

What is advocacy?

• Actively supporting a cause.

• Usually stems from dissatisfaction.

• Success depends on the strength and effectiveness of advocacy.

Who can advocate?

• Cl users (by default).

• Cl users and their families.

• Cl associations.

Then:

• Politicians, health ministers etc.

Who cannot advocate?*

• Those who profit financially, for example:

CI manufacturers.

Private CI clinics.

• Others:

Researchers

Doctors

Intentional antagonists

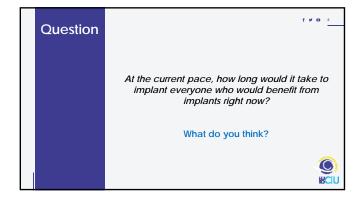
Some parties work against CI advocacy.

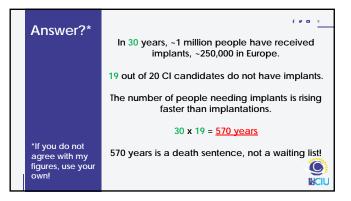
Some culturally deaf.

Some deaf media streams.

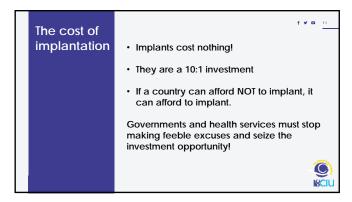
Some private hearing aid dispensers.













What is your association doing for advocacy?

Associations serve two key functions:

- Community
- Advocacy

Does your association do meaningful advocacy work?

Do you set and follow advocacy targets, lobby politicians or take matters to court?

If not, who does?



Isn't advocacy In EURO-CIU we can: EURO-CIU's job? · Support each other in our advocacy efforts. Raise awareness at a European/global level as a single voice. BUT: hearing care decisions are ultimately made locally. "What can EURO-CIU do for us?"

"What can we do for EURO-CIU?"

How does EURO-CIU work?

- 5 board members: President, two Vice-Presidents, Treasurer and Secretary.
- · All CI users or parents of CI users.
- Elected for terms of 4 years (max. 2 terms in same role).
- We are voluntary. We work in our own time, unpaid.



2023 **EURO-CIU** elections

In 2023 we will elect, at least:

- President
- 1st Vice-President
- Treasurer

Will you stand for one of these roles?

Identify candidates in your associations.

Half of our member countries have not had a member on the board; you can change that.



What can we do as advocates?

Big steps are made up of small steps:

- Inform your members about EURO-CIU.
- Sign your members up to our free newsletter. Add our logo and link to your websites. Participate in surveys and data gathering.

- Use the advocacy resources, for example of EURO-CIU and CIICA.
- Contribute to the EURO-CIU newsletter.
- Take more interest in what EURO-CIU and your own associations are doing.



Young advocates

Why are young adult CI users underrepresented?

It seems to me:

- · They are not being properly prepared to advocate for themselves.
- · They are doing so well with CI so far that they are not angry enough.
- We need to instil in young CI users a sense of social responsibility to help others, just like them, to enjoy the benefits of CI. BACIL

