**Hearing Health Forum EU Cognitive Decline Campaign Reach Report**

**Overview**

The Hearing Health Forum EU’s cognitive decline social media campaign launched on March 23, 2021. The objectives of the campaign were two-fold:

1. **Raise public awareness regarding the modifiable risk factors of cognitive decline**, in particular hearing loss.
2. **Launch a narrative campaign to personalise the link between hearing loss and cognitive decline** to encourage regular hearing checks from the age of effective intervention (approx. 55).

6 social media posts were delivered as part of a toolkit to 4 organisations, to ensure that the campaign was easily implementable. The goal was for each organisation to share the posts over a period of 3 weeks. Whilst targeting the general public, this campaign also served as a nudge to policy makers to advocate for hearing screenings as part of regular health care services.

Overall, the social media posts were shared by the Hearing Health Forum, GAMIAN-Europe, Alzheimer Europe and EURO-CIU. 43 organisations shared these posts, culminating in a total of 68 shares, and 259 reactions to the posts. This statistic no doubt confirms that the Forum’s key messages were relayed across a wide audience of stakeholders. Most prominent among the respondents were people from the fields of science, research and academia, medicine and health – especially audiology and hearing health. There were also key policy stakeholders that reacted to the campaign: **Shelly Chadha**, a senior stakeholder working on hearing loss prevention from the WHO, **Matilde Leonardi**, Co-Chair of the WHO Functioning and Disability Reference Group-FDRG, **Karina Chupina**, Senior Trainer and Expert at the Council of Europe, **Irene Oldfather**, former Member of the Scottish Parliament and Chair of the Parliament’s European Committee. Others notable stakeholders worked at the Public Health Institute of Chile, the British Romanian Chamber of Commerce, and the European Working Group of People with Dementia.

As the Hearing Health Forum EU’s first social media campaign with other organisations, there are learnings that we will be able to take forward when delivering a future campaign with partner NGOs and third-party groups, to ensure the campaign has an even greater reach. First, the posts that gained the most attention where those that were shared as part of a consistent campaign, with regularly timed posts. We should therefore re-emphasise the importance of following the suggested schedule during our next campaign workshop. Secondly, participating organisations should be encouraged to retweet the posts several times and attempt to engage more with their social media audience. This can be achieved through mentioning others in the posts or comments, stimulating discussions in the comments and providing a response.

**Post summary**

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| --- | --- |
| Post Date | **Content** |
| **Post 1**  23 March (Tuesday) | Hearing Loss Risk Factor |
| **Post 2**  25 March (Thursday) | Modifiable Risk Factors |
| **Post 3**  30 March (Tuesday) | Ageing Population |
| **Post 4**  6 April (Tuesday) | Quality of Life |
| **Post 5**  8 April (Thursday) | Holistic Approaches to Care |
| **Post 6**  13 April (Tuesday) | Cost to Society |

**Full details of posts by participating organisations and reactions:**

**Overview**

* **Participating Organisations:** GAMIAN-Europe, Alzheimer Europe, EURO-CIU, Hearing Health Forum EU, HEARRING Group
* **Total number of reactions:** 259
* **Total number of shares:** 68

**Hearing Health Forum EU**

* LinkedIn: 6 posts (49 new LinkedIn followers for period 22 March – 19 April)

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| --- | --- | --- | --- | --- |
| Post | Reactions | Engagement rate | Impressions | Clicks & CTR |
| Post 1 | 44 reactions  6 shares | 7,17% | 1,144 | 32 / 2,8% |
| Post 2 | 24 reactions  2 shares | 3,44% | 1,425 | 23 / 1,61% |
| Post 3 | 22 reactions  3 shares | 7,85% | 535 | 17 / 3,18% |
| Post 4 | 12 reactions  3 shares | 7,96% | 325 | 10 / 3,08% |
| Post 5 | 18 reactions  2 shares | 5,25% | 514 | 7 / 1,36% |
| Post 6 | 9 reactions  4 shares  1 comment | 10.53% | 190 | 6 / 3,16% |

**EURO-CIU**

* Twitter: 4 posts
  + Post 1 (16 March): 10 retweets, 15 likes
  + Post 2 (18 March): 4 retweets, 8 likes
  + Post 3 (6 April): 2 retweets, 5 likes
  + Post 4 (13 April): 4 retweets, 8 likes

**Most notable interactions** include Shelly Chadha, WHO and **Karina Chupina**, Council of Europe

**HEARRING Group**

* No posts

**GAMIAN Europe**

* Twitter: 1 post (25 March)
  + 1 like

**Alzheimer Europe**

* LinkedIn:
  + Reshared HHFEU post 5 (no engagement)
  + Reshared HHFEU post 4 (3 likes)
* Twitter:
  + Post 1 (4 April): 4 Twitter cards
    - 1 comment, 26 retweets, 36 likes
  + Post 2 (8 April)
    - 4 retweets, 10 likes
  + Post 3 (13 April)
    - 1 reply, 3 retweets

**Most notable interactions** include Irene Oldfather, former Member of the Scottish Parliament and Chair of the Parliament’s European Committee, **Matilde Leonardi**, WHO, and **European Working Group of People with Dementia**

**European Brain Council**

* No posts

**MEP Alex Agius-Saliba**

* No posts