Make Listening Safe: a WHO initiative
1.1 billion young people worldwide are at risk of hearing loss due to unsafe listening practices

WHO, 2015
Among young people in middle- and high-income countries:

- Nearly 50% listen to unsafe levels of sound through personal audio devices (MP3 players, smartphones, and others)
- Around 40% are exposed to potentially damaging levels of sound at nightclubs, bars, and sporting events

WHO, 2015
Unsafe listening

- Loud volumes
- Prolonged duration
- Regular/habitual exposure
Increasing risk...

- Personal audio devices are being used by an increasing proportion of the population.*
- Easy access to listening technology.*
- Lack of legislation and its implementation on recreational exposure.

What can we do?
What can individuals do?

Hearing loss due to recreational noise exposure can be prevented through certain simple practices.

- Keep the volume down!
- Limit the daily use of personal audio devices!
- Use earplugs in noisy surroundings!
- Get regular hearing check-ups!
What can we do?

**Parents, teachers and physicians can:** educate young people about safe listening

**Manufacturers can:** design personal audio devices with safety features, display information about safe listening on products and packaging

**Managers of entertainment venues can:** respect safe noise level set by venue, use sound limiters, offer earplugs and “chill out” rooms to patrons

**Governments can:** develop and enforce strict legislation on recreational noise, launch public information campaigns

World Health Organization
Launched on 3 March 2015: World Hearing Day

Make Listening Safe
Focus of the initiative: awareness

To raise awareness, amongst all stakeholders, about prevention of hearing loss caused by recreational exposure.
In collaboration with ITU, define standards for *safe listening devices*, using technology to promote safe listening. This could include:

- Music players (MP3 players, smartphones, personal music players)
- Earphones/Headphones

Standards which serve to minimise the users' risk of acquiring hearing loss, (as a consequence of its use)
Focus: behaviour change

To promote safe listening habits among users through:
- raised awareness
- safe listening software applications
Focus: research

To promote research through development of a uniform screening protocol for recreational noise-induced hearing loss.
Focus: Safe listening concerts

- Provision of earplugs
- Information on safe listening.
- Safe listening announcements.
Thank you...keep listening!

May the music never end.........

Once you lose your hearing, it won’t come back!

Make Listening Safe