**TEMPLATES FOR BRANCHES**

PRESS RELEASE

To

The Editor

Dear Sir/ Ma’am,

Subject: Speech and Hearing fortnight 1st to 15th DEC 2020- Awareness Drive.

27 Nov 2020: Indian Speech and Hearing Association (city……) is observing Speech and Hearing awareness fortnight from 1st to 15th December 2020. ISHA is the professional and scientific organization of Audiologists and Speech language Pathologists (ASLPs). Members of ISHA cater to the needs of all those with communication disorders; whether it is a hearing impaired child who is to be taught to speak, a senior citizen who has lost his hearing or ability to talk after a stroke, a young man with stuttering or a child with pronunciation problems or a cancer patient whose voice box (larynx) has been surgically removed, they can all be helped with speech/language therapy and rehabilitation.

WHO estimates that nearly 100 million people in India have speech language or hearing impairments. These conditions if left untreated can adversely impact a person’s life. Public awareness about these communication disorders and the role of ASLPs in alleviating them is very low. ISHA wants to raise awareness regarding various aspects of Speech and hearing problems by holding a series of events. This year’s theme is

**Speech Language and Hearing- Assets Across Lifespan**

 **Highlights of the awareness drive**

* Recognizing and honoring successful people with communication impairments
* Talks and Panel discussion on various topics for both public and professionals
* Open house and free online consultation  on 3rd Dec on the occasion of international day of persons with disabilities

ISHA urges people to seek help for any speech/language or hearing concerns at the earliest.

There is an urgent need to adopt a public health approach to tackling communication disorders by focusing on prevention, screening and early intervention. **It is here that we seek your help. Please carry this press note in your esteemed publication so that more and more people become aware of the importance of preventing, identifying and getting communication problems treated at the earliest.**

With Regards,
Secretary-ISHA, City /ISHA Branch