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

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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
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

counted to sound engineers curriculum, best practice guidelines, awareness activities, seminars, open days
Independent review of ‘high fidelity’ earplugs

https://hearsmart.org/earplugs/what_plug/
Tinnitus Video: aimed at musicians

https://hearsmart.org/what-problem/tinnitus/
Launched 3 evidence-based hearing health tools for individuals:

- **SoundLog** sound level meter app to measure and log personal exposure


- **Know Your Noise** [knowyournoise.nal.gov.au](http://knowyournoise.nal.gov.au)

*40,000 users since Nov 2014*
1. Your lifestyle - Going Out

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

<table>
<thead>
<tr>
<th>Activity</th>
<th>More than once a week</th>
<th>About once a week</th>
<th>About once a fortnight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dance club or nightclub</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pop/rock concert at a large venue (e.g. stadium, entertainment centre)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Main Contributing Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pop / Rock Concerts</td>
<td>29%</td>
</tr>
<tr>
<td>Live Sporting Events</td>
<td>18%</td>
</tr>
<tr>
<td>Nightclubs</td>
<td>18%</td>
</tr>
<tr>
<td>Outdoor Music Festivals</td>
<td>17%</td>
</tr>
<tr>
<td>Live Gigs</td>
<td>12%</td>
</tr>
<tr>
<td>Parties</td>
<td>4%</td>
</tr>
<tr>
<td>Pubs / Bars</td>
<td>1%</td>
</tr>
<tr>
<td>Car/Home Stereo</td>
<td>&lt; 1%</td>
</tr>
</tbody>
</table>
Evaluation survey completed by 122 respondents

Reason for visiting the site

- work-related: 35%
- worried: 21%
- want to know more: 17%
- curious: 15%
- other: 12%

Risk levels

- Low: 48%
- 18% lower than expected
- 10% as expected
- 15% higher than expected
- Very high: 9%

44% as expected; 26% lower than expected; 30% higher than expected
Attitudes improved following the risk calculator

BEFORE
- 24% always act
- 26% sometimes act
- 36% sometimes think
- 14% never think or act

AFTER
- 56% always act
- 32% sometimes act
- 7% sometimes think
- 6% never think or act

No. of motivated respondents increased from 60% to 88%
Attitudes improved following the risk calculator

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

'Never think or act' group

'Sometimes think' group

'Sometimes act' group

'Always act' group
Greater attitude change in those at higher risk

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

![Bar chart showing mean intention scores for Pre and Post KYN intentions across different risk ratings (Low, Medium, Medium-high, High, Very High). The chart indicates a significant correlation between risk and change in intention, with a correlation coefficient of r=.24 and p-value of .016.](image-url)

**Significant correlation between risk and change in intention**

\( r = 0.24, p = 0.016 \)
Intended Noise Reduction Behaviours

- **Move away from speakers**
- **Avoid noisy venues**
- **Wear hearing protectors**
- **Use a noise app**
- **Select a lower volume on PMP**
- **Talk to friends re avoiding noise**
- **Play instrument at lower volume**
- **Wear custom-fitted earplugs**

Graphs show the likelihood of each behaviour:
- **Unlikely**
- **Neutral**
- **Likely**
Website was rated highly

Mean Ratings

Clarity and Presentation ★★★★★★★
Navigational ease ★★★★★★★
Informational value ★★★★★★★
Relevance ★★★★★★
Recommend to friends? ★★★★★★★★★
an evidence-based hearing health promotion initiative