

Press info / December 2016

The first National Audition Day in Quebec will be held in May 2017

Just as in France, a major information and awareness campaign on audition for people in Quebec is being prepared under the leadership of a French association (*), the founder of the "*National hearing loss prevention and awareness days*" that have been held in France for nearly 20 years.

The *Quebec Order of hearing-aid technicians*, wishes to set up a prevention campaign in the country similar to that in France, and will be closely involved in the preparation of the event which will be launched in May 2017.

(*) www.journee-audition.org



The JNA Association (*) a French non-profit association and neutral and independent stakeholder in public health, has organized information and awareness campaigns in France for the last 20 years in the form of "National Audition Days." Serving as an alert and advocacy platform, each year during its information and awareness campaigns, the JNA association carries out benchmark opinion polls on hearing in conjunction with polling institutes such as Ifop and Ipsos:

<http://www.journee-audition.org/la-campagne/les-enquetes.html>

"Education on hearing health for young people, working people and seniors is one of our fundamentals. It represents an essential focus for increasing the overall level of health of the population" recalls Professor Jean-Luc Puel, President of the JNA Association (*). Scientific expert, research director at the Neurosciences Institute of the French National Health and Medical Research Institute (INSERM) in Montpellier.

Our neutral and non-commercial organization works closely with the Deafness and Hearing Impairment Prevention program of the WHO and with the United Nations (Global Compact).

Various awareness campaigns of French-speaking people are also organized every year by the JNA relay points around the world.

John Stanko, Honorary President - co-founder of the JNA Association (*) and Sébastien Leroy, spokesperson - Head of Public Relations will be present in Montreal alongside the Quebec Order of hearing-aid technicians, from Sunday December 4 to Thursday, December 9, 2016.

"During our stay in Montreal, our goal is to bring together the Quebec authorities, all of the professional orders, patients' associations and stakeholders in hearing loss prevention and health to start this humanist movement and make it stand the test of time. Synergies are up and running," says Sébastien Leroy, spokesperson for the French JNA association.

"We therefore need your support and mobilization on site to ensure the success of this first audition campaign in Quebec..." is the message sent by the French JNA association behind the event and its main partner, the **Quebec Order of hearing-aid technicians**.

Meetings are being organized in Montreal during the week of December 4 to 9, 2016.

Potential partners, physicians, scientists, professionals, press, media and professional organizations wishing to be associated with this first National Audition Day in Quebec are invited to contact the organizers of the campaign.

These first meetings on site in Montreal will allow them to take part in a comprehensive presentation of the JNA Quebec 2017 project and be fully involved in this first public health campaign, which will be held for the first time in Quebec in May 2017.

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For further information, please visit: www.journee-audition.org and www.sante-auditive-autravail.org

National campaign under the aegis of:



(*) The National Audition Day (JNA) Association is managed by a group of pro bono expert hearing specialists, recognized by the national and international scientific community.