

Adaptation of World Hearing Day 2018 campaign materials

The theme promoted by WHO for World Hearing Day 2018 is *Hear the Future*. It draws attention towards the anticipated rise in the number of people with hearing loss across the world and the need to prepare accordingly. We invite you to adopt this theme for the campaign you might be planning for 3 March, 2018 and to develop messages or calls to action that are relevant to your audiences and aligned with this global theme.



If you want to adapt the materials for local/national use:

- Editable files of the announcement are available for you to modify. Please download them from the Dropbox link here: <http://bit.ly/WHD2018>. They are in Adobe Illustrator (AI) format. If you do not have access to this programme, we recommend you consult a local designer.
- We encourage you to keep the top-level theme of the campaign (i.e. "Hear the Future") but invite you to adapt the tagline to match your organization's audiences and priorities.
- In addition, you can:
 - Add your own organization's logo and website.
 - Choose from 10 different photos (men/women of varying ages and races).
 - Use already translated text in the six official UN languages (English, French, Arabic, Chinese, Spanish, Russian)
- If you do make such changes:
 - We recommend you use the same/similar font colours in your version.
 - Please note the WHO logo should not appear in adapted materials.
- Please note that campaign theme was created as handwritten graphic and is placed as an image, not text in the editable files. To change language, the theme graphic is provided in six languages in a folder named 'Campaign Theme Graphics'.

Potential problems with fonts:

If you have trouble using the fonts provided, we suggest to use the following similar fonts that can be easily found on any computer:

- Date of campaign: Arial
- Tagline sentence (...and prepare for it): Comic Sans

Don't Forget!

- Take photos of World Hearing Day events and campaigns, share it with us and with your local professional organization or hospital.
- Share the event and activities on social media sites (e.g. Twitter, Facebook, LinkedIn etc.). On Twitter, please use the following hashtags: #worldhearingday #hearingcare and #safelistening.
- Register your event on the World Hearing Day 2018 web page.

For more information

- Visit <http://www.who.int/deafness/world-hearing-day/whd-2018/en/>
- Contact Dr Shelly Chadha: chadhas@who.int