



1. Introduction

This toolkit is designed to provide you with information and resources on RAYOVAC®'s 'More Power to You' campaign, which you are welcome to use in your communications around World Hearing Day 2021.

What is World Hearing Day?

World Hearing Day, established by The World Health Organization, is the world's largest advocacy campaign to raise awareness of ear and hearing care issues. World Hearing Day takes place on the 3rd March each year.

This year, the theme for World Hearing Day is 'Hearing care for ALL'. It marks the launch of the World Report on Hearing, presenting a global call for action to address hearing loss and ear diseases across the life course.¹

At RAYOVAC®, we are supporting World Hearing Day with our campaign 'More Power to You', which shares the belief that the right hearing solution can make a real difference at all stages of life.

About the 'More Power to You' Campaign

What does it mean to have the power to hear more? To live life uninterrupted. The 'More Power to You' campaign is themed around giving people the tools that they need to make every moment matter.

'More Power to You' celebrates the 'more' that is possible with RAYOVAC® hearing aid batteries powering your hearing aid and takes a behind-the-scenes look at the work that goes into making our cutting-edge products.

It will showcase the difference innovation, long-lasting performance and reliability can make to the lives of millions of people living with hearing loss around the world.

The campaign will champion the inspirational stories of the hearing heroes who have overcome adversity and are getting more out of life through the power of hearing.

We will also highlight how hearing aid batteries can be a powerful revenue stream for your business, as we want to do everything we can to help you during what we know has been a challenging time.

2. Supporting the campaign

We're inviting audiologists, those affected by hearing loss, partners in the hearing industry and other members of the general public to join us this World Hearing Day (3 March 2021) in empowering people in the community to recognise the early signs of hearing loss and get their hearing tested.

We encourage you to support the campaign as much as you can, but we also recognise that this comes at a difficult time. The toolkit comes complete with ready to use materials to make it quick and easy to support when we know that time and resource is limited.

Simple ways to get involved in the 'More Power to You' campaign:

- **Visit the Rayovac online hub www.rayovac.eu/WorldHearingDay.**

Here you will find useful information including videos, a partner toolkit, fact sheet and educational articles for you to share on your social media and other digital channels.

Assets available from Wednesday 3rd March 2021.

- **Engage in awareness raising activities yourself:**

- Issue a press release to your local media, backing World Hearing Day and spreading the word – we've included a template release to help you get started. You could also let your local newspaper or radio station know that you are available to talk about the event if they're interested in covering it.
- Capture some photography to support the release – perhaps a socially distanced shot at your practice showing that you're on hand to support, a friendly head shot of an audiologist/practice manager or you could even do a short video on the signs to look out for with a member of your team.
- Send out an email to your customers – use the day as an opportunity to keep in touch with your customers. Our 'More Power to You' graphics and downloadable assets are available for you to use and share.
- Run a hearing aid battery promotion – World Hearing Day is a great time to tie in sales activity for new customers and to reward your existing customers for their loyalty.

- **Get involved on social media:**

- This toolkit provides sample content for your social media platforms, to use on and around World Hearing Day.
- If you are a hearing professional, you can link the posts to your website with a call to action to learn more or schedule a hearing evaluation.
- Use the hashtag #MorePowerToYou and #WorldHearingDay.
- You can find us on Twitter, Facebook and Instagram as @HearWithRayovac. You may also link your posts to the official RAYOVAC® campaign website: www.rayovac.eu/WorldHearingDay. Please help us to encourage sharing and engagement around this important topic.

3. Facts about hearing

- A massive 466 million² people are affected by hearing loss worldwide – that's 6.1% of the world's population. 1 in 3 people over the age of 65 are affected by disabling hearing loss³.
- The annual global cost of unaddressed hearing loss is \$400 billion⁴.
- 14% of all children aged 9 – 11 have signs of hearing loss⁵.
- People living with hearing loss are at greater risk of: social isolation, abuse, depression, lower overall incomes, restricted career choices and occupational stress⁶.

With the Covid-19 pandemic and increasing levels of worry, stress and anxiety, staying connected is more important than ever.

So it's absolutely vital that every RAYOVAC® battery meets the needs of the consumer and gives people the power to hear more.

Our 'More Power to You' campaign aims to highlight the positive changes that come from feeling empowered to speak out about hearing loss and seek the right support.

The main call to action is to visit the www.rayovac.eu/WorldHearingDay website to find lots of helpful tools and advice.

4. Template press release / article

We have included a sample press release below which you are welcome to use as a basis for your own communications either on your website or with your local media.

You may be running your own initiatives so please feel free to adapt the press release accordingly, and add in anything additional. The RAYOVAC® quote is approved so if you include it, please do not make any changes without running them past the contacts below.

STARTS

[INSERT AUDIOLOGY PRACTICE] sends 'More Power to You' message this World Hearing Day

[INSERT NAME] is backing a new World Hearing Day campaign which empowers people to recognise the signs of hearing loss and get more out of life.

The 'More Power to You' campaign from world leading hearing aid battery manufacturer, RAYOVAC®, highlights the 'more' that is possible with the right hearing solution.*

It is timed for World Hearing Day (3 March 2021). Established by The World Health Organization, World Hearing Day is the world's largest advocacy campaign to raise awareness of ear and hearing care issues. The theme for this year is 'Hearing care for all'.

According to the Royal National Institute for Deaf People, around 12 million people in the UK are deaf or hard of hearing, equivalent to one in five adults.

*Often hearing loss goes undiagnosed, and evidence suggests that it takes, on average, 10 years before people seek help**.*

Meanwhile, hearing loss can lead to withdrawal from social situations, emotional distress, loneliness and depression, particularly if it goes untreated.

[INSERT NAME]: *"At a time when it is more important than ever to stay connected, we are backing RAYOVAC®'s More Power to You campaign and calling on people to discover what's possible if they speak up about their hearing loss and recognise when there might be a problem.*

"If your hearing test has fallen down your list of priorities, we're on hand to help. As a practice, we are encouraging people to get in touch and arrange a Covid-secure appointment in a way that is practical and comfortable for you."

The 'More Power to You' campaign from RAYOVAC®, a division of Energizer Holdings Inc., aims to equip people with the tools they need to make every moment matter. It champions the inspirational stories of real life hearing heroes, who have overcome adversity and are getting more out of life through the power of hearing. Advice and support, as well as a behind-the-scenes look at the journey RAYOVAC®'s cutting-edge products takes, is available at www.rayovac.eu/WorldHearingDay.

Paula Brinson-Pyke, Marketing Director at RAYOVAC® said: *"We've launched our 'More Power to You' campaign, with the aim of empowering people to speak about their experiences and seek support, so that they can enjoy more of the things that matter to them.*

"As a leading global hearing aid battery manufacturer RAYOVAC® hearing aid batteries are powering millions of people living with hearing loss around the world. Through our most powerful battery yet, we support people to do the things they love for longer, without compromise and without unexpected interruptions."*

Have you noticed a change in your hearing? It's time to talk about hearing loss if you:

- Find that you often have difficulty hearing other people clearly.
- Frequently misunderstand what has been said, causing frustration for you or those around you.
- Find it difficult to follow conversations in a group, especially if there is background noise.
- Need to turn up the volume on the TV or radio, or do people complain that it's too loud?
- Regularly have to ask people to speak more loudly or clearly.

Get involved in World Hearing Day at: www.rayovac.eu/WorldHearingDay, like RAYOVAC® on Facebook on www.facebook.com/HearwithRayovac or follow us on Twitter at twitter.com/hearwithrayovac.

*Based on internal company estimates of worldwide market share.

**Action on Hearing Loss www.actiononhearingloss.org.uk/about-us/our-research-and-evidence/facts-and-figures

ENDS

5. Social media posts

Join us on social media using the hashtags #MorePowerToYou and #WorldHearingDay. We will be sharing posts in the run up to World Hearing Day and on the day.

Please follow and share / retweet our posts from Facebook: www.facebook.com/HearwithRayovac or Twitter: twitter.com/hearwithrayovac.

Add your voice and spread the word! Below are some suggested posts for your social media channels [CLICK HERE TO DOWNLOAD HIGH RESOLUTION TWITTER, FACEBOOK & INSTAGRAM GRAPHICS](#)

Tweets

This #WorldHearingDay, we're supporting hearing aid battery manufacturer @HearWithRayovac to raise awareness about hearing loss. #MorePowerToYou www.rayovac.eu/WorldHearingDay

Keeping people connected has never been more important. Discover how much 'more' is possible with @HearWithRayovac hearing aid batteries! #MorePowerToYou #WorldHearingDay www.rayovac.eu/WorldHearingDay

Who should get their hearing tested? It might surprise you. Visit the @HearWithRayovac website for more. #MorePowerToYou www.rayovac.eu/WorldHearingDay

According to @RNID, around 12 million people in the UK are deaf or hard of hearing, equivalent to one in five adults. Hearing loss can lead to loneliness, emotional distress and depression. Time to talk about it! #MorePowerToYou @HearWithRayovac www.rayovac.eu/WorldHearingDay

Go behind-the-scenes with @HearWithRayovac to see what goes into making their cutting-edge hearing aid batteries #MorePowerToYou www.rayovac.eu/WorldHearingDay

This #WorldHearingDay, @HearWithRayovac is working with the inspirational @_jodieounsley @salesharkswomen who became the first deaf female rugby player to be selected for an international sevens squad. Amazing achievement! #MorePowerToYou www.rayovac.eu/WorldHearingDay

Paula Brinson-Pyke, Marketing Director at @HearWithRayovac on the company's #MorePowerToYou #WorldHearingDay campaign: "We aim to empower people to speak about their experiences and seek support, so that they can enjoy more of the things that matter to them."

What does it mean to have the power to hear more? To live life uninterrupted. Find out more about @HearWithRayovac #MorePowerToYou campaign this #WorldHearingDay www.rayovac.eu/WorldHearingDay

Did you know @HearWithRayovac is the only hearing aid battery manufacturer in the world with two manufacturing plants – Washington, UK & Portage, Wisconsin, USA? #MorePowerToYou www.rayovac.eu/WorldHearingDay

Available now – @HearWithRayovac’s most powerful hearing aid battery yet – Active Core Plus™ technology, with patent-pending Air Optimization System. #MorePowerToYou www.rayovac.eu/en/innovation/active-core-technology

We are proud members of @HearWithRayovac – ProLine™ Excellence Club – helping to grow our business through marketing tools, loyalty programmes and hearing aid battery sales revenue #MorePowerToYou

Facebook posts

This World Hearing Day, we are backing @HearWithRayovac’s #MorePowerToYou campaign, to celebrate the incredible achievements of people with hearing loss and champion the tools that help make every moment matter. Visit www.rayovac.eu/WorldHearingDay to discover more.

How has hearing more empowered you? With the right support, the sky’s the limit as to what you can achieve. Don’t let hearing hold you back. We want to hear your inspiring stories! @HearWithRayovac #MorePowerToYou

According to the Royal National Institute for Deaf People, around 12 million people in the UK are deaf or hard of hearing, equivalent to one in five adults. Hearing loss can lead to withdrawal from social situations, emotional distress and depression. For those who don’t wear hearing aids, research shows that it also increases the risk of loneliness.

Let’s stay connected. #MorePowerToYou www.rayovac.eu/WorldHearingDay

Ever wondered how those tiny hearing aid batteries that power your device actually get to you? There’s a lot that goes on behind-the-scenes and @HearWithRayovac are giving you a sneak peek #MorePowerToYou www.rayovac.eu/WorldHearingDay

Jodie Ounsley is a 20-year-old rugby star who plays for Sale Sharks Women and won her first England cap in October 2019 – the first deaf female rugby player to be selected. Jodie is backing @HearWithRayovac’s #MorePowerToYou campaign and is passionate about not letting hearing hold you back. An inspirational role model!

6. Contacts

If you have any questions about this toolkit, or would like to discuss anything further, please get in touch with **Jessica Joyce, Senior Brand Executive**, email: jessica.joyce@energizer.com

Visit the website www.rayovac.eu/WorldHearingDay for plenty more information and supporting materials.

¹ World Health Organisation www.who.int/news-room/events/detail/2021/03/03/default-calendar/world-hearing-day-2021-hearing-care-for-all

² Deafness and Hearing Loss, World Health Organization, 20 March 2019.

³ Deafness and Hearing Loss, World Health Organization, 20 March 2019.

⁴ Deafness and Hearing Loss, World Health Organization, 20 March 2019.

⁵ Prevalence of Hearing Loss among Children ages 9 – 11 years old, JAMA Otolaryngology – Head and Neck Surgery, 27 July 2017.

⁶ The global burden of disabling hearing impairment: a call to action, World Health Organization, 22 Jan 2014.