

The Canadian Academy of Audiology University Cup Challenge



2017 Winners – Dalhousie University

Purpose

Have you ever noticed that the field of audiology and hearing health do not receive the same recognition as, say, optometry and vision health? This challenge is aimed at changing that.

Basics

Every year the Canadian Academy of Audiology holds a student challenge where each university is challenged with thinking up and executing a unique and creative project aimed at raising awareness about audiology and hearing/vestibular health amongst the general public and other health care professionals.

Submission

Create a campaign or concept promoting the field of audiology, implement your idea and bring your vision to fruition. This can be directed at any group of individuals (e.g. public, GPs, other health professionals, etc.). Typically, this means creating some type of promotional material that can be widely shared, but there are no rules: your only limitation is your own creativity.

Guidelines

Projects can be submitted in any manner, medium, stream, or format. We ask that you include a description of how and why the project was developed. Tell us who the target audience was and how the project was implemented.

Glory

The school with the winning project will be announced at the CAA conference and presented with the glorious CAA University Challenge Trophy, which will reside at the victorious university until the CAA conference of the following year. The winning school will have their institution's name engraved on the trophy. Each student who participated in the winning submission will be given a certificate of merit from CAA for their contribution and will have their name listed on the CAA website. Your submission will be posted on the CAA website and audiologists across Canada will be given access to the promotional material for their own use. If applicable, the project/resource will also be used to promote Audiology Awareness Month in October. We look forward to your submissions and may the best school win!

Judging

Submissions will be evaluated on the following criteria:

- Originality/Creativity: does project show imagination or inventiveness?
- Successful promotion of the profession, the value of audiology services, and/or hearing health awareness
- Appearance of material produced: does it look reasonably professional?
- Feasibility/usefulness of the project/resource to be used/consumed by target audience
- Potential reach: can project/resource be shared by public/professionals?

Past Winners

These past submissions give you an idea of what students have come up with in previous years:

2017 – Dalhousie – Vestibular awareness video: <https://www.youtube.com/watch?v=S07wJ0sMVkl>

2016 – U de M – Audiology awareness video: <https://www.youtube.com/watch?v=ARTVBjAVHlc>

2015 – UWO – Medical student initiative: <https://www.youtube.com/watch?v=6dBeDTBnHw0>

Deadline

Submissions must be submitted no later than **April 30, 2018**. ~~There may only be one submission per school.~~ Please send submissions and questions to michael.vekasi@gmail.com