

# EARBUDS & NOISE

## RISK AWARENESS



## HEARING HEALTH DECISIONS

IN THE U.S., AN ESTIMATED 12.5% OF 6-19 YEAR OLD CHILDREN AND ADOLESCENTS (5.2 MILLION) AND 17% OF 20-69 YEAR OLD ADULTS (26 MILLION) **HAVE PERMANENT HEARING DAMAGE FROM EXCESSIVE EXPOSURE TO NOISE.**<sup>[1]</sup>

### DID YOU KNOW? With noise-induced hearing loss...

On a global basis, 1.1 billion young people are at risk of hearing loss due to their misuse of personal audio devices, such as smart phones.<sup>[2]</sup>



Earbuds worn directly in ear canals produce 7-9 decibels higher sound and increase the risk of permanent damage in as few as 8 minutes of listening.<sup>[3]</sup>

Experience safe hearing and keep the **60/60 Rule**<sup>[4]</sup> top of mind:

To minimize hearing loss damage, listen to music with earbuds...



for no more than **60 minutes** per day,



at no more than **60% of maximum volume.**



**Noise-induced hearing loss is typically 100% preventable.**

Parents and caregivers lead by positive example and help kids learn healthy hearing habits. See our experts for sound and trusted advice.

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[1] Niskar, *et al.*: Estimated prevalence of noise-induced hearing threshold shifts among children 6 to 19 years of age: the Third National Health and Nutrition Examination Survey, 1988-1994, United States. *Pediatrics* 2001 [2] Etienne Krug, *et al.*: Hearing loss due to recreational exposure to loud sounds, A review. World Health Organization 2005 [3] Northwestern University, iPod's Popular Earbuds: Hip Or Harmful? *Science Daily* 2005 [4] Portnuff, *et al.*: Teenage Use of Portable Listening Devices: A Hazard to Hearing? *Journal of the American Academy of Audiology* 2011.