Sahana V., delivered a talk on Voice disorders the All India Radio (100.6MHz), Mysuru on 10th October 2020.
* Ms. Geetha M.P., delivered a talk on Early identification of the communication disorders at the All India Radio (100.6MHz), Mysuru on 18th October 2020.
* Ms. Shobha B.N., delivered a talk on Curriculum adaptation for special children at the All India Radio (100.6MHz), Mysuru on 25th October 2020.
* Ms. Kumuda, delivered a talk on Role of parents in the educational development of special children at the All India Radio (100.6MHz), Mysuru on 8th November 2020.
* Dr. M. Pushpavathi, Radio program in connection with the precautions to be taken to avoid spread of COVID-19 organized by Red FM 93.2 at AIISH, Mysuru on 14th November 2020.
* Ms. Sumana, delivered a talk on Valuation of children with special needs at the All India Radio (100.6MHz), Mysuru on 15th November 2020.
* The first series of 13 episodes of AIISH AISIRI programmes were re-broadcasted from All India Radio, Dharwad during the period August to November 2020.
* Ms. Ramanakumari P.V., delivered a talk on Mainstreaming of children with intellectual in Janadhwani Live in Radio at AIISH, Mysuru on 24th February 2021.
* Ms. Ramanakumari P.V., delivered a talk on Inclusion of individuals with intellectual disability in Janadhwani Live in Radio at AIISH, Mysuru on 10th March 2021.
* Dr. Yashodhara Kumar G.Y., delivered a radio talk on Myths and facts on LD on 24th March 2021.
* Dr. Yashodhara Kumar G.Y., delivered a radio talk on World autism day 2021 Understanding, acceptance and inclusivity on 31st March 2021.

**Phone in programs**

* Dr. Venkatesan S., phone-in program on Scholastic problems and their remediation in 6-16-year-old students at Swami Vivekananda Youth Movement, Sargur, HD Kote, Mysuru broadcasted under Janadhwani Radio 90.8 MHz on 28th April 2020.
* Dr. Venkatesan S., phone-in program on titled Understanding Learning Disability in Children: Characteristics, Types, Identification, and Intervention in the event of Swami Vivekananda Youth Movement, Sargur, Mysuru at Janadhawani Radio 90.8 MHz on 6th and 13th May 2020.
* Dr. Venkatesan S., phone-in program on Emotional and Social Problems in Children with Learning Disability in the event of Swamy Vivekananda Youth Movement, Sargur, Mysuru at Janadhwani Radio 90.8 MHz on 20th May 2020.
* Dr. Venkatesan S., phone-in program on Early identification and interventions for children with specific learning disabilities in the event of Swami Vivekananda Youth Movement, Sarguru, Mysuru at Janadhwani Radio 90.8 MHz on 3rd June 2020.
* Dr. Venkatesan S., phone-in program on Manifestation of learning disability due to processing deficits in the event of Swami Vivekananda Youth Movement, Sarguru, Mysuru on 17th June 2020.
* Dr. Venkatesan S., phone-in program on Classroom accommodations for students with Learning Disability: Part One in the event of Swami Vivekananda Youth Movement, Sargur, Mysuru at Janadhwani Radio 90.8 MHz on 15th July 2020.
* Dr. Venkatesan S., phone-in program on Classroom accommodations for students with Learning Disability: Part Two in the event of Swami Vivekananda Youth Movement, Sargur, Mysuru at Janadhwani Radio 90.8 MHz on 29th July 2020.
* Dr. Venkatesan S., phone-in program on Home-based training for students with Learning Disability in the event of Swami Vivekananda Youth Movement, Sarguru, Mysuru at Janadhwani Radio 90.8 MHz on 12th August 2020.
* Dr. Venkatesan S., phone-in program on Adolescents with Learning Disability in the event of Swami Vivekananda Youth Movement, Sarguru, Mysuru at Janadhwani Radio 90.8 MHz on 26th August 2020.
* Dr. Venkatesan S., phone-in program on Central Auditory Processing Disorders in the event of Swami Vivekananda Youth Movement, Sargur, Mysuru at Janadhwani Radio 90.8 MHz on 9th September 2020.
* Dr. Venkatesan S., phone-in program on Problem behaviour in children with Learning Disability: Identification and Management in the event of Swami Vivekananda Youth Movement, Sargur, Mysuru at Janadhwani Radio 90.8 MHz on 23rd September 2020.
* Dr. Venkatesan S., phone-in program on Therapeutic Rehabilitation for individuals with intellectual disability: Panel discussion in the event of Swami Vivekananda Youth Movement, Sargur, Mysuru at Janadhwani Radio 90.8 MHz on 29th September and 14th October 2020.
* Dr. Venkatesan S., phone-in program on Benefits & Concessions for persons with disabilities: Panel discussion in the event of Swami Vivekananda Youth Movement, Sargur, Mysuru at Janadhwani Radio 90.8 MHz on 21st October 2020.
* Dr. Venkatesan S., phone-in program on Therapeutic Rehabilitation for individuals with ASD: Panel discussion in the event of Swami Vivekananda Youth Movement, Sargur, Mysuru at Janadhwani Radio 90.8 MHz on 28th October 2020.
* Dr. M. Pushpavathi, phone in programme in connection with the activities of the institute, organized by Prajavani on 8th November 2020.
* Dr. Venkatesan S., phone-in program on Importance of raising public awareness on specific learning disabilities in the event of Swami Vivekananda Youth Movement, Sargur, Mysuru at Janadhwani Radio 90.8 MHz on 18th November 2020.
* Dr. Venkatesan S., phone-in program on Hearing Loss in the event of Swami Vivekananda Youth Movement, Sargur, Mysuru at Janadhwani Radio 90.8 MHz on 25th November 2020.
* Dr. S. Venkatesan, phone-in program on Mainstreaming of children with intellectual disabilities in the event of Swami Vivekananda Youth Movement, Sargur, Mysuru at Janadhawani  Radio 90.8 MHz 24th February, 2021.
* Dr. Venkatesan S., Phone-in program on Mainstreaming of children with intellectual disabilities in the event of Swami Vivekananda Youth Movement, Sargur, HD Kote, Mysuru at Janadhawani Radio 90.8 MHz.on 10th March 2021.

**Doordarshan / TV programs**

* Dr. M. Pushpavathi, spoke about the introduction of AIISH and activities of AIISH on Dooradarshana Kendra (Chandana) on 20th October 2020.
* Dr. Rajeshwari G, attended to the DD Chandana program on Ear related problems in children at Bengaluru on 21st October 2020.
* Dr. Yashodhara Kumar G.Y., served as resource person for the DD Chandana TV program on Behaviour management in children with communication disorders on 21st October 2020.
* Dr. M. Pushpavathi, Telecast of Kannada program about introduction to AIISH and objectives of AIISH, in Chandana DD-I on 28th November 2020.
* Dr. M. Pushpavathi, interaction program at Doordarshana Kendra (Chandana) in connection with activities of the institute on 29th November 2020.
* Dr. M. Pushpavathi, interaction program at Doordarshana Kendra (Chandana) in connection with activities of the institute and introduction of speech and hearing disorders on 14th December 2020.
* Dr. Alok Kumar, delivered a talk on Information decimation on Special Education in Hindi at Doordarshan on 3rd February 2021.
* Dr. Kadambari N., delivered a talk on Information decimation on Special Education at Doordarshan on 3rd February 2021.
* Ms. Shobha B. N., delivered a talk on Information decimation on Special Education at Doordarshan on 12th February 2021.
* Ms. Ramanakumari, delivered a talk on Mainstreaming of children with intellectual disability at Janadhwani Radio on 12th February 2021.
* Dr. N. Swapna, delivered a talk on Speech problems in children with hearing impairment and speech and language problems in children with hearing impairment and their management at Dooradarshan program titled VakShravan Sanjeevani on 10th March 2021.
* Ms. Ramanakumari, delivered a talk on Inclusion of individuals with intellectual disability at Janadhwani Radio on 10th March 2021.

**Live programs**

* Live phone in program on Cognitive and language deficits in children with Learning Disability at janadhwani 90.8Mhz organized by Dr. Jayashree C. Shanbal on 4th November 2020.
* Live phone in program on Importance of raising public awareness on Learning Disability at janadhwani 90.8Mhzorganized by Dr. Jayashree C. Shanbal on 18th November 2020.
* Live phone in program on Therapeutic Rehabilitation-individuals with Hearing Impairment at Janadhwani 90.8Mhz organized by Dr. Jayashree C. Shanbal on 25th November 2020.
* Live phone in program on Importance of Emergent Literacy Skills in Children at Janadhwani 90.8 MHzorganized by Dr. Jayashree C. Shanbal on 2nd December 2020.
* Live phone in program on the Prevention and care of hearing related problems, Dr. K Rajalakshmi, Dr. N. Devi as resource persons and Dr. Jayashree C Shanbal as moderator at AIISH, Mysuru on 8th January 2021.
* Live phone in program on Early identification of children with Learning Disabilities at Janadhwani 90.8 Mhz organized by Dr. Jayashree C. Shanbal on 13th January 2021.
* Live phone in program on the Middle ear infection - Can they be prevented or treated? Dr. T.K Prakash, Ms. Mamatha N.M as resource persons and Dr. Prashanth Prabhu as moderator at AIISH, Mysuru on 21st January 2021.
* Live phone in program on Educational challenges in children with Autism at janadhwani 90.8 Mhz organized by Dr. Jayashree C. Shanbal on 28th January 2021.
* Live phone in program on Lifestyle and Hearing Loss, Dr. Prawin Kumar, Dr. Sreeraj K as Resource persons, Dr. C. Jeetha as moderator at AIISH Mysuru on 5th February 2021.
* Live phone in program on Ear infection, hearing loss and auditory processing problems result in poor school performance, Dr. Jayashree C Shanbal, Dr. Chandni Jain as resource persons, Mr. Anoop B.J as moderator at AIISH Mysuru on 19th February 2021.
* Live phone in program on Mainstreaming of children with Intellectual Disability at janadhwani 90.8Mhz organized by Dr. Jayashree C. Shanbal on 24th February 2021.
* Live phone in program on Success story of Ms. Spandana Child with hearing impairment, Dr. Animesh Barman as resource person, Dr. Sangeetha Mahesh as moderator at AIISH Mysuru on 26th February 2021.
* Live phone in program on Importance of celebration of World Hearing Day, Dr. G. Rajeshwari & Dr. Ajith Kumar U as resource persons and Dr. Jayashree C Shanbal as moderator at AIISH, Mysuru on 3rd March 2021.
* Live phone in program on Inclusion of individuals with intellectual disability at Janadhwani 90.8MHz organized by Dr. Jayashree C. Shanbal on 10th March 2021.
* Live phone in program on Importance of rehabilitation of individuals with hearing impairment , Dr. P. Manjula, Dr. Sangeetha Mahesh & Dr. Yashodhara Kumar G.Y as resource persons, Ms. Spoorthy Thammiah as moderator at AIISH, Mysuru on 19th March 2021.
* Live phone in program on Myths and facts on LD on at Janadhwani 90.8MHz organized by Dr. Jayashree C. Shanbal on 24th March 2021.
* Live phone in program on Autism: understanding, acceptance and inclusivity at Janadhwani 90.8MHz organized by Dr. Jayashree C. Shanbal on 31st March 2021.

**Newspaper**

1. Dr. M. Pushpavathi, attended Vijaya Karnataka Press meet at 5.00 p.m. 12th November 2020.
2. An interview with Dr. M. Pushpavathi, Director, AIISH and with Editor, Prajavani in connection with the prevention of noise pollution during the celebration of Deepavali on 4th November 2020.
3. Dr. Sangeetha M, and Mr. Raju H.H, delivered a talk on managing children with disabilities during the pandemic crisis during lock down at Vijaya Karnataka Samvadha program on 12th April 2021.

**Other Public Education Activity**

* An interview of 2 audiologists Dr. Sharath Kumar Ks. S. and Ms. Srividya was recorded. The interview focused on key issues of ‘Ear and Hearing Care’ assessment of hearing, diagnosis of hearing disorders and the rehabilitation. The interview was broadcasted in ten community radio stations in Karnataka Radio talk at Community Radio Stations in Karnataka.
* Competitions to educate the public about ear and hearing care. Several competitions were conducted online as well as offline to various target groups through which efforts were made to create awareness about ear and hearing health care. There were participants from Karnataka, Kerala, Tamil Nadu, Uttar Pradesh, Odisha and Rajasthan.
* Distribution of Masks with World hearing day message. Khadi mask (with World Hearing Day, 2021 printed on one side and save your hearing printed on other side) was distributed among the staffs and students of the institute. These masks were used during various activities of the WHD including hearing screening camps.
* Distribution of gift hampers with WHD card in restaurants/hotels. Gift hampers consisting wooden spoon, wooden fork, paper straw, sugar, milk powder, salt, tissue paper along with a WHD card having QR codes and facts on hearing were distributed in 130 star hotels of Bengaluru. The QR codes were meant to direct them for hearing screening and a WHD web page of AIISH. There were 10 facts on hearing including facts on early identification and rehabilitation of hearing loss.
* Standees displaying WHD messages. To raise awareness on hearing loss, standees were placed in 100 different locations of Mysuru city. These include Airports, Railway station, University of Mysore campus, Central Public Work Department, Mysore City Corporation, Hospitals, Primary Health Centers, Restaurants, Hotels, and Shopping Malls. Information about hearing loss and promotion of World Hearing Day were projected on the standees. Also, QR codes were projected for one to scan and know more information about hearing loss from WHO web page and “hear WHO app” to check their hearing.
* Video bytes from cine celebrities speaking on WHD. Several television and cine celebrities gave video messages in which they spoke about ear and hearing health care and World Hearing Day 2021. In their messages they also stressed on the need for early identification and rehabilitation. The celebrities posted them in their social media pages and they were also circulated social media pages of AIISH.
* Short videos on early identification and rehabilitation of hearing loss. Four short videos in Hindi which stressed on the benefits of early identification and effective rehabilitation of hearing loss were made by professional agency. The theme and the script were given by the institute. The 1-3-6 rule was highlighted and the benefits of rehabilitation of elderly was stressed upon.
* Publishing newspaper articles on ear and hearing health care. Several newspaper articles were published wherein the facts about ear and hearing health, the services available, benefits of early identification and effective rehabilitation were published. The news on the several camp conducted for the WHD by AIISH were also published in the newspaper.
* Translation of the public education materials to regional languages. The public education materials published by World Hearing Forum for the WHD-2021 were translated by the Audiologists of AIISH to four regional languages, Kannada, Tamil, Malayalam and Telugu. These were circulated through Indian Speech and Hearing Association and AIISH website.
* Photo booth on World Hearing Day 2021 theme - ‘Hearing Care for All- Screen, Rehabilitate, Communicate. To promote and raise awareness on World Hearing Day 2021, photo booths showing logo and messages of World hearing day 2021 were prepared. These photo booths were used within and outside the AIISH campus. In all the free hearing screening camps, the beneficiaries were encouraged to click photos in these photo booths and use the photos as their Whatsapp DP and status. This way, the message of WHD reached wide in the society.
* During lock down two what’s app group were created at the institute namely “AIISH we help you” and “Tele Therapy”.

**Social Media Activities**

As an initiative to promote public education, AIISH social media committee was formed in July, 2019. Dr. Yeshoda K., Associate Professor was assigned the ‘Social Media champion’ responsibility to promote activities of AIISH in different social media platforms.

The social media committee with the approval of the Director started the AIISH Facebook page – ‘AIISH Mysuru’ to portray the difficult activities of the institute and to create public awareness. At present, there are **13704** followers for the page with a constant increase in the number of followers.

The Facebook page of AIISH is very active in creating public awareness through public education videos related to the communication disorders. As a part of World hearing day celebrations, several awareness campaign, Animated videos on communication disorders and videos from celebrities were uploaded in the AIISH Facebook page. In addition, Autism Awareness month was also celebrated with multiple activities which were posted in the FB page. During the lockdown period, it was attempted to upload public education videos by faculty, staff and students of the institute related to various aspects of communication disorders. The initiative was appreciated a lot by the general public and professionals alike. The faculty and staff who prepared the videos were presented with certificates indicating the reach, number of likes and number of comments. AIISH YouTube channel was also initiated to upload the videos posted in Facebook.