

WORLD HEARING DAY TOOLKIT: LET'S TALK ABOUT HEARING LOSS!



RAYOVAC

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 and the theme for World Hearing Day this year is 'Hearing for Life: don't let hearing loss limit you'.

At RAYOVAC® we are supporting World Hearing Day with our own campaign "Let's talk about hearing loss"

About the Campaign:

Hearing loss affects one in six people and can make you feel isolated and alone. But, with the right help, it shouldn't stop you living the life you deserve.

To support this, RAYOVAC®, is launching a campaign to encourage people to talk more openly about their hearing, educating them on early signs and asking them to get their hearing tested.

'Let's Talk about Hearing Loss' aims to encourage people to speak to their loved ones about their experience with hearing loss and, rather than accepting the status quo, to get their hearing tested by an audiologist.

We want to empower our customers to hear more, so they can live their best lives and experience more of the moments that matter.

About this Toolkit

This toolkit is designed to provide you with information and resources that you can use in your communications around World Hearing Day. The pack includes ready-made 'Let's talk about hearing loss' materials and messages to help raise awareness of hearing loss, the importance of hearing health and encouraging people to have their hearing tested.

How you can get involved:

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 2020) in encouraging people to examine their own hearing to help them hear more for longer and to take the next step to regaining lost sounds.

Three simple ways to get involved:

1. Visit the Rayovac online hub www.rayovac.eu/WorldHearingDay. Here you will find useful information including a video on 'what to expect from your first audiology appointment', as well as downloadable 'Let's talk about hearing loss' graphics in a variety of formats alongside educational articles for you to share on your social media and other digital channels.

2. Engage in awareness raising activities yourself

We have put together a few suggestions for raising awareness about World Hearing Day and your support for the 'Let's talk about hearing loss' campaign:

- a. Hold your own event on World Hearing Day – this could be an open day, or a fundraising event. Show posters or promote the event online and via email.
- b. Send communications at work to your colleagues and customers. The 'Let's talk about hearing loss' graphics are available for you to share via email.
- c. If you're an audiologist, run a hearing aid battery promotion with our special World Hearing Day edition of the RAYOVAC® ProLine range – This will help spread awareness of World Hearing Day, and also reward your loyal customers.
- d. Contact your local newspaper or radio station to make them aware of World Hearing Day and that you are available to talk about hearing loss.

3. Follow our social media schedule

This toolkit provides images and content for your social media platforms in a calendar format, to use on and around World Hearing Day. We have included the times that we will be posting these on our social media accounts (GMT) so that you can join us in scheduling your posts for those times too, should you wish to.

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, please still use the hashtag #LetsTalkHearing 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.

Social media schedule for World Hearing Day 2020 (Tuesday 3 March):

We've split the following posts into a social schedule for the day, and some engaging content you can share in the run up to World Hearing Day, too!

The following posts titled "pre-event" can be shared at your convenience, at any time you wish. We have however also created some timed posts for World Hearing Day itself. We would like you to join us in sharing these posts at the allocated times where possible, to add your voice to our collective message #LetsTalkHearing

To download high resolution graphics for Twitter, Facebook and Instagram, click on the following link:

www.rayovac.eu/WorldHearingDay/Get-Involved

Posts for World Hearing Day: Twitter



Time	Text	Media to share
9am GMT	It's #WorldHearingDay! We're supporting hearing aid battery manufacturer @HearWithRayovac to raise awareness about hearing loss. #LetsTalkHearing	USE THIS IMAGE "World Hearing Day Megaphone"
10am GMT	What to do if you spot yourself or a loved one in these hearing personality types from @HearWithRayovac. #WorldHearingDay #LetsTalkHearing www.rayovac.eu/en/media-centre/articles/how-to-talk-to-a-loved-one-about-suspected-hearing-loss	USE THIS IMAGE "What to do if a loved one has hearing loss"
11am GMT	Hearing loss affects 40% of over 50s. Take a look at @HearWithRayovac's handy guide to healthy hearing to help you hear more for longer www.rayovac.eu/en/media-centre/articles/a-guide-to-healthy-hearing #LetsTalkHearing #WorldHearingDay	USE VIDEO "Healthy Guide video"
12pm GMT	Who should get their hearing tested? It might surprise you. Read more about the subject here: www.rayovac.eu/en/media-centre/articles/keep-living-the-life-you-deserve #LetsTalkHearing #WorldHearingDay @HearWithRayovac	USE VIDEO "Who should get their hearing tested video"
12.30pm GMT	We're 30 minutes away from a special edition of #HearingLossHour read out blog by #HearingLossHour host, Angie Aspinall, on why it's so important to talk about Hearing Loss. www.rayovac.eu/en/media-centre/articles/angie-aspinall-world-hearing-day #WorldHearingDay	USE THIS IMAGE "#HearingLossHour"
1pm GMT	<i>It's a special edition of Hearing Loss Hour, where a community of advocates for hearing loss awareness come together to discuss monthly topics! Get involved on twitter by using the hashtag #HearingLossHour</i>	
2pm GMT	There are misconceptions around what wearing a hearing aid is like. @TheHearingSuite talks about hearing loss with @HearWithRayovac and what to expect from your first audiology appointment. Visit www.rayovac.eu/WorldHearingDay for more information #WorldHearingDay #LetsTalkHearing	USE VIDEO "What to expect video"
2.30pm GMT	Do you recognise yourself in one of the @HearWithRayovac hearing persona's? Take the quiz to find out: www.buzzfeed.com/jakefromrayovac/worldhearingday-which-hearing-loss-character-ar-2ew5dufbal #WorldHearingDay #LetsTalkHearing	USE THIS IMAGE "Hearing Personas Group"
3pm GMT	Three simple steps to better hearing, find out why you shouldn't ignore the signs of hearing loss. Let's talk about hearing loss, find out more at: www.rayovac.eu/en/media-centre/articles/why-you-shouldnt-ignore-signs-of-hearing-loss #WorldHearingDay #LetsTalkHearing	USE VIDEO "Three steps to better hearing video"
4pm GMT	Raising the subject of hearing loss with a loved one can seem daunting. We've put together some advice to help you start the conversation. www.rayovac.eu/en/media-centre/articles/how-to-talk-to-a-loved-one-about-suspected-hearing-loss #LetsTalkHearing #WorldHearingDay	USE VIDEO "How to talk to a loved one video"
5pm GMT	Find out more about signs of hearing loss - with this top 10 from @HearWithRayovac, introduced by @EmilyBalmer9, Director at @TheHearingSuite. www.rayovac.eu/en/media-centre/articles/why-you-should-consider-getting-your-hearing-tested #LetsTalkHearing #WorldHearingDay	USE VIDEO "Top 10 signs of hearing loss video"

Facebook - Schedule a post:



Time	Text	Media to share
9am GMT	It's #WorldHearingDay! Let's talk about hearing loss. Hearing loss affects around one in six people. @HearWithRayovac has pulled together some useful advice and guidance to help you hear more for longer. Find out more about early signs, talking to a loved one about hearing loss and why you should get your hearing checked.	USE THIS IMAGE "World Hearing Day Megaphone"
11am GMT	Hearing loss affects 40% of over 50s. Take a look at the RAYOVAC® handy guide to healthy hearing to help you hear more for longer: www.rayovac.eu/en/media-centre/articles/a-guide-to-healthy-hearing	USE VIDEO "Healthy Guide video"
12pm GMT	Do you recognise yourself in one of the RAYOVAC® hearing persona's? Take the quiz to find out: www.buzzfeed.com/jakefromrayovac/worldhearingday-which-hearing-loss-character-ar-2ew5dufbal	USE VIDEO "Who should get their hearing tested video"
12.30pm GMT	Head over to twitter to take part in a special edition of #HearingLossHour for #WorldHearingDay.	USE THIS IMAGE "#HearingLossHour"
2pm GMT	Hearing loss affects 40% of over 50s. Speaking to an audiologist is the first step to recovering lost sounds. What can you expect from your first audiology appointment? Visit www.rayovac.eu/WorldHearingDay for more information.	Video of Audiologist Emily Balmer - what to expect at your first audiology appointment
3pm GMT	Why shouldn't you ignore the signs of hearing loss? Read our article to find out: www.rayovac.eu/en/media-centre/articles/why-you-shouldnt-ignore-signs-of-hearing-loss	USE VIDEO "Why you shouldn't ignore signs of hearing loss video"
4pm GMT	It can seem daunting to talk to your loved ones about hearing loss. Let's talk about hearing loss. Check out our article for some suggestions on how to start the conversation. www.rayovac.eu/en/media-centre/articles/how-to-talk-to-a-loved-one-about-suspected-hearing-loss	USE VIDEO "Talking to loved ones video"
5pm GMT	The top 10 signs of hearing loss can be either obvious, or subtle. Find out more in our article: www.rayovac.eu/en/media-centre/articles/why-you-should-consider-getting-your-hearing-tested	USE VIDEO "Ten signs of hearing loss video"

Instagram - Schedule a post:



Time	Text	Media to share
10am GMT	Today is #WorldHearingDay. Pleased to be supporting @hearwithrayovac this #WorldHearingDay let's talk about hearing loss, helping people hear more for longer. #letstalkhearing #hearingaids #hearing #health #hearingloss #hearingtest #hearinglossawareness #hearingprotection #hearingaid #communication #audiology #audiologystudent #hearingcare #hearingcareprofessional #deaf #hardofhearing #hearinglosswontstopme #deafandproud #deafcommunity #cochlearimplants #ThePowerToHearMore	USE THIS IMAGE "World Hearing Day Megaphone"
12pm GMT	Hearing loss affects 40% of over 50s. Take a look at @HearWithRayovac's handy guide to healthy hearing to help you hear more for longer www.rayovac.eu/WorldHearingDay #letstalkhearing #worldhearingday #hearingaids #hearing #health #hearingloss #hearingtest #hearinglossawareness #hearingprotection #hearingaid #communication #audiology #audiologystudent #hearingcare #hearingcareprofessional #deaf #hardofhearing #hearinglosswontstopme #deafandproud #deafcommunity #cochlearimplants #ThePowerToHearMore	USE VIDEO "A guide to healthy hearing video"

Add to your Instagram story and create and save to a LetsTalkHearing highlight:



Option	Text	Media to share
If you have 10,000 followers or more	#LetsTalkHearing	USE THIS IMAGE "World Hearing Day - Swipe Up" (create a LetsTalkHearing highlight)
If you have fewer than 10,000 followers	#LetsTalkHearing (feel free to add text and emojis) Persona 1 - "Do you often think others are mumbling?" Persona 2 - "Do you ask people to repeat themselves?" Persona 3 - "Do you struggle to hear well on the phone?" Persona 4 - "Do you recognise yourself in one of these hearing loss personality types?"	1,2,3,4 persona's in Facebook story portrait format share on your story and save each into the LetsTalkHearing highlight - Each has its own text. 1 "Swipe up - Constance" 2 "Swipe up - Ivor" 3 "Swipe up - Helen" 4 "Swipe up - Peter"

Other posts to use in the lead up to World Hearing Day / after World Hearing Day: Twitter



Text	Media to share
Are you a 'Compensating Constance?' @HearWithRayovac and see how talking about hearing loss could be the first step to regaining lost sounds www.rayovac.eu/WorldHearingDay #LetsTalkHearing #WorldHearingDay	USE THIS IMAGE "I'm compensating', Constance (940x788px)"
Do you find that you need to turn the volume up higher on your TV and audio devices? Don't ignore it, find out how you could benefit from talking about hearing loss with @HearWithRayovac www.rayovac.eu/WorldHearingDay #LetsTalkHearing #WorldHearingDay	USE THIS IMAGE "I'm ignoring it', Ivor"
Do you find that other people seem to be mumbling? Visit the @HearWithRayovac website to find out more about who should get a hearing test www.rayovac.eu/WorldHearingDay #LetsTalkHearing #WorldHearingDay	USE THIS IMAGE "It's not my problem', Peter"
Find out more about hearing loss, who to speak to and what to expect from your first audiology appointment to test your hearing. www.rayovac.eu/WorldHearingDay #LetsTalkHearing #WorldHearingDay	USE THIS IMAGE "I know I need help', Helen"

Facebook:



Text	Media to share
What hearing personality type are you? www.buzzfeed.com/jakefromrayovac/worldhearingday-which-hearing-loss-character-ar-2ew5dufbal	Carousel of the four hearing personality type images 1 "Swipe up - Constance" 2 "Swipe up - Ivor" 3 "Swipe up - Helen" 4 "Swipe up - Peter"
Hearing loss affects 40% of over 50s. Take a look at @HearWithRayovac's handy guide to healthy hearing to help you hear more for longer. www.rayovac.eu/en/media-centre/articles/a-guide-to-healthy-hearing	
Raising the subject of hearing loss with a loved one can seem daunting. We've put together some advice to help you start the conversation. www.rayovac.eu/en/media-centre/articles/how-to-talk-to-a-loved-one-about-suspected-hearing-loss	
Three simple steps to better hearing, find out why you shouldn't ignore the signs of hearing loss. Let's talk about hearing loss, visit the @HearWithRayovac website for more www.rayovac.eu/en/media-centre/articles/why-you-shouldnt-ignore-signs-of-hearing-loss	

Find out more about signs of hearing loss - with this top 10 from @HearWithRayovac, introduced by Emily Balmer, Director at @TheHearingSuite

Visit the @HearWithRayovac website for more www.rayovac.eu/en/media-centre/articles/why-you-should-consider-getting-your-hearing-tested

Who should get their hearing tested? It might surprise you.

Visit the @HearWithRayovac website for more. www.rayovac.eu/en/media-centre/articles/keep-living-the-life-you-deserve

Instagram:



Text	Media to share
<p>Are you a 'Compensating Constance?' follow @HearWithRayovac and see how talking about hearing loss could be the first step to regaining lost sounds.</p> <p>#letstalkhearing #worldhearingday #hearingaids #hearing #health #hearingloss #hearingtest #hearinglossawareness #hearingprotection #hearingaid #communication #audiology #audiologystudent #hearingcare #hearingcareprofessional #deaf #hardofhearing #hearinglosswontstopme #deafandproud #deafcommunity #cochlearimplants #ThePowerToHearMore</p>	<p>USE THIS IMAGE</p> <p>"'I'm compensating', Constance - Square"</p> <p><i>Insta 1:1</i></p>
<p>Do you find that you need to turn the volume up higher on your TV and audio devices? Don't ignore it, find out how you could benefit from talking about hearing loss with @HearWithRayovac.</p> <p>#letstalkhearing #worldhearingday #hearingaids #hearing #health #hearingloss #hearingtest #hearinglossawareness #hearingprotection #hearingaid #communication #audiology #audiologystudent #hearingcare #hearingcareprofessional #deaf #hardofhearing #hearinglosswontstopme #deafandproud #deafcommunity #cochlearimplants #ThePowerToHearMore</p>	<p>USE THIS IMAGE</p> <p>"'I'm Ignoring it', Ivor - Square"</p> <p><i>Insta 1:1</i></p>
<p>Do you find that other people seem to be mumbling? Visit the @HearWithRayovac website to find out more about who should get a hearing test.</p> <p>#letstalkhearing #worldhearingday #hearingaids #hearing #health #hearingloss #hearingtest #hearinglossawareness #hearingprotection #hearingaid #communication #audiology #audiologystudent #hearingcare #hearingcareprofessional #deaf #hardofhearing #hearinglosswontstopme #deafandproud #deafcommunity #cochlearimplants #ThePowerToHearMore</p>	<p>USE THIS IMAGE</p> <p>"'It's not my problem', Peter - Square"</p> <p><i>Insta 1:1</i></p>
<p>Find out more about hearing loss, who to speak to and what to expect from your first audiology appointment to test your hearing.</p> <p>#letstalkhearing #worldhearingday #hearingaids #hearing #health #hearingloss #hearingtest #hearinglossawareness #hearingprotection #hearingaid #communication #audiology #audiologystudent #hearingcare #hearingcareprofessional #deaf #hardofhearing #hearinglosswontstopme #deafandproud #deafcommunity #cochlearimplants #ThePowerToHearMore</p>	<p>USE THIS IMAGE</p> <p>"'I know I need help', Helen - Square"</p> <p><i>Insta 1:1</i></p>

