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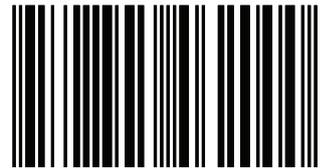
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WORLD HEARING WEEK 2025: CHANGING MINDSETS, EMPOWER YOURSELF

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In conjunction with World Hearing Day, the Audiology Unit of the Department of Otorhinolaryngology, Head & Neck Surgery at Hospital Al-Sultan Abdullah (HASA), UiTM, in collaboration with the Faculty of Medicine, UiTM, successfully organized World Hearing Week 2025. The event featured a poster-making competition, a poster exhibition, a briefing on “Universal Newborn Hearing Screening,” and a forum. These activities attracted participation from over 200 individuals throughout the week.

The poster exhibition highlighted key information on hearing care and typical speech development in children, aiming to raise public awareness—particularly

among patients and staff of HASA. The poster-making competition saw active participation from students and staff of HASA and UiTM Sungai Buloh. Out of 32 submitted artworks, three winners were selected by the panel of judges based on criteria of creativity and commercial potential.

On 22nd April 2025, staff nurses from the Neonatal Intensive Care Unit (NICU), Paediatric Ward and Clinic, as well as the Obstetrics and Gynaecology Ward, attended a briefing on the “Universal Newborn Hearing Screening (UNHS)” program. The UNHS program at HASA, implemented by audiologists, has been in operation since 2021. The briefing aimed to enhance awareness among nursing staff regarding the critical importance of early detection of hearing loss and to promote collaborative efforts between audiologists and nurses. This collaboration is essential to achieving a UNHS coverage rate exceeding 95%, as early hearing detection is vital for optimal language and speech development in children.

A pivotal forum titled “Dunia Tanpa Bunyi: Cabaran dan Solusi Rawatan Terkini” was held on 24th April 2024 at Auditorium 1, HASA, attracting over 168 participants, including healthcare professionals, audiologists, students,



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“DUNIA Tanpa Bunyi: Cabaran dan Solusi Rawatan Terkini” forum.

educators, advocates, industry representatives, and individuals with lived experiences of hearing loss. The event united all stakeholders under a shared vision: to raise awareness, showcase innovative solutions, and promote collective action towards inclusive and accessible hearing care.

In alignment with the World Health Organization’s global campaign and the annual theme “Changing Mindsets: Empower Yourself,” the forum served as a platform for knowledge exchange and a catalyst for transformative change. It underscored the escalating global impact of hearing loss which currently affects more than 1.5 billion people and highlighted the urgent need for early intervention, preventive strategies, and the integration of advanced hearing services and technologies to improve outcomes and expand access to care.

The program featured a series of plenary sessions and panel discussions moderated by Dr. Muhammad Raziin bin Zainal Abidin. Esteemed speakers included Dr. Azrina binti Ahmad @ Mohd (Paediatric ENT Specialist), Dr. Liew Sook Weih (Paediatric Specialist), Cik Nursyaza Liyana binti Mohd Zamri (Audiologist), Puan Nur Nazihah binti Hazizi (Speech

Therapist), and Encik Mokhtar bin Dollah, the father of HASA’s first cochlear implant recipient who shared his personal experience raising a child with profound hearing loss.

The discussions covered a broad range of topics, including national hearing screening initiatives and the



“PARTICIPANTS of the forum on 24th April 2025.



POSTER exhibition during World Hearing Week HASA 2025.

latest advancements in digital hearing technologies. A key highlight was the presentation on the successful implementation of cochlear implantation services at HASA.

As the forum concluded, its impact extended far beyond World Hearing Week. Participants left not only better informed but also deeply inspired to act committed to advancing hearing health for all and ensuring that no voice goes unheard.



PRIZE-GIVING ceremony for Poster Making Competition World Hearing Week 2025.

