



**IFHOHYP**  
International Federation of  
Hard of Hearing Young People

March 3<sup>rd</sup> 2018

# We are the Future and Hear2Stay



*credit: Budi Loonen of Sh-Jong*

On March 3<sup>rd</sup> each year is World Hearing Day: an opportunity to raise awareness on hearing loss and promote hearing care across the world. It is with wonderful delight that this year's theme is "Hear the Future" which is a perfect timing for IFHOHYP to officially launch the Hear2Stay campaign!

Hear2Stay is an awareness campaign idea conceived by participants at the 11<sup>th</sup> IFHOHYP study session held in Budapest last March. It aims to highlight that hard of hearing people can lead full lives when they have access to technologies and services. The campaign primarily takes place on social media platforms, Instagram and Facebook, where pictures and stories of hard of hearing people participating in various activities are posted. They can range from attending classes, work meetings to rock climbing, scuba diving, and so on.

One of the key messages in this year's theme is recognizing the need to "ensure that people with hearing loss have access to the communication tools and products they require". There are far too many occasions where hard of hearing people are excluded from their communities due to lack of accessibility. Hear2Stay gives us the chance to raise our voices and show the world that there is a rising need for affordable hearing assistive technologies and services for hard of hearing people (e.g., captioning at public events).

To accomplish this goal there are two ways in which you can support the campaign:

- 1) Follow us on Instagram (@IFHOHYP) and post a picture of yourself or another hard of hearing person participating in an activity using technology or service. Include a short description and tag the picture with #hear2stay.
  - E.g., wearing a waterproof hearing aid while swimming, online text-based customer service
- 2) Share an experience where there was either a lack of accessibility or full inclusion for hard of hearing people on our Facebook page ([www.facebook.com/ifhohyp](http://www.facebook.com/ifhohyp)) or send us an email ([info@ifhohyp.org](mailto:info@ifhohyp.org)) and we will post it on your behalf.

This ongoing campaign comes at a milestone for IFHOHYP in its 50<sup>th</sup> anniversary. Let us seize this moment, not just for one particular day, but every single day to remind everyone that we hard of hearing young people are the future and we are Hear2Stay (*here to stay*).