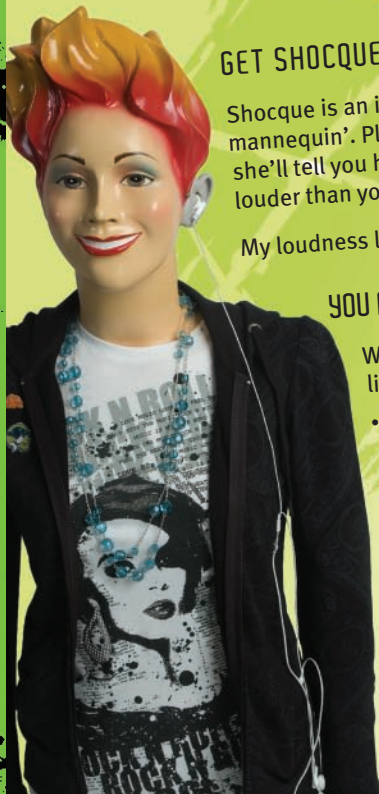


Well don't worry noise induced hearing loss is preventable

Our ears are complex structures. Inside our inner ear there are millions of microscopic hairs that pick up vibrations from the ear drum and turns them into electrical signals that pass on to our brain. When you blast these hairs with loud noises, they shrivel and die. And they don't grow back. Ever.



GET SHOCQUED

Shoque is an interactive 'loudness level measurement mannequin'. Plug your earphones into her ears, and she'll tell you how loud your music is. It may be louder than you think!

My loudness level today was _____ decibels.

YOU ARE IN CONTROL!

With smart listening habits you can listen for a lifetime.

- Control your loudness: If you cannot hear someone standing at arm's length away unless they shout, turn it down.
- Control your exposure: The more you listen, the higher the risk! Keep your music listening to under an hour and give your ears a chance to rest in quiet.

Controlling these each day means you can listen every day.

YOU LOVE YOUR MUSIC

YOU LOVE YOUR PHONE

YOU LOVE YOUR FRIENDS



www.widexconnect.ca

hip
Hearing is
precious

But did you realize you are killing your hearing?

There's nothing like the feeling of listening to music turned up really, really loud. Sometimes loud music reflects your mood, other times the music doesn't sound right unless you pump up the volume.



How is noise exposure calculated? It's based on loudness (intensity) over time: the louder a sound is, the less time it takes to damage your hearing. These guidelines are issued for workers and are based on a 'dose' of noise over a 24 hour period.

NOISE DOSE

(time-weighted average for 100 % dose)

120 dBA (pain threshold for the ear)

112 dBA (personal stereo at high volume)

109 dBA (rock concert)

100 dBA (construction site)

97 dBA (noisy restaurant)

85 dBA or less (acceptable loudness)

MAX. TIME ALLOWED

(over 24-hour period)

< 10 seconds

< 1 minute

< 2 minutes

15 minutes

30 minutes

8 hours

(Values here are the recommended maximum daily noise exposure limits for workers as determined by NIOSH, the National Institute of Occupational Safety and Health)

It isn't just loud music that can kill your hearing. Fireworks, woodworking, snowmobiling, and loud parties are just a few examples of fun activities that can hurt your ears.

You might think only old people have to worry about this. But you'd be wrong. 5.2 million 6-19 year olds in America have hearing loss directly related to noise exposure*. Some teens are finding they have to keep cranking the volume higher and higher in order to get the same effect.

Pumping it up is one solution. But wouldn't it be better to take care of your ears in the first place? Here's how:

TURN IT DOWN

anything below 85 decibels is safe

WALK AWAY

even stepping back a few feet can cut the noise by half

WEAR EAR PROTECTION

there are lots of great options available

Check out HiP at www.widexconnect.ca.

*According to the 3rd National Health and Nutrition Examination Survey

5.2 million 6-19 year olds
in America have hearing
loss directly related to
noise exposure*