**PUBLIC EDUCATION**

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

**Monthly Public Lectures**

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

**Table 1: Monthly Public Lectures**

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Topics** | **Resource Persons** | **Participants** |
| 6.04.2021 | 1. Overview of the activities of the Institute 2. Communication disorders: An overview 3. Hearing impairment: An overview 4. Accessible and barrier free infrastructure for persons with disability | 1. Mr. R Prashanth 2. Dr. Priya M B 3. Dr. Sharath Kumar K S 4. Mr. Manjunath Rao | 48 students from the Mysore School of Architecture, Mysuru |
| 26.07.2021 | 1. Overview of the activities of the Institute and services of Department of Special Education 2. Curriculum designing, planning and IEP for children with special needs | 1. Ms. Vijayalakshmi S  2. Ms. Sumana H P | 12 volunteers from Sri Vivekananda Youth Movement, Sarguru |
| 17.08.2021 | 1. Overview of the activities of the Institute 2. Communication disorders: An overview 3. Hearing impairment: An overview 4. Rights and benefits for persons with disabilities | 1. Ms.Vijayalakshmi S 2. Ms. Prathima S 3. Dr. Sharath Kumar K S 4. Mr. Prashanth R | 23 MSW students from K.R. Pete, Mysuru |
| 16.09.2021 | 1. Overview of the activities of the Institute 2. Communication disorders: An overview 3. Hearing impairment: An overview 4. Inclusive education and curriculum adaptation | 1. Ms. Vijaylakshmi S 2. Dr. Priya M B 3. Dr.Prashanth Prabhu 4. Ms.Vijaylakshmi S | 22 D.Ed. students from District Rehabilitation Centre (DRC), Mysuru |
| 26.10.2021 | 1. Overview of the activities of the Institute 2. Communication disorders: An overview 3. Hearing impairment: An overview 4. Inclusive education and curriculum adaptation | 1. Dr. Prithi Venkatesh 2. Ms. Prathima S 3. Dr. Sharath kumar K S 4. Ms.Vijayalakshmi S | 36 B.Ed. students from K.R. Pete, Mysuru |
| 26.11.2021 | 1. Overview of the activities of the Institute and the objectives of the KV orientation programme 2. Overview on hearing impairment: Identification and management 3. Overview of communication disorders: Identification and management 4. Behavioural issues and its management 5. Curriculum adaptation: Its need and strategies 6. Educational rights and facilities for person with communication disorders | 1. Dr. Prithi Venkatesh 2. Dr. Sharath Kumar K S 3. Ms. Deepa Anand 4. Dr.Yeshodhara Kumar   G Y   1. Dr.Prithi Venkatesh 2. Mr.RPrashanth | 20 Teachers from Kendriya Vidyalaya, Chamarajnagara |
| 8.12.2021 | 1. Overview of the activities of the Institute 2. Communication disorders: An overview 3. Hearing impairment: An overview 4. Inclusive education and curriculum   adaptation | 1. Ms.Vijayalakshmi S 2. Ms.Prathima S 3. Ms. Revathi   4. Ms. Vijayalakshmi S | 36 Teacher Trainees from International Montessori and Kindergarten Teacher’s Training Academy, Mysuru |
| 23.02.2022 | Overview of the activities of the Institute and management of children with special needs | Ms. S Vijayalakshmi | 8 MSW students and a faculty from Government College, Gadag. |
| 03.03.2022 | Pathological speech signal processing and research avenue | Dr.Ajish K. Abraham | 13 faculty from GSSS women’s engineering college, Mysuru |
| 18.03.2022 | 1. Overview of the activities of the Institute. 2. Hearing impairment: An overview 3. Communication Disorders: An overview | 1. Mr.R.Prashanth  2. Dr. Sharath Kumar K S  3. Ms.Prathima. S | 87 participants from St. Joseph’s Teacher Training College, Mysuru |

**Social Media based Public Education**

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

The various types of public education resources disseminated through the social media platforms during the reporting year include live and animated videos (table 2), e-pamphlets and posters (table 3), and live-phone in programs conducted at the Institute on the eve of world hearing day celebrations (table 4) and Club-house talks. The videos and other resources posted on social media reached lakhs of beneficiaries during the reporting year. The social media activity statistics during the reporting year are given in table 5.

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

|  |  |  |
| --- | --- | --- |
| **Sl.**  **No** | **Title & Presenter** | **Language** |
|  | A glimpse into AIISH clinics, by Dr. Yeshoda K | English |
|  | A talk on augmentative & alternative communication, by Dr. Yashomathi | Kannada |
|  | AAC, by Dr. Yashomathi | Kannada |
|  | About AIISH, by Dr. Jayashankar Rao J S | English |
|  | About voice, by Dr. T K Prakash | Kannada |
|  | Academic world of AIISH, by Dr. Ajith Kumar U | English |
|  | ADHD, by Ms. Dibya Aryal | English |
|  | An awareness video on stuttering | Hindi |
|  | Autism – comic video, by POC staff | - |
|  | Autism Awareness, by  Dr. Kadambari Naniwadekar | English |
|  | Autism awareness, by Mrs. Latha | Kannada |
|  | Awareness video on Covid 19, by students and staff of the AIISH | Kannada |
|  | Cleft Lip and Palate-Every smile has a story!, by POCD staff | English, Kannada & Hindi |
|  | Commemoration of International Day of Persons with Disabilities by Dr. Pushpavathi M | English |
| 1. C | Comic strip – Autism by PODC staff & Intern students | English |
|  | Comic strip – Speech sound disorder, by PODC staff & Intern students | English |
| 1. \ | Common conditions affecting Larynx (animated video) | English |
|  | Communication Disorders, by Ms. Pauline Gracia R V | Tamil |
|  | Creating inclusivity for children with Autism Spectrum Disorders, by Dr. Jayashree C. Shanbal & Ms. Devi Vijayalakshmi V (animated video) | English |
|  | Deepavali Noise, by Ms. Ankitha S | Kannada |
|  | Developmental milestones, by Ms. Ankitha S., Ms. Reshma O & Ms. Jasper Princes | Kannada  Malayalam  Tamil |
|  | Developmental milestones, by Ms. Srividya S | Kannada |
|  | Diwali hearing care, by Ms. Tanuja M N | Kannada |
|  | Does your child have pronunciation problem?, by POCD staff | English, Kannada & Hindi |
|  | Don’t forget about Dementia!, by POCD staff | English, Kannada & Hindi |
|  | Do you know what Dysarthria is?, by POCD staff | English, Kannada & Hindi |
|  | Eminent personalities visit | - |
|  | Father’s Day by pre-school kids | Kannada |
|  | FAQs on Hearing Impairment, by POCD staff | English, Kannada & Hindi |
|  | FAQs on ENT, by Ms. Tanuja M N | Kannada |
|  | Feeding tips for caregivers of child with Cleft Lip and Palate, by POCD staff | English, Kannada & Hindi |
|  | Greetings to all on the occasion of 56th Annual Day of the Institute | English |
|  | Habits that can lead to voice problems! (animated video) | English |
|  | Happy simplicity day | English |
|  | Have you heard about Autism?, by POCD staff | English, Kannada & Hindi |
|  | Having problem with your voice? Know more about it, by POCD staff | English, Kannada & Hindi |
|  | Hear what the ears of an autistic individual hear | English |
| 1. H | Hearing protection – Diwali message, by Ms. Kranti Acharya | English |
|  | How can each of you be a COVID warrior by Dr. Pushpavathi M | Kannada |
|  | How to narrate a creative story to kids?, by Mrs. Sreevidya | Malayalam |
|  | Impactful steps to help children facing challenges with biting and chewing, by Ms. Prathima S | Kannada |
|  | Improving mean length of Utterance, by Dr. Gayathri Krishnan | English |
|  | Importance of communication and its disorders, by Ms. Pauline Gracia RV | Tamil |
|  | Inauguration of the inclusive therapy park on 9th October 2021 at AIISH, Mysuru | - |
|  | Independence Day video, by Pre-school kid | English |
|  | Interesting suggestions of books to read, by Ms. Zainab Ismail | English |
|  | International Webinar on Demystifying Mindful Parenting | English |
|  | International Webinar on Demystifying Mindful Parenting – Day 2 | English |
|  | Is your child scoring poor marks? Check for Learning Disability, by POCD staff | English, Kannada & Hindi |
|  | Know more about Intellectural Disability, by POCS staff | English, Kannada & Hindi |
|  | Language Disorders, by Dr. Yashomathi | Kannada |
|  | Little signs (a video on developmental milestones), by Ms. Reshma | Malayalam |
|  | National newborn week (animated video), by POCD staff | Kannada |
|  | NBS, by Ms. Christy Sebastian | English |
|  | NBS,, by Ms. Ankitha S | Kannada |
|  | NBS – 1 by Ms. Srividya S | Kannada |
|  | NBS-Diwali message, by Ms Kranti Acharya | Hindi |
|  | NBS-Diwali message, by Ms Tanuja M N | Kannada |
|  | Newborn hearing screening (01), by Ms. Srividya S | Kannada |
|  | Newborn hearing screening (02), by Ms. Ankitha S | Kannada |
|  | Newborn hearing screening (03), by Ms. Tanuja M N | Kannada |
|  | Newborn Care week, by Ms. Dibya Aryal | English |
|  | Overview of AIISH in Malayalam, by Dr. Sreedevi N | Malayalam |
|  | Pen your thoughts and research papers pertaining to speech & hearing with AIISH! | English |
|  | Preserving the voice, by Dr. Yeshoda K | English |
|  | Services offered at AIISH, by Dr. Sreedevi | Malayalam |
|  | Simple and fun exercises for individuals with communication disorders, by Dr. Gayathri Krishnan | English |
|  | Special Education courses provided at AIISH, by Dr. Prithi Venkatesh | Malayalam |
|  | Speech sound disorders in children, by Dr. Priya | Hindi |
|  | Speech sound disorders (animated video), by POCD Staff | English |
|  | Speech problems after stroke? It might be Aphasia!, by POCD Staff | English, Kannada & Hindi |
|  | Spread across states, united by AIISH – Alumni of AIISH | Indian languages |
|  | Stuttering | English, Kannada & Hindi |
|  | Success story, by Mrs. Shruthi and her kid | Kannada |
|  | The causes, symptoms, diagnosis and insights on hearing loss, by Mr. Durga S. Kumar | English |
|  | The efficacy of behavioral therapy and the factors that affect it, by Dr. Sanjeev Kumar Gupta | English |
|  | Tinnitus, by Ms. Merina Thomas | Malayalam |
|  | Treatment for speech, hearing, or language by Dr. Pushpavathi M | Kannada |
|  | Visit of Shri. Vikas Sheel, Additional Secretary, Ministry of Health and Family Welfare, GOI | - |
|  | Voice after the cancer of larynx-Laryngectomy, by POCD staff | English, Kannada & Hindi |
|  | Voices from alumni, by Dr. Balaji Rangarathnam | English |
|  | Voices from alumni, by Dr. Lakshmi M S | English |
|  | Voices from alumni, by Dr. Priyanka Shailat | English |
|  | Voices from alumni, by Dr. Varun Uthappa A G | English |
|  | Voices from alumni, by Ranjini Mohan | English |
|  | What is autism spectrum disorder and its impacts, by Ms. Shalini | English |
|  | What is/are speech disorders?, by Dr. Priya M B | English |
|  | Why students must opt for special education courses, by Dr. Alok Kumar Upadhyaya | Hindi |
|  | Yoga Day, by pre-school kids | Kannada |
|  | You see autism; instead of me | English |
|  | ಆಟದ ಜೊತೆಗೊಂದು ಪಾಠ, by Dr. Pushpavathi M | Kannada |
|  | ಆಟದ ಜೊತೆಗೊಂದು ಪಾಠ, "ನಮ್ಮ ವೃತ್ತಿಪರರು" ಭಾಗ-(1) by Dr. Pushpavathi M | Kannada |
|  | ಆಟದ ಜೊತೆಗೊಂದು ಪಾಠ, "ನಮ್ಮ ವೃತ್ತಿಪರರು" ಭಾಗ-(2) by Dr. Pushpavathi M., & Ms. Baby Anokhi Lokanath | Kannada |

**Table 3: Pamphlets and posters**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sl No.** | **Creator** | **Title** | **Language** |
|  | Ms. Ranjini A &  Dr. N Sreedevi | Remember and care  (Based on ACSLS) | Kannada |
|  | Ms. Srividya S &  Dr. N Sreedevi | Does your child have Pronounciation Problem??? | English |
|  | Ms. Christy Sebastian &  Dr. N Sreedevi | Speech problems after stroke??? - It might be APHASIA !!! | English |
|  | Ms. Christy Sebastian &  Dr. N Sreedevi | St… St… Stammering???? | English |
|  | Mr. Ashique C &  Dr. N Sreedevi | Have you heard about AUTISM ??? | English |
|  | Ms. Dibya Aryal &  Dr. N Sreedevi | Laryngectomy (Voice after the cancer of Larynx!!!) | English |
|  | Ms. Dibya Aryal &  Dr. N Sreedevi | Cleft Lip and Palate | English |
|  | Ashique C &  Dr. N Sreedevi | Don’t forget about Dementia!!! | English |
|  | Ms. Christy Sebastian &  Dr. N Sreedevi | Having problem with your voice??? | English |
|  | Ms. Srividya S &  Dr. N Sreedevi | Check for learning Disability!!! | English |
|  | Ms. Dibya Aryal &  Dr. N Sreedevi | Feeding tips for care givers of child with cleft lip and palate | English |
|  | Ms. Srividya S &  Dr. N Sreedevi | FAQs on hearing loss | English |
|  | Ms. Kranthi Acharya &  Dr. N Sreedevi | Do you know what is Dysarthria??? | English |
|  | Ms. Christy Sebastian &  Dr. N Sreedevi | Know more about intellectual disability | English |
|  | Ms. Srividya S &  Ms. Kranthi Acharya &  Dr. N Sreedevi | FAQs on aphasia | Kannada &  Hindi |
|  | Ms. Srividya S  Ms. Kranthi Acharya &  Dr. N Sreedevi | FAQs on LD | Kannada & Hindi |
|  | Ms. Srividya S  Ms. Kranthi Acharya &  Dr. N Sreedevi | FAQ’s on voice disorder | Kannada & Hindi |
|  | Ms. Srividya S  Ms. Kranthi Acharya &  Dr. N Sreedevi | FAQ’s on stuttering | Kannada & Hindi |
|  | Ms. Kranthi Acharya  Mr. Ashique C | FAQ’s on speech sound disorder | Hindi &  Tamil |
|  | Mr. Ashique C | Learning disability | Tamil |
|  | Mr. Ashique C | Aphasia | Tamil |
|  | Mr. Ashique C | Dysarthria | Tamil |
| 23. | Mr. Ashique C | Dementia | Tamil |
| 24. | Ms. Ranjini A &  Ms. Dibya Aryal | Newborn screening | Kannada, English &  Hindi |
| 25. | Ms. Sushma C | Newborn screening -Kodagu | Kannada |
| 26. | Mr. Rohith V | Newborn screening - Kolar | English |
| 27. | Ms. Hemashree B M  Ms. Sarga K | Developmental milestones | Kannada & English |
| 28. | Ms. Kranti Acharya | High risk factors in newborns | Hindi |
| 29. | Ms. Swaliha | Aphasia | English |
| 30. | TCPD Staff | Cognitive communicative disorders | English & Hindi |
| 31. | TCPD Staff | Fluency disorders | English & Hindi |
| 32. | TCPD Staff | Hearing impairment | English & Hindi |
| 33. | TCPD Staff | AAC | English & Hindi |
| 34. | TCPD Staff | Speech sound disorders | English & Hindi |
| 35. | TCPD Staff | Morphology, Syntax, Semantics | English & Hindi |
| 36. | Dr. Sanjeev Kumar Gupta  Clinical Psychologist | Intellectural disability | Hindi |
| 37. | Prof. Animesh Barman  Dr. Prawin Kumar  Dr. Devi N  Dr. Niraj Kumar Singh  Dr. Megha  Ms. Jyothi S | Vertigo and ANSD | English |

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

|  |  |  |  |
| --- | --- | --- | --- |
| **Sl.**  **No** | **Topic** | **Resource Persons/ Moderator** | **Date** |
| 1 | Importance of World Autism Awareness day 2021 | **Resource Persons:**  Dr. Jayashree C Shanbal  Dr. Niraj Kumar Singh &  Mr. Freddy Antony | 1st April 2021 |
| 2 | World Voice Day | **Resource Persons:**  Dr. T Jayakumar  Dr. T K Prakash &  Dr. Yeshoda K | 16th April 2021 |
| 3 | Journey of a child with autism along with her mother | **Resource Persons:**  Ms. Annushaka Bhattacharjee  Ms. Ashima Bhattacharjee  Dr. Kadambari Naniwadekar &  Dr. Yashodhara Kumar G Y  **Moderator:** Dr. Jayashree C Shanbal | 23rd April 2021 |
| 4 | Difficulties faced by school going special children | **Resource Persons:**  Dr. Prithi Venkatesh &  Mr. Freddy Antony  **Moderator:** Ms. S Vijayalakshmi | 2nd July 2021 |
| 5 | Cleft lip and palate | **Resource Persons:**  Prof M. Pushpavathi  Dr. Sanjeev Kumar Gupta  Dr. Gopi Sankar R | 16th July 2021 |
| 6 | Balance disorders in hearing impaired individuals-care and management | **Resource Persons:**  Dr. G. Rajeshwari  Dr. Sujeet Kumar Sinha **Moderator:** Dr. Nisha K V | 30th July 2021 |
| 7 | Prevention of communication disorder | **Resource Persons:**  Dr N. Sreedevi  Dr. Sandeep M  **Moderator:** Dr. Jithin Raj B | 13th August 2021 |
| 8 | Identification and management for adults with hearing loss | **Resource Persons:**  Dr. H SundaraRaju  Dr. Sharath Kumar K S  **Moderator:** Dr. Megha | 27th August 2021 |
| 9 | Rehabilitation of children with Cerebral Palsy | **Resource Persons:**  Ms. Prathima S  Mr. Santhosh J R  **Moderator:** Ms. Deepa Anand | 17th September 2021 |
| 10 | Learning Disability- Help me learn | **Resource Persons:**  Dr. Jayashree C Shanbal  Dr. Chandni Jain  Dr. Yashodhara Kumar G Y  **Moderator:** Ms. Shobha B N | 1st October 2021 |
| 11 | Know more about st..st.. stuttering – (In commemoration of International Stuttering Awareness Day 2021) | **Resource Persons:**  Dr. Sangeetha Mahesh  Dr. Yashodhara Kumar G Y  **Moderator:** Ms. Seema M | 22nd October 2021 |
| 12 | Mental health in children and adolescents | **Resource Persons:**  Mr. Raju H H  Dr. Sanjeev Kumar Gupta  Ms. Lissiue Maria  **Moderator:** Dr. Yashodhara Kumar G Y | 29th October 2021 |
| 13 | Brain damage and Communication Disorders- Identification and Management | **Resource Persons:**  Dr. N Hema  Dr R Rajasudhakar  **Moderator:** Ms. Geetha M P | 12th November 2021 |
| 14 | Use of technology in the field of speech and hearing | **Resource Persons:**  Mr. Manohar N  Mr. Vikas M D  Mr Reuben Thomas Varghese  **Moderator:** Ms. Jyothi S | 26th November 2021 |
| 15 | Welfare measures for persons with disabilities | **Resource Person:**  Mr. Prashanth R  **Moderator:** Ms. Shobha B N | 3rd December 2021 |
| 16 | Accessibility to persons with communication disabilities through Tele-mode | **Resource Person:**Dr. Yashaswini R  **Moderator:** Ms. S Vijayalakshmi | 3rd December 2021 |
| 17 | Educational Rehabilitation for Children ASD | **Resource Person:** Dr. Yashodhara Kumar G.Y | 9th February 2022 |
| 18 | Prevention of hearing loss and promoting appropriate ear and hearing care practices to prevent hearing loss - World Hearing Day | **Resource Persons:** Dr. Devi  Dr. Arun  Dr. Sreeraj K | 18th February 2022 |
| 19 | To hear for life, listen with care | **Resource Persons:**  Dr. G. Rajeshwari  Dr. Prawin Kumar  Ms. Revathi K R | 3rd March 2022 |
| 20 | Ear care-Ear wax and discharge | **Resource Persons:**  Dr. Swathi Chandresh  Dr. Prashanth Prabhu &  Mr. Nagaraju B | 18th March 2022 |

**Clubhouse talks**

The following public education lectures were delivered on clubhouse social media platform by the faculty and staff of the Institute.

* Clinical services, by Dr. Sangeetha Mahesh at the Avirata Pratishtana club house, Mysuru on 3rd October 2021.
* Stuttering, by Dr. Sangeetha Mahesh at the Vishvavani Club house, Mysuru on 20th October 2021.
* Awareness on communication disorders (Telugu), by Dr. Ramadevi Sreenivas K.J., at Club House, Mysuru on 22nd October 2021.
* Activities of Department of Special Education, by Ms. Ramanakumari P.V., Clubhouse-Telugu Manasutho, Mysuru on 22nd October 2021.
* Language disorders, by Ms. Geetha, M.P., at the Anivaasi Sangeeth Sallapa Clubhouse, Mysuru on 11th December 2021.
* From Being Voiceless to Having a Voice, by Dr. Yeshoda, K., at the Orientation on Management of Voice Disorders at the Clubhouse program, AIISH, Mysuru on 27th January 2022.
* Today’s parenting for child’s tomorrow, by Dr. Yashodhara Kumar, G.Y., at Clubhouse, AIISH, Mysuru on 28th February 2022.
* Communication Disorders-How to identify early, by Ms. Geetha, M.P., at Clubhouse, AIISH, Mysuru on 18th March 2022.

**Table 5: Social Media Statistics**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Facebook** | | | | | | | | |
| No. of Posts | Reach | | Clicks | Reactions, comments & shares | | | | |
| **171** | **2332758** | | **148054** | **28936** | | | | |
| **LinkedIn** | | | | | | | | |
| No. of Posts | Impressions | | Reactions | Clicks | | Engagement | | |
| **43** | **10240** | | **268** | **594** | | **365.24** | | |
| **Instagram** | | | | | | | | |
| No. of Posts | Likes | | Comments | Interactions | | Reach | | Impressions |
| **66** | **7452** | | **55** | **9914** | | **71720** | | **91991** |
| **Twitter** | | | | | | | | |
| **Tweets** | | **Impressions** | | | | | **Profile Visits** | |
| **58** | | **9572** | | | | | **3005** | |
| **Youtube** | | | | | | | | |
| No. of Posts | | | | | Views | | | |
| **70** | | | | | **15565** | | | |

**Camp-based Awareness Activities**

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

**Public Orientation/Sensitization Programmes**

In addition to the monthly public lecture series conducted at the campus, the Institute organized orientation lectures/sensitization programs on the prevention of communication disorders in various localities in Mysuru and nearby districts under the aegis of the Department of Prevention of Communication Disorders and the Department of Clinical Services. The Newborn Screening and Outreach Service centres were also involved in public orientation. Eleven thousand, nine hundred six persons, including senior citizens, students, industry workers, and teachers, benefitted from 224 orientation programs conducted at AIISH and 192 programs at the OSCs centers, and 101 programs at the NBS during the reporting year. The details are given in table 6 & 7.

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

|  |  |  |
| --- | --- | --- |
| **Sl. No.** | **Target Group** | **Number of Beneficiaries** |
|  | School Teachers | 600 |
|  | General Public | 4613 |
|  | Parents/caregivers of Hearing impaired children | 45 |
|  | Industrial Workers | 671 |
|  | ASHA workers/Anganwadi Workers & Health facilitator and supervisors/program manager | 408 |
|  | Audiologists/Speech language Pathologists | 112 |
|  | Nurses | 1029 |
|  | Hospital Staff | 96 |
|  | Doctors | 342 |
|  | Expecting Mothers/ Post-Partum Mothers | 1804 |
|  | Students of Professional courses | 2166 |
|  | Elderly Individuals | 20 |
|  | **Total** | **11906** |

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

|  |  |  |
| --- | --- | --- |
| **Centres** | **Total number of Orientation Programs** | **Total number of Participants** |
| POCD | 224 | 7044 |
| OSC | 192 | 3739 |
| NBS | 101 | 1123 |
|  | **517** | **11906** |

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

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

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

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

**Observation of Commemorative Days**

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

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

**Mass Media based Public Education**

**Radio Programs**

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

**Table 9:** **Radio Programs**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Sl.  No | Topic | Expert (s) | Radio Channel | Broadcasted date |
|  | Home training for children with ASD | Dr. Jayashree C Shanbal,  Dr. Yashodhara Kumar G Y & Dr. Kadambari Naniwadekar | Janadhwani Radio 90.8 MHz, Mysuru | 7th April 2021 |
|  | ARTs as a therapy – Music for holistic development of CWCD | Ms. Ramanakumari  P V | Janadhwani Radio 90.8 MHz, Mysuru | 14th April 2021 |
|  | Dietary issues in children with ASD | Dr. Jayashree C Shanbal & Dr. Ullasini J | Janadhwani Radio 90.8 MHz, Mysuru | 21st April 2021 |
|  | Educational options for children with ASD | Dr. Jayashree C Shanbal & Ms. Shobha B N | Janadhwani Radio 90.8 MHz, Mysuru | 28th April 2021 |
|  | Educational rehabilitation of children with HI | Dr. Jayashree C Shanbal & Ms. Vijayalakshmi S | Janadhwani Radio 90.8 MHz, Mysuru | 12th May 2021 |
|  | Speech therapy guidelines for the parents with special children in this pandemic situation. | Ms. Deepa R | Janadhwani Radio 90.8 MHz, Mysuru | 31st May 2021 |
|  | Educational options for children with cerebral palsy | Smt. Prathima S | Janadhwani Radio 90.8 MHz, Mysuru | 9th June 2021 |
|  | Educational rehabilitation of ID children | Ms. Sumana H P | Janadhwani Radio 90.8 MHz, Mysuru | 14th July 2021 |
|  | Comprehensive care, support & treatment for persons with disabilities | Mr. Raju H H | Janadhwani Radio 90.8 MHz, Mysuru | 14th July 2021 |
|  | Educational rehabilitation for children with autism | Dr. Gayathri Krishnan | Radio 100.6 FM, Mysuru | 8th September 2021 |
|  | Do’s & Don’ts in common cold | Dr. G. Rajeshwari | Radio 93.5 FM, Mysuru | 15th September 2021 |
|  | Learning disability | Dr. Priya M B | Janadhwani Radio 90.8 MHz, Mysuru | 13th October 2021 |
|  | Communication disorders | Ms. Anuroopa K S | Akashvani Radio, Madikeri | 30th October 2021 |
|  | Therapeutic rehabilitation of children with cleft lip & cleft palate | Dr. R. Gopi Sankar | Janadhwani Radio 90.8 MHz, Mysuru | 10th November 2021 |
|  | Newborn hearing screening and its importance & communication disorders | Dr. Arunraj K &  Mr. Kalaiyarasan R | Radio 101.4  FM, Chennai | 15th November 2021 |
|  | Educational rehabilitation of children with multiple disability | Dr. Jayashree C Shanbal &  Dr. Anitha Ravindra | Janadhwani Radio 90.8 MHz, Mysuru | 8th December 2021 |
|  | To hear for life listen with care | Dr. Sandeep M | Janadhwani Radio 90.8 MHz, Mysuru | 3rd March 2022 |
|  | Educational rehabilitation of children with Hearing Impairment | Ms. Geetha M.P  Dr. Mamatha &  Ms. P.V. Ramanakumari | Janadhwani Radio 90.8 MHz, Mysuru | 9th March 2022 |

**Television Programs**

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 10.

**Table 10: Television Programs**

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

**Newspaper and magazine articles**

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

1. The leading national and regional newspapers reported the news on the *'World Autism Day'*observationat the Institute on 3rd April 2021.
2. The *Vijaya Karnataka*, *Andolana* and *Prajavani* newspapers on 16th April 2021 covered the news on Phone-in program conducted at the Institute in connection with the *World Voice Day*.
3. The *'Vijaya Karnataka'* newspaper published an article titled 'Namma Dhwani -Namma Rakshane' by Dr. T.K. Prakash, Associate Professor in ENT, AIISH on 16th April 2021.
4. The *Deccan Herald*' newspaper published an interview with Dr. M. Pushpavathi, Director, AIISH, about the clinical care and public education activities of the Institute on 18th April 2021.
5. *'Mysooru Mithra'* and *'Star of Mysore'* published a featured article titled *'Unique Pre-school for Special Children'* regarding the AIISH Pre-school on 19th and 26th April 2021, respectively.
6. The leading national and regional newspapers published the news regarding the temporary closing of OPD services of the Institute due to Covid-19 on 24th April 2021.
7. The leading national and regional newspapers published a report on 'Special Education Program at AIISH' on 24th April 2021.
8. The leading national and regional newspapers published the news on getting World Hearing Forummembership on 24th April 2021.
9. The ***'****Andolana'* newspaper on 24th April 2021, covered news on the experience of Ms. Anushka, an autism spectrum disorder child, and her mother, Smt. Ashima Bhattacharji regarding the phone - in program conducted by AIISH.
10. The leading newspapers published news on ***'****Tele-Service facilities for Communication Disorders at AIISH*' on 28th and 30th April 2021.
11. The *Star of Mysore*, *Deccan Herald*, and The *Times of India* newspapers on 11th May 2021 published a report titled *Avail tele-mode services at AIISH*.
12. The NSS chronicles, the E-Magazine of NSS Unit, AIISH published an article titled 'Mental Health-A Spiritual Perspective' by Mr. Manohar. N, Head, Department of Electronics on 15th June 2021.
13. *The Star of Mysore*, *Vijaya Karnataka,* and *Mysooru Mitra* on 15th June 2021 published a news report titled *Aatada Jotengondu Paatha*'.
14. The *Star of Mysore*, *Andolan*, and *Prajavani,* published a news report titled *School Going Special Children*, regarding the AIISH Facebook Live Phone-In Program on 1st, 2nd and 3rd July 2021, respectively.
15. The *Andolana* Newspaper on 9th July 2021 published a news report on *Hands-on workshop on Audiological Evaluation in Simulated Mode,* organized by AIISH & JSSISH, Mysuru.
16. The *Star of Mysore*, *Vijaya Karnataka,* and *Mysuru Mithra* newspapers published a news report about the AIISH produced video title *Aatada Jothegondu Paata* (Learn Lesson Though a Game) on 9th, 15thand 16thJune, 2021, respectively.
17. *The Times of India* news paperon 16th July 2021, published a news report on AIISH Facebook Live Phone-in program on *Cleft Lip and Palate*.
18. The *Vijaya Karnataka* Newspaper published a news report on *Awareness of hearing problems in individuals affected with Covid-19* on 29th June 2021.
19. The *Vijaya Karnataka* newspaper, on 24th July 2021, published an article on *Employment opportunities for diploma holders, B.Ed., M.Ed. and UG/PG graduates in the area of speech and hearing* by Dr. M. Pushpavathi, Director, AIISH.
20. The *Vijaya Karnataka* and the *Star of Mysore* newspapers published a news report on *AIISH Screening App* on 26th and 30th August 2021, respectively.
21. The *Star of Mysore* and The *Times of India* newspapers published a news report on the AIISH Facebook Live phone-in program on *Rehabilitation of Children with Cerebral Palsy* on 15th and 16th September 2021, respectively.
22. The national and regional newspapers published news report on *AIISH activities to reach common people* in commemoration of International Sign Language Day 2021 on 23rd September 2021.
23. '*The Hindu*' newspaper published a news report on *World Sign Languages Day* on 28th September 2021.
24. *'Vijaya Karnataka'* a leading Kannada daily published an article on*'Speech Disorders'* written by Deepa Ananda, Department of Clinical Services on 29th September 2021.
25. The *'Star of Mysore'* and *'Deccan Herald'* published a news report on AIISH Facebook Live Phone-in Program on *Know more about Stuttering* on 21st and 22nd October 2021, respectively.
26. The *Star of Mysore*, *Deccan Herald*' and *Vijaya Karnataka* newspapers published news report on AIISH Facebook Live Phone-in Program on *Mental Health in Children and Adolescents* on 28th October 2021.
27. ‘Vishvavani’online e-paper published an article on ‘ಖಿನ್ನತೆ, ಹಿಂಜರಿಕೆಯೇ ತೊದಲುವಿಕೆಯ ಮೂಲ’ written by Dr. Sangeetha M., Department of Clinical Services on 5th November 2021.
28. The *Andolana* newspaper published an article on ತೊದಲಿನ ಬಗ್ಗೆ ನಿರ್ಲಕ್ಷ ಬೇಡ *(Stuttering)* on 11th November 2021.
29. *The Hindu*, and *Deccan Herald*' newspapers published news report on AIISH Facebook Live Phone-in Program on *Brain Damage and Communication Disorders - Identification and Management* on 11th November 2021.
30. The *Star of Mysore*, *Vijaya Karnataka*, *Deccan Herald* and *The Times of India* published a news report on *New-born Care Week* celebration at AIISH on 16th November 2021.
31. The *Star of Mysore*, *The Hindu*, and *Deccan Herald* newspapers published news report on AIISH Facebook Live Phone-in Program on *Use of Technology in Speech and Hearing* on 25th November 2021.
32. *The Hindu*, and *Deccan Herald*' newspapers published news report on AIISH Facebook Live Phone-in Program on *Welfare Measures for Persons with Disabilities* on 2nd and 3rd December 2021, respectively.
33. The *Star of Mysore*, *Vijaya Karnataka* and *Deccan Herald* newspapers published a news report on the prize winners of the AIISH at Inter-College Cultural Competition on 20th November 2021.
34. The *Star of Mysore* newspaper published the appreciation of Smt. Jayanthi Amrutesh***,*** regarding the services of the AIISH under, the title *Kudos to AIISH Services*, in *Voice of the Reader* column on 28th December 2021.
35. A news item on the 53rd National Conference of the Indian Speech and Hearing Association was published by *‘Times of India’, Samyuktha Karnataka , Prajavani Star of Mysore , and Mysore Mithra newspapers* on 20th February 2022.
36. *The Times of India, The Vijaya Karnataka, The Andolana, and The Star of Mysore* newspapers published news report on *Safe Listening****,*** theLive Phone-in Program, organized by AIISH on the occasion of World Hearing Day program on 1st March 2022.
37. *The Deccan Herald* published an article *‘World Hearing Day: Loud music can induce hearing loss’* written by Dr. Ajith Kumar U., Professor of Audiology, AIISH on 3rd March 2022.
38. *‘The Dainik Bhaskar’ a leading Hidni Daily newspaper,* published an article *‘Noise induced hearing loss on hearing’* written by Dr. Chandni Jain, Associate Professor in Audiology, AIISH on 3rd March 2022.
39. *‘The SuddhiSanje’, ‘Vijayavani’, ‘The Andolana’ and ‘The Kannada Prabha’* published news report on ‘*Speech and Hearing Camp’ conduuucted by AIISH* at Hanur Taluk, Chamarajanagara District on 29th and 30th March 2022.
40. *‘The Vijaya Karnataka’, ‘Tha Kannada Prabha’and ‘The Star of Mysore’* newspapers published news report on Facebook Live Phone-in program on ‘Autism and Sensory Integration’ organiiized by AIISh as a part of the World Autism Awareness Day’ on 31st March 2022.