Care for Kids' Ears Campaign

Ear health promotion resources

Australian Government
Department of Health and Ageing

care for kids' ears
strong hearing strong start
Care for Kids' Ears campaign

The Care for Kids' Ears campaign aims to increase awareness of otitis media (OM) and loss of hearing in Aboriginal and Torres Strait Islander communities.

Otitis media is a significant problem in Australia, especially for Aboriginal and Torres Strait Islander children. Some studies suggest that up to 91% of Aboriginal and Torres Strait Islander children in remote communities have otitis media (more often called ‘ear infections’).

Left untreated, ear infections can lead to hearing loss which may limit a child’s capacity to develop socially and emotionally. Ear infections can also adversely affect educational outcomes.

What resources are available to order?

The Care for Kids’ Ears campaign provides multiple resources to assist in ear health promotion and education.

The following resources and kits are available:

Resources for parents and carers
- Parents and carers brochure
- Photobook
- Colouring-in sheets and dot-to-dot sheets
- Activity book
- Memory cards
- A5 Brochure rack (for information display purposes)

Resource kit for early childhood and community groups
- Information booklet
- My Ears storybook
- Colouring-in sheets and dot-to-dot sheets
- Memory cards
- I Love My Ears stickers
- Poster
Resource kit for teachers and teachers' aides
- Information booklet
- Teachers' fact sheet
- My Ears storybook
- Flipchart
- Colouring-in sheets and dot-to-dot sheets
- Activity book
- Memory cards
- I Love My Ears stickers
- Poster

Resource kit for health professionals
- Information booklet
- Consultation tool
- Parents and carers brochure
- Photobook
- I Love My Ears stickers
- Posters
- Anatomical model of ear (special order – subject to availability)

Related resources
The clinical information in the Care for Kids' Ears resources is based on the Recommendations for Clinical Care Guidelines on the Management of Otitis Media in Aboriginal and Torres Strait Islander Populations (updated 2010).

These updated guidelines were prepared by the Darwin Otitis Guidelines Group in collaboration with the Office for Aboriginal and Torres Strait Islander Health (OATSIH) Otitis Media Technical Advisory Group, for OATSIH, Australian Government Department of Health and Ageing.

To order these resources, free of charge please visit the Care for Kids' Ears website:
www.careforkidsears.health.gov.au
(or call 1800 020 103)
Provide feedback on the resources

Your feedback is valuable in developing resources for the Care for Kids’ Ears campaign. Please go to our website to complete our quick online survey:

www.careforkidsears.health.gov.au

If you have any queries about the Care for Kids’ Ears campaign, please contact us by email at: careforkidsears@health.gov.au

Ear disease can be prevented and treated.