



Australian Government

Department of Health
and Aged Care

Campaign Communication Kit for Parents and Teachers

**Hearing Health Awareness and Prevention
Campaign**

July 2023



Campaign communication kit

This kit has been developed to help build an understanding of the importance of maintaining hearing health at all stages of life and the long-term benefits of routine preventative care.

Part of the campaign focuses on raising awareness of the impact that exposure to recreational noise can have on young people. This includes listening to music at loud volumes or attending loud events such as motor racing or live music.

This kit has been designed to provide information about the campaign to people who are engaging with teenagers and young people, such as parents and teachers. It provides materials and tips to help raise awareness about recreational noise and how to protect hearing.

You can help support the campaign by promoting and sharing the resources in this kit with your members, networks or directly with young people. If you have communication channels that directly reach young people – we encourage you to share information with them.

This kit includes:

- Key messages
- Materials and resources
- Social media content
- Website/newsletter content.

Further information

Information about hearing health and the campaign can be found at health.gov.au/hearing

Contact

Communication Campaigns Section
Department of Health and Aged Care
campaigns@health.gov.au

Background

An estimated 3.6 million Australians currently experience some form of hearing impairment. As Australia's population ages, this is estimated to double to 7.8 million people in 2060.¹

Untreated hearing loss can have a significant impact on everyday life.

Prolonged exposure to loud noise, or sudden exposure to an intensely loud sound, can cause hearing loss. Many types of hearing loss can be prevented by limiting exposure to loud noise and using hearing protection.

Many Australians with hearing loss do not seek treatment. This is due to stigma, or lack of understanding about the long-term consequences of delaying treatment. Early awareness and intervention can help prevent further hearing loss.

This information aims to increase awareness of why Australians should look after their hearing health, and what they can do to check their hearing and prevent or reduce hearing loss.

Target audiences

This kit is designed to reach teenagers and young people who are exposed to recreational noise, through trusted sources and intermediaries, such as parents and teachers.

Key messages

Primary key messages:

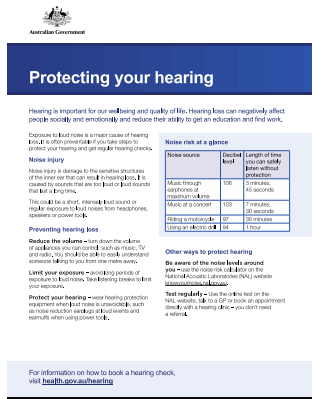
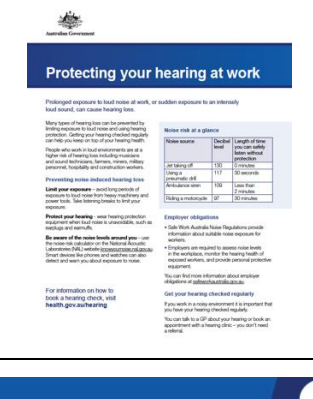


- Being around loud noise is a major cause of preventable hearing loss.
- Long exposure to loud noise can damage your hearing.
- You can protect your hearing by:
 - reducing the volume
 - limiting the time you spend around loud noise
 - protecting your hearing when loud noise is unavoidable.

¹ Roadmap for Hearing Health, Hearing Health Sector Committee

- In children, unaddressed disease like otitis media can cause hearing loss. It is important to learn the early signs and symptoms and visit a health professional if they occur.
- For more information and tips to protect your hearing, visit **[health.gov.au/hearing](https://www.health.gov.au/hearing)**

Materials and resources

Campaign materials can be downloaded from the 'Resources' page at health.gov.au/hearing.

Resource title	Suggested use	Variations available on request	Preview
Protecting your hearing information sheet	Promote through your channels/networks	English and translated into seven languages*	
Protecting your hearing at work information sheet	Promote through your channels/networks	English and translated into seven languages*	
Protecting hearing animation	Embed on your website and share on social media		
Social media infographic	Share on your social media	English and translated into seven languages*	

* Resource is translated into Arabic, Cantonese, Korean, Mandarin, Punjabi, Vietnamese and Spanish.

Social media content

The content below can be used alongside the campaign assets and published on your social channels.

Channel	Copy
Recreational noise – Post one Facebook & Instagram	<p>Did you know that listening to music through earphones at full volume for just four minutes can damage your hearing?</p> <p>Noise-induced hearing loss is preventable if you reduce the volume, limit your exposure to loud noise and protect your hearing.</p> <p>Regular hearing checks with an audiologist or audiometrist can also detect early signs of hearing loss.</p> <p>Talk to a GP, or book an appointment directly with a hearing clinic – you don't need a referral. For more information visit health.gov.au/hearing</p>
Twitter	<p>Hearing loss from loud noise is preventable if you reduce the volume, limit your exposure and protect your hearing.</p> <p>If you are concerned about your hearing, you can book a #HearingTest with an audiologist or audiometrist. Visit health.gov.au/hearing for more information.</p>
LinkedIn	<p>If you are a parent or a secondary school educator you know how much students love listening to music through their phones, the TV or computers.</p> <p>It only takes around four minutes listening to music through earphones at full volume to damage hearing.</p> <p>The good news is that noise-induced hearing loss is preventable. You can help by reminding young people to limit their exposure to loud noise by turning down the volume or taking listening breaks. Where loud noise is unavoidable, noise reduction earplugs and earmuffs can protect their hearing.</p> <p>For more hearing health tips, visit health.gov.au/hearing</p>
Recreational noise - Post two	<p>Did you know that the noise level from a music concert is often between 90–120 decibels? Just one minute of exposure to 110 decibels is enough to damage your hearing.</p>

Channel	Copy
Facebook & Instagram	<p>Noise-induced hearing loss is preventable if you reduce the volume, limit your exposure to loud noise and protect your hearing.</p> <p>Regular hearing checks can also detect early signs of hearing loss. Talk to a GP, or book an appointment directly with a hearing clinic if you are concerned about your hearing. For more information visit health.gov.au/hearing</p> <p>#HearingHealth #HearingLoss #HearingTest</p>
Twitter	<p>Did you know the noise level from a music concert is often between 90–120 decibels? Just one minute of exposure to 110 decibels is enough to damage your hearing.</p> <p>There are easy ways to avoid #HearingLoss from loud noise. For information visit health.gov.au/hearing</p>
LinkedIn	<p>Being in front of speakers at a concert, having your ears blasted by 120 decibels of noise, is considered a rite of passage by many young people.</p> <p>But it takes less than a minute of exposure to this level of noise to damage hearing, often permanently.</p> <p>Loud noise is a major cause of hearing loss – and it can be prevented with some simple steps.</p> <p>If you know someone who's a muso or regular gig-goer, you can help by reminding them to limit their exposure by taking listening breaks and wearing noise-reduction earphones or earmuffs. There's even earplugs designed especially for musicians so they can protect one of their most important assets – their ears.</p> <p>For more hearing health tips, visit health.gov.au/hearing</p>

The following hashtags are associated with this content:

- #hearing
- #HearingHealth
- #HearingTest

Website/newsletter content

Below is an article that can be placed on a website or in a newsletter however, you may want to tailor it for your audience.

Hearing health is important at any age

Anyone who lives in a household with teenagers are familiar with the words, 'turn the music down!' But these words carry an important health message.

Hearing is an important part of our quality of life and exposure to loud noise can cause damage to the sensitive structures of the inner ear. This damage can be permanent so the earlier we begin to protect our hearing, the better.

There are two causes of noise injury. This can be exposure to an intense loud sound, like a jet taking off, or prolonged exposure to loud noise like listening to music at a loud volume.

Here are some tips, especially for teenagers and young people, to encourage them to protect their hearing health:

- **Reduce the volume** – This may be easier said than done, but encourage young people to use the tools already on their devices to limit loud noise and tell them when sound around them (or through their headphones) is getting too loud.
- **Limit exposure** – Encourage young people to take listening breaks from being exposed to loud noise to let their ears recover.
- **Protect your hearing** – Where loud noise is unavoidable, get them to wear noise-reduction earplugs. There are even earplugs especially for musicians – their favourite artist is probably wearing them regularly to protect their hearing!

For more information and tips about hearing health, visit health.gov.au/hearing