



**Hear
the World
Foundation**

a Sonova Group initiative

Frequently Asked Questions:
Become a partner

Are you interested in becoming a project partner of Hear the World Foundation?

If so, please review the below checklist to see if you have accounted for these items.

- ☐ Sufficient understanding of what it takes to provide audiological services
- ☐ A trained professional with experience in audiology as part of the project team
- ☐ Plan for management and accountability of the project
- ☐ Designated spaces or locations which are appropriate for conducting audiological procedures
- ☐ A protocol planned for the service(s) which will be provided
- ☐ Referral pathway for children requiring further health and medical services
- ☐ Plan for continuous training and capacity building
- ☐ Network with other healthcare professionals
- ☐ Desirable: existing partnerships with government stakeholders and ear and hearing care advocacy

Please reach out to funding@hear-the-world.com should you require further assistance.

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Our funding approach and focus areas

The Hearing Health Value Chain

Since 2006, Hear the World Foundation has been committed to improving the quality of life and promoting equal opportunities for children with hearing loss. We strive to develop sustainable programs in low-and middle-income countries, with the potential for replication and scaling up in other regions within the country. To achieve this aim, we collaborate with and fund local aid organizations. Our guiding principle is the “Hearing Health Value Chain”, which covers 6 areas in audiology care, as shown in the image below.



Institutional readiness is key to ensuring sustainable hearing healthcare:

Capacity development: Expertise, training, equipment, infrastructure, processes

What are “Focus Areas” or funding priorities?

We focus on programs based on a holistic approach consisting of the core components of the Hearing Health Value Chain. Every single step is essential for children with hearing loss to be socially integrated and improve their quality of life. To achieve these ambitious goals, we support local partners to build capacities in terms of expertise, training, equipment use and process-oriented work.

HTWF preferably supports comprehensive projects that cover as many focus areas as possible. Our four focus areas are:

- 1) Awareness
- 2) Access
- 3) Capacity development
- 4) Advocacy

Depending on the focus area(s) of your project, additional questions may be asked. While the program itself does not need to offer all elements of the hearing health value chain, potential partners should reflect on and define where and how these different elements are offered and integrated in their programs to ensure a holistic approach.

Why is “Prevention of hearing loss” a funding priority?

Studies show that 60% of all hearing loss in children could have been avoided through prevention. We therefore strongly encourage partners to include primary ear care and prevention campaigns in their service offering.

Why is “Provision of hearing care to children” a funding priority?

At the core of our activities lies the provision of hearing care to children who otherwise would not have access to hearing solutions: hearing is key for their development and social integration. In turn, this focus area includes several aspects such as:

- A. Screening
- B. Diagnostics
- C. Hearing aid fitting
- D. Follow-up & Aftercare
- E. Speech Therapy / Communications Training
- F. Cochlear Implants

Depending on the aspect(s) that your project covers, additional questions will need to be answered.

Why is “Professional training” a funding priority?

To ensure long-term and sustainable support, HTWF sets the highest standards in terms of the quality of the work carried out on site in clinics and therefore invests highly in local capacity building. We expect our partners to attend and complete jointly selected capacity development initiatives.

Is it required that the program works across all pediatric age groups?

It is not required to offer services to all pediatric age groups. We recognize that programs may require time and experience to scale their reach. However, it is important that programs have a holistic approach that defines where the different elements are offered and how families can access them. When it comes to offering screening/diagnostic programs for newborns versus children, the skills required for testing are vastly different between age groups. Testing newborns require a different technical skillset and protocol, and therefore, we recommend that the program has experience and success with audiological service delivery for children first, before targeting newborns.

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Types of Support

HTWF gives children with hearing loss new prospects for their future by offering:

- Hearing technology from the Sonova product portfolio (hearing solutions and wireless microphone technology)
- Financial resources
- Professional support to further develop local capacity/know-how through teaching, consulting and other onsite and remote support

Sonova technology

What types of hearing solutions are offered?

Hearing solutions such as hearing aids (including bone conduction hearing systems) and wireless microphone systems (Roger systems) are offered. For every hearing aid, accessories and warranty will be provided. Batteries are provided subject to availability. Only Sonova brands will be donated (Phonak, Unitron, Hansaton and Bruckhoff).

Please note that Sonova hearing aids are shipped from Switzerland. It is required that the local organization has capabilities and permissions to import hearing aids from Switzerland.

Apart from hearing aids, Cochlear Implants (CI), by the Sonova brand Advanced Bionics may be offered as well on a case by case. Every CI includes the implant (internal part), the sound processor (external part), accessories, warranty and batteries (subject to availability).

Financial resources

HTWF offers provides financial resources to cover various expenses within these six categories:

- Health Infrastructure & Audiological Equipment
- Personnel
- Training
- Operational Costs
- Administrative Costs
- Other

What is included in the category “Health Infrastructure & Audiological Equipment”?

In this section, support includes:

- Health Infrastructure: long-term infrastructure/maintenance repairs to enhance quality of audiological site where services are delivered
- Non-diagnostic audiological equipment devices: laptops, calibration/maintenance of hearing equipment, ear mold equipment, etc.
- Audiological equipment devices, e.g. screening, diagnostic, hearing aid verification equipment

Please note that the Hear the World Foundation does not provide in-kind donations of audiological equipment. We therefore recommend that your project team identify the required devices and explore procurement options locally or through other international suppliers.

In addition, please ensure that you verify device registration requirements and product availability in your country to enable accurate budgeting and effective management of the procurement process.

What support can be included under the category “Personnel”?

This includes items such as the salary costs of staff working on the project (audiologist, ENT, speech therapist, nurse, administrative staff, consultant).

What support can be included under the category “Training”?

This includes any training courses that project staff would attend. Those include training costs of volunteers and professionals (courses, workshops, webinars, certified training programs).

What support can be included under the category “Operational Costs”?

Operational Costs refer to any costs that are critical to support the success of the project. These can include costs for Project Marketing & Communications, Project Advocacy, Travel & Transportation, Monitoring & Evaluation.

What support can be included under the category “Administrative Costs”?

This category refers to any administrative costs such as IT/Telco, Rent, Utilities, Legal/Finance/Tax, Import costs/Customs fees. Please note that administrative costs will only be covered within a reasonable share of total budget.

Capacity development

What type of trainings and volunteering programs are available?

HTWF offers capacity development in the form of training programs, webinars, e-Learning modules, and volunteer support by Sonova employees. We jointly identify capacity development initiatives which support you in increasing the professionalization of your organization.

Possible areas of engagement include:

- Audiology: capacity development in all areas of the continuum of care
- Organizational Development: support in financial sustainability, marketing and communications, IT, HR, strategy development

Some more information:

- Capacity development initiatives are at no cost to you.
- We expect full and active participation in the jointly selected capacity development initiatives and to share your learnings with HTWF and broader groups

Capacity development KPIs

If your project includes capacity development or training, please review the definitions of the different training KPIs to help you classify which trainings your project will offer.

Basic training: For learners who have minimal audiology knowledge or just want to brush up on the basics. Topics may include, but are not limited to: basic properties of sound and transmission of sound to the brain, hearing loss prevention, OAE screenings, tympanometry screenings, ABR screenings, basic counselling skills, and hearing aid care and maintenance.

Advanced training: For learners who have knowledge of audiology and hearing loss and want to advance their audiological skills. Topics may include, but are not limited to: OAE diagnostics, Tympanometry diagnostics, ABR diagnostics, ASSR, hearing aid selection, hearing aid fitting and verification, auditory verbal therapy, advanced counseling.

Certified training: For learners who receive certifications indicating successful completion in a course or program. This can include certifications issued by your organization, where applicable. Examples may include but are not limited to: university degree, short-course program or module, whether online and/or in-person.

The term professional refers to someone who works regularly in the audiological field and contributes to patients' health (e.g. ENTs, speech therapists, technicians, psychologists and pediatricians). Enrolled audiological students are considered professionals.

Hearing aid fitting KPIs

If your project includes provision of hearing technology, please review the definitions of the following KPIs.

1. # Children / Newborns fitted: this refers to the number of children and/or newborns you plan to fit with hearing aids or bone conduction hearing systems, regardless if the fitting is monaural or binaural.

2. # of hearing aids fitted: this refers to the number of ears you plan to fit with hearing technology. This KPI should include hearing aids and bone conduction hearing systems.

For example, if you plan to fit 100 children/newborns and you expect that all 100 children/newborns will require a binaural fitting, then the number of hearing aids to be fitted is 200.

Note that the # of hearing aids fitted should match the # of Sonova technology you will request, specifically the hearing aids and bone conduction hearing systems.