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Contact: (INSERT NAME AND EMAIL OF MEDIA CONTACT

# MORE THAN ONE BILLION TEENAGERS AND YOUNG ADULTS AT RISK OF HEARING LOSS WORLDWIDE—PREVENTION IS KEY

(INSERT YOUR CITY AND STATE) – October ushers in National Hearing Protection Month and, according to (INSERT YOUR NAME, CREDCENTIALS, TITLE and THE NAME OF PRACTICE e.g. Joe Smith, Au.D., owner of The Audiology Clinic) noise-induced hearing loss is a prevalent yet preventable condition among teens and young adults in the United States and around the globe.

Approximately 16 percent of American teens (ages 12 to 19) have reported some hearing loss that has been associated with exposure to loud noise, according to the Centers for Disease Control and Prevention (CDC). According to the World Health Organization (WHO), 1.1 Billion teenagers and young adults worldwide are at risk of hearing loss due to the unsafe use of personal audio devices and exposure to damaging levels of sound at noisy venues such as concerts and sporting events.

“Once you lose your hearing, you can’t get it back,” said Dr. (INSERT LAST NAME). “But the good news is that noise-induced hearing loss is 100% preventable. With the pervasiveness of personal audio devices and noisy venues, it is imperative for teenagers and young adults to actively monitor and mitigate potential hearing hazards.”

WHO analyzed the listening habits of people aged 12 to 35 years old in mid‐to-high‐income nations and found that nearly 50% of those studied listen to unsafe sound levels on personal audio devices and about 40% are exposed to damaging levels of music and noise at entertainment venues.

“If you suspect that you or your child has been, or may be, exposed to unsafe levels of noise, make an appointment with an audiologist,” said Dr. (INSERT LAST NAME). “Your audiologist can conduct a comprehensive hearing examination and provide counseling and customized hearing protection solutions that will help preserve and optimize your hearing over your lifetime.”

According to the CDC, the highest permissible level of noise exposure in the workplace is 85 decibels for a maximum of eight hours per day. Exposure to noise levels of 100 decibels, which is typical in nightclubs and entertainment venues, is safe for no more than 15 minutes. Exposure to noise levels over 120 decibels, which is not uncommon at concerts and sports arenas can cause immediate permanent damage to your ears.

According to the Academy of Doctors of Audiology (ADA), teenagers and young adults can protect their hearing by keeping the volume down on personal audio devices, wearing earplugs when visiting noisy venues, and using carefully fitted, noise‐cancelling earphones/headphones. They should also limit the time spent engaged in noisy activities by taking listening breaks and restricting the daily use of personal audio devices to less than one hour. With the help of a [smartphone app](https://www.noisyplanet.nidcd.nih.gov/have-you-heard/cdc-niosh-app), young adults can monitor safe listening levels on the go. ADA recommends following the ***H.E.A.R.*** strategy for hearing loss prevention:

**Hold Yourself Accountable:** As with most preventive health measures, you are in the best position to ensure that you practice protective behaviors that support healthy hearing for you and your family.

**Evaluate Your Surroundings:** In general, if you are standing three feet away from someone and cannot hear what they are saying, the noise level could be hazardous. Noise can damage hearing with long‐term exposure to sound levels at or above 85 decibels (see Figure 1 below).

**Avoid the Noise:** The easiest way to avoid noise‐induced hearing loss is to avoid the noise! Turn down the volume on your devices and, whenever possible, move away from the sources of loud noise to diffuse the overall sound intensity, which will help reduce the likelihood of damage to your inner ear.

**Remember Protection:** If you are not able to avoid excessive noise, muffle it! Earplugs decrease the intensity of the sound traveling to your ear drum and should be worn at all times, while using power tools, firearms, or heavy machinery, and when attending sporting events and concerts.

# Figure 1

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| **Decibel Level** | **Activity/Event** |
| 30 dB | Whisper, quiet library |
| 50‐65 dB | Normal conversation |
| 85 dB | Lawnmower, shop tools, truck traffic |
| 95 dB | Movie in a movie theater |
| 100 dB | Farm tractor, cement mixer, snowmobile |
| 110 dB | Video arcade, chainsaw, pneumatic  drill/jackhammer |
| 115 dB | Sandblasting, loud rock concert, auto horn |
| 140 dB | Gun muzzle blast, jet engine |

*Figure 1 Source: National Institute on Deafness and Other Communication Disorders (NIDCD)*

# About (INSERT YOUR PRACTICE NAME)

INCLUDE A SHORT PARAGRAPH WITH INFORMATION ABOUT YOUR PRACTICE INCLUDING THE WEBSITE

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