



Knowing your noise can change attitudes
to hearing health and increase likelihood
of healthy hearing behaviours:
Evaluation of a HEARsmart project

Elizabeth Beach
Megan Gilliver

Aims



To **promote** hearing health and **prevent** noise-induced hearing loss and tinnitus by encouraging individual and organisational behavioural change.

In the longer term: the aim is for HEARsmart® to become an ongoing vehicle for campaigns targeted towards at-risk populations

Our current focus: young adults (18-35 year olds) interested in music.

Our research has shown that this is the group **most at risk** of developing hearing damage from leisure activities, comprises around 15% of young adults.



Establishing the brand



- established the HEARsmart brand online: **hearsmart.org**
- active on social media channels: **twitter, facebook, instagram**
- developed promotional materials: **brochures, flyers, posters, infographics**



KNOW YOUR RISK AND TAKE ACTION TO PREVENT HEARING LOSS

HEARsmart is helping Australians take charge of their hearing health by

- raising awareness of the associated with noise exposure
- providing information on how to minimise the risk of hearing loss
- encouraging people to take action today so that they can protect their hearing

HEARsmart TIPS

- 1 Turn the noise down
- 2 Avoid the source of the sound
- 3 Have regular breaks
- 4 Use noise-cancelling headphones
- 5 Let your friends know it's too noisy
- 6 Use hearing protection

HEARsmart also commissions research into new strategies to minimise noise-induced hearing loss. We are looking at ways to engage high-risk industries to take action to reduce the risk of noise-induced hearing loss and make Australia a safer place.

hearsmart@hearingcrc.org (03) 9035 5344
The HEARING CRC
550 Dandenong Street
Carlton VIC 3053

HEARsmart
HEARING CRC
ANAL
Australian Hearing
MUSIC VICTORIA
HEARsmart

LOVE MUSIC? LOVE IT LONGER WITH EARPLUGS

EARPLUGS AVAILABLE HERE TONIGHT!

MORE THINGS TO LOVE

HEARsmart



Working upstream



Developed relationships with:

Industry organisations

Music Victoria, Music WA
Live Music Office
Musicians 4 Hearing
Live Performance Australia



Education Providers

SAE Creative Institute

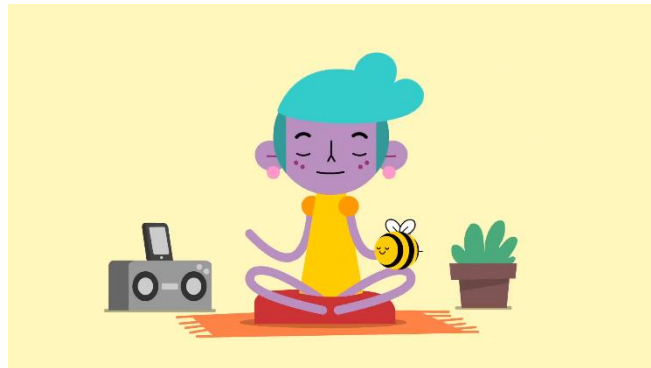
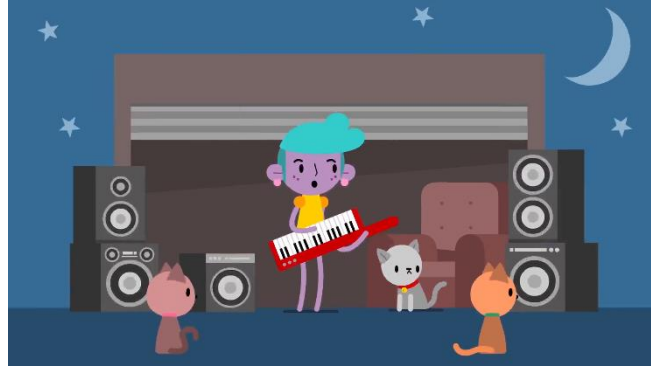
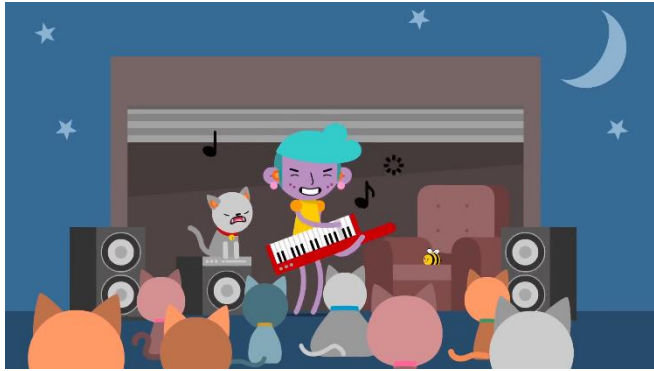
contributed to sound engineers curriculum, best practice guidelines, awareness activities, seminars, open days



What Plug?



Tinnitus Video: aimed at musicians

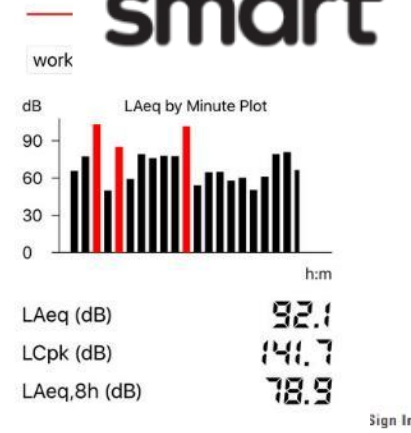


Tools and campaigns



Launched **3** evidence-based hearing health tools for individuals:

- **SoundLog** sound level meter app to measure and log personal exposure
- NOISE database of leisure noise measurements
noisedb.nal.gov.au
- Know Your Noise
knowyournoise.nal.gov.au



40,000 users since Nov 2014

KNOW YOUR NOISE

[Noise Risk Calculator](#)

[Hearing Test](#)

[Hearing Health](#)

[About](#)





1. Your lifestyle - Going Out

For each activity, hit the button that best describes how often you

	More than once a week	About once a week	About once fortnight
Dance club or nightclub	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pop/rock concert at a large venue (eg stadium, entertainment centre)	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

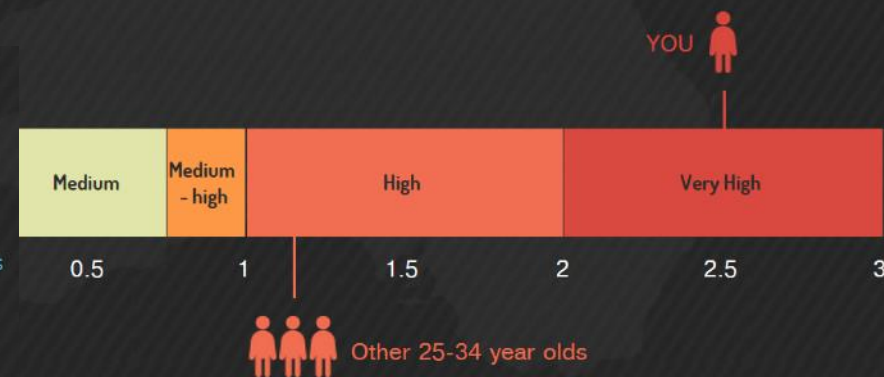
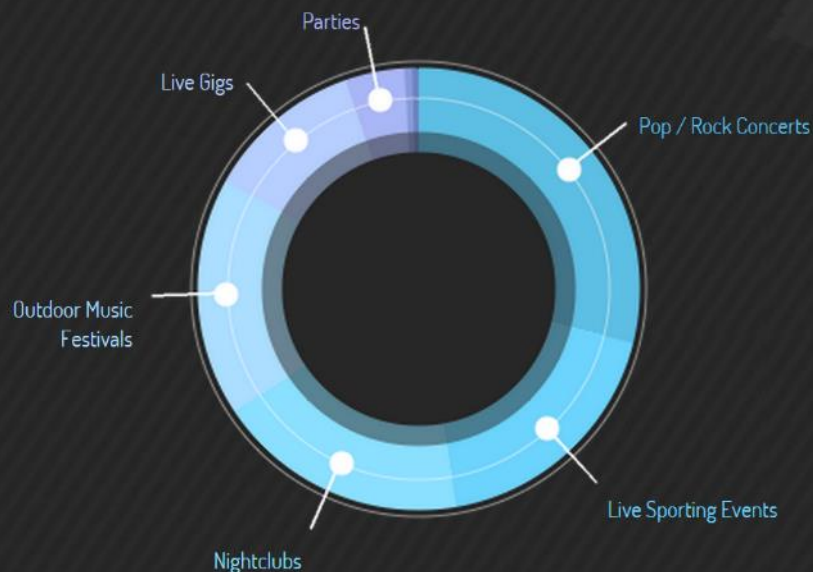
2.5
very high

You are receiving too much noise from leisure and/or work activities. The amount of noise you are exposed to from these activities is more than twice the level of acceptable maximum noise exposure. Any additional noise exposure will further increase your risk for hearing damage. We recommend discussing your results with a hearing professional to learn more about how to reduce your exposure.

Your risk level is greater than the average for people of similar age.

Main Contributing Activities

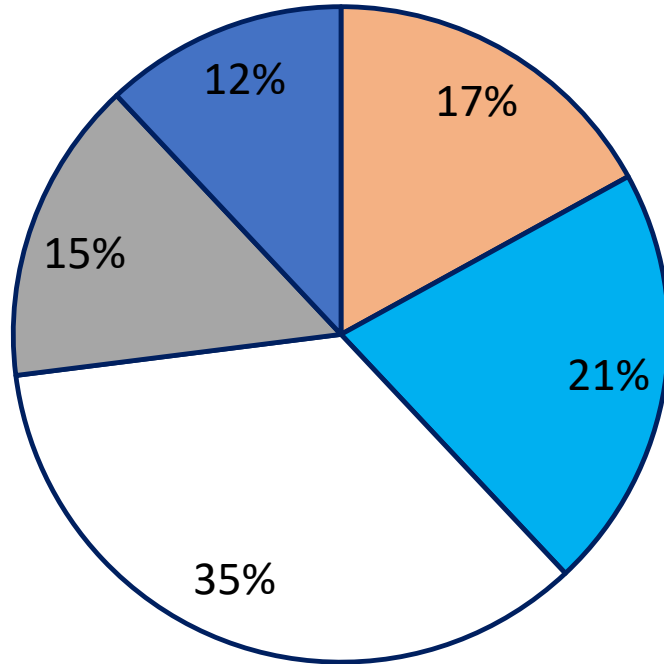
Activity	Contribution
Pop / Rock Concerts	29%
Live Sporting Events	18%
Nightclubs	18%
Outdoor Music Festivals	17%
Live Gigs	12%
Parties	4%
Pubs / Bars	1%
Car/Home Stereo	< 1%



More than once a week	About once a week	About once fortnight
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

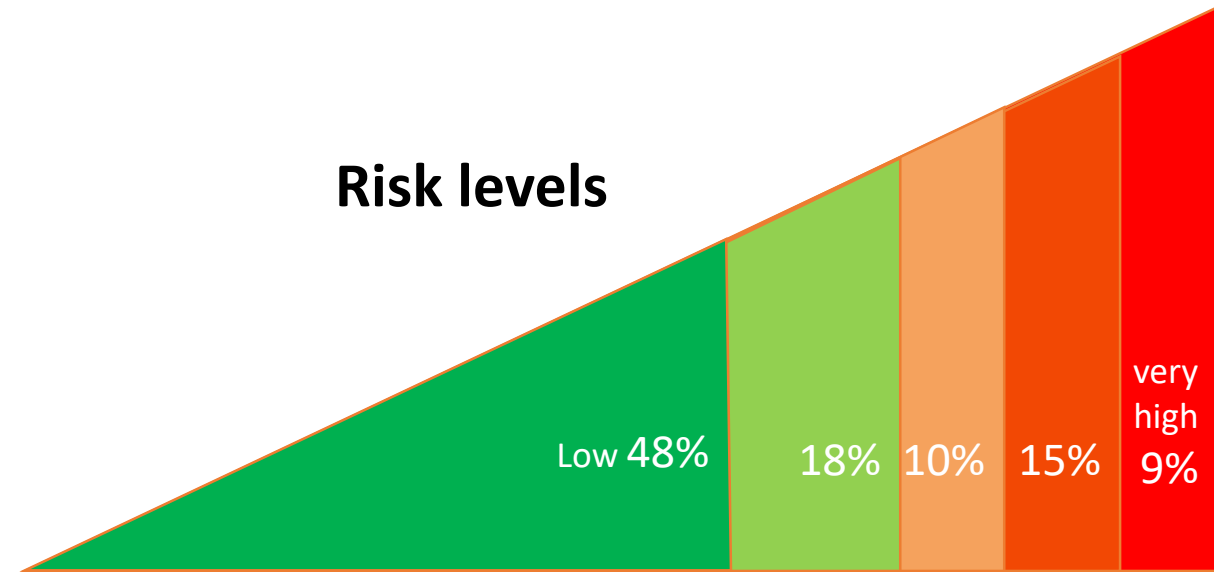
Next >

Reason for visiting the site



- work-related
- worried
- other
- want to know more
- curious

Risk levels



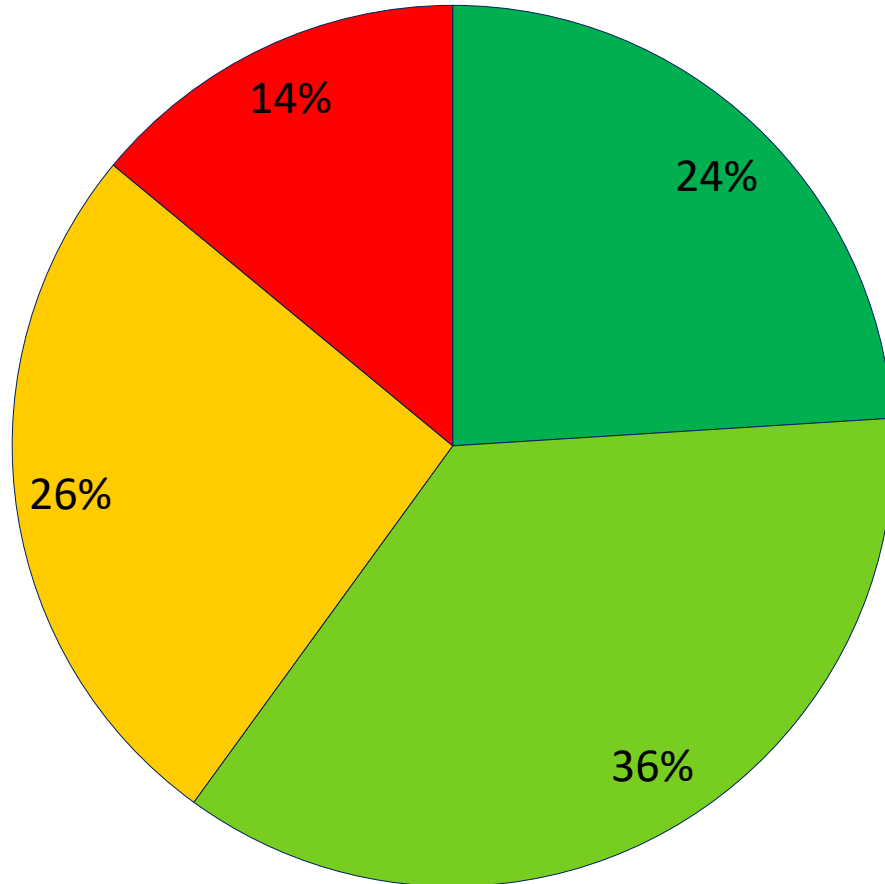
Risk levels

44% as expected; 26% lower than expected; 30% higher than expected

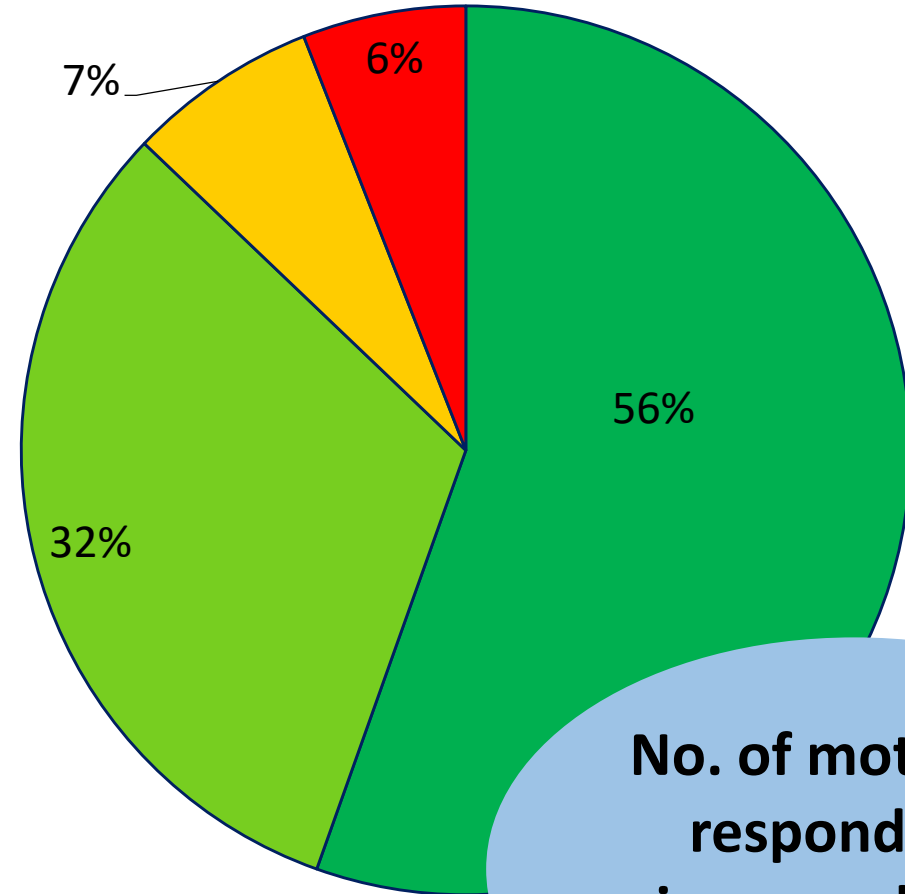
Attitudes improved following the risk calculator



BEFORE



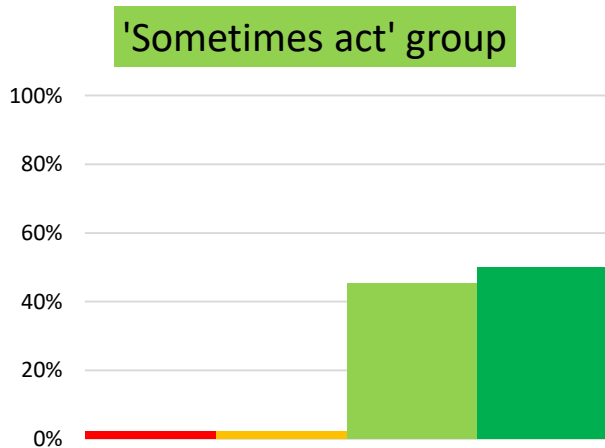
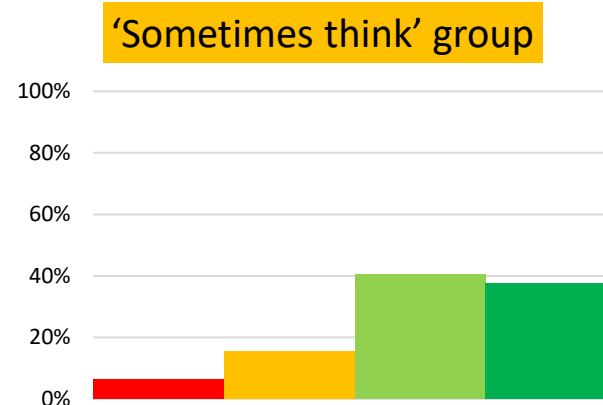
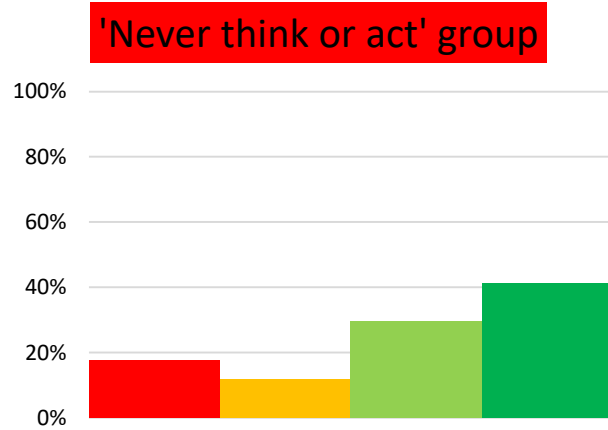
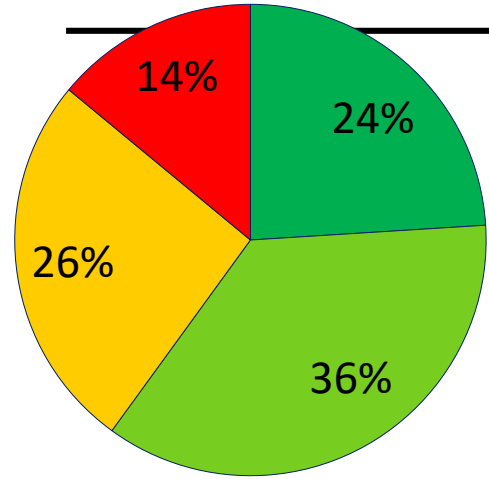
AFTER



No. of motivated respondents increased from 60% to 88%

- always act
- sometimes act
- sometimes think
- never think or act

Attitudes improved following the risk calculator

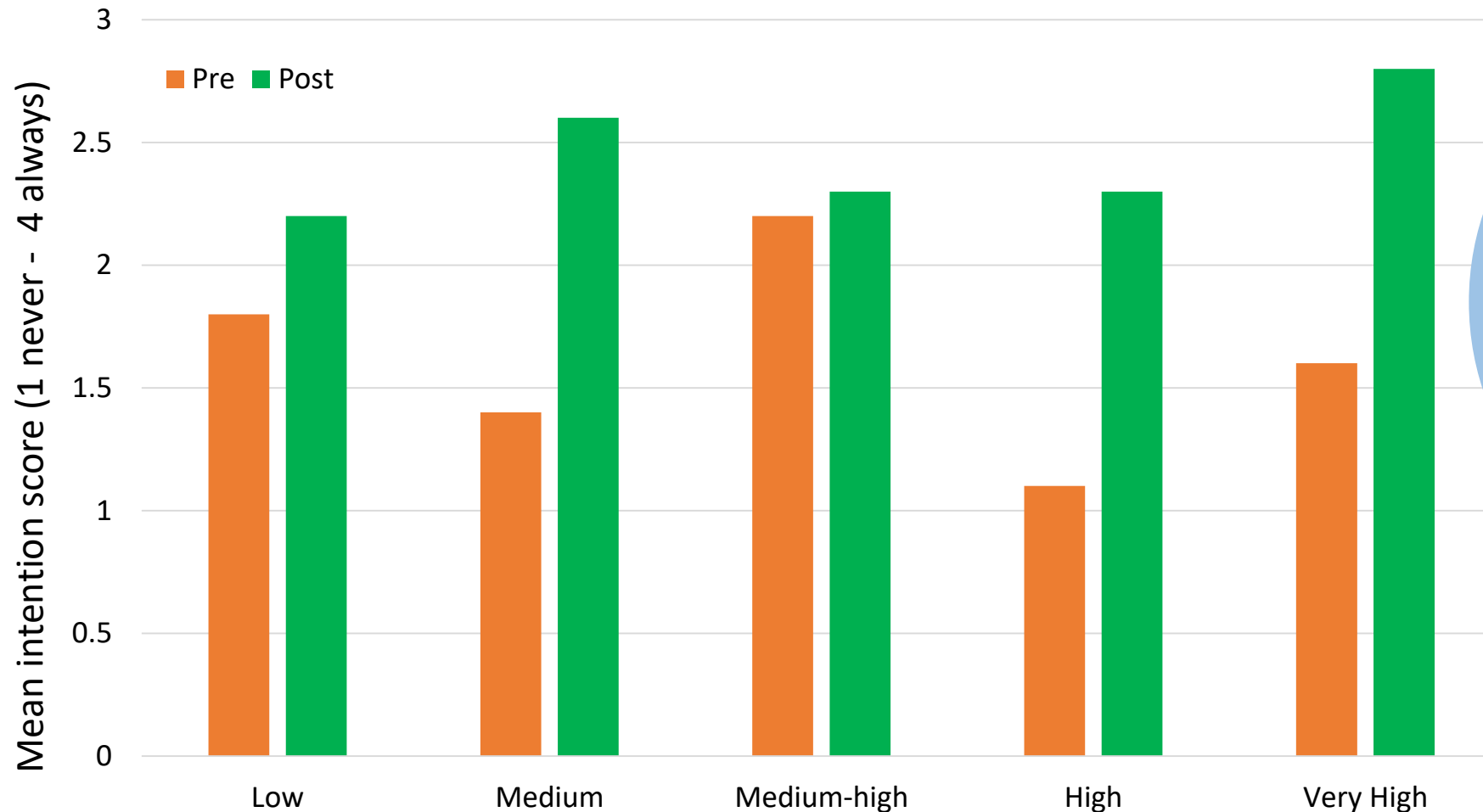


Motivation levels were:
increased **50%**
maintained **45%**
decreased **5%**

Greater attitude change in those at higher risk

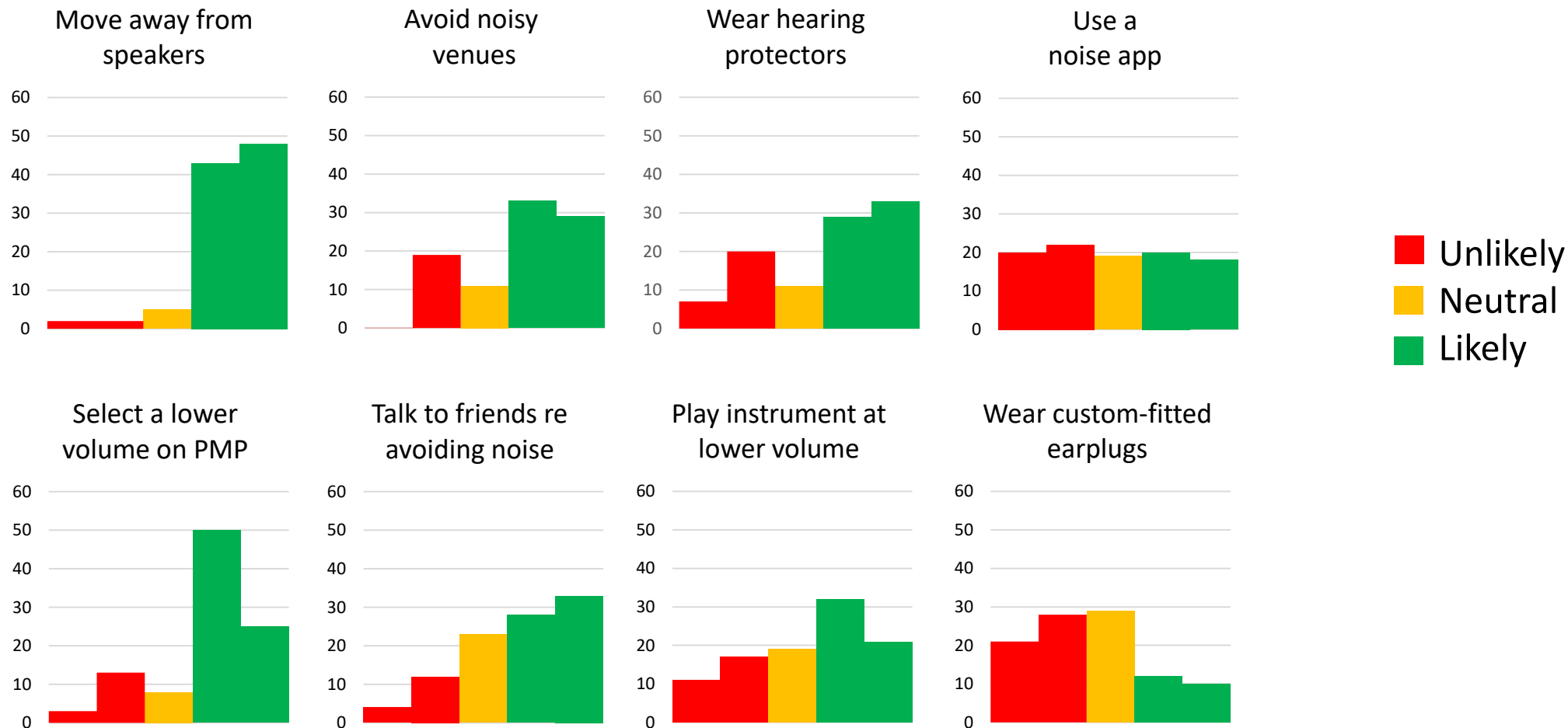


Pre and Post KYN intentions to reduce noise exposure, by risk rating



Significant correlation
between risk
and change in
intention
 $r=.24$, $p=.016$

Intended Noise Reduction Behaviours



Mean Ratings

Clarity and Presentation 

Navigational ease 

Informational value 

Relevance 

Recommend to friends? 



hearsmart.org

an evidence-based
hearing health promotion initiative



Australian Government
Department of Industry,
Innovation and Science

Business
Cooperative Research
Centres Programme

