

Listen Up! Turn It Down Planning Guide

*A Quota Public Awareness Campaign on Noise-Induced Hearing Loss
2020 Edition*

Introduction

Noise is the second most common cause of hearing loss is. Sounds that are too loud, too close, or last too long cause irreversible damage to small sensory cells in the inner ear. In fact, children today usually have suffered Noise-Induced Hearing Loss (NIHL) by the time they are eight-years old. At the same time, hearing loss from exposure to noise is almost entirely preventable.

We will change lives by raising awareness of Noise-Induced Hearing Loss. This guide, created through donations to Quota's former We Share Foundation, outlines a step-by-step method for launching a public awareness campaign in audiences of all ages and provides links to resources, publications, and tools that your club can use in this effort. Together, we will address an escalating hearing health concern and create greater opportunities to introduce Quota to your community.

Noise-Induced Hearing Loss

Millions of people around the world suffer Noise-Induced Hearing Loss (NIHL). While 16 percent of the millions of people with NIHL lose hearing from exposure to noise at work, the majority of people with NIHL actually encountered the hazardous noise at home, and in the environment. From mp3 players to hair dryers and lawnmowers to airplanes, daily exposure to dangerous decibels is slowly eroding our hearing.

Although we live on a noisy planet, NIHL is preventable! The key is being aware of noise threats and how we can guard against them. Quota members are working together worldwide to focus on this important issue through a public awareness campaign. Here are five steps to implementing the program in your community.

How to Implement the Program in Your Community

STEP 1: Access Free Resources, Publications, and Tools for a Public Awareness Campaign ...	Page 2
STEP 2: Educate Your Club Members about Noise-Induced Hearing Loss	Page 4
STEP 3: Connect with Your Community to Become NOISE EDUCATORS!	Page 5
STEP 4: Raise Awareness among Youth	Page 6
STEP 5: Promote and Grow Your Quota Club	Page 8

STEP 1: Access Free Resources, Publications, and Tools for a Public Awareness Campaign

Through collaboration with the American Association of Audiology (an international organization), the U.S. National Institute of Health, and other organizations, Quota has created materials and gained access to numerous FREE resources, publications and tools to use in our public awareness campaign against Noise-Induced Hearing Loss (NIHL).

So, let's get started!

Learn

- Read the National Institute on Deafness and Other Communication Disorders' informative Web site, "It's a Noisy Planet," to understand hearing health risks of noise:
<http://www.noisyplanet.nidcd.nih.gov/info/Pages/whatisnihl.aspx#sounds>
- Check out additional information from the U.S. Center for Disease Control and Prevention:
<http://www.cdc.gov/healthyyouth/noise/>
- Peruse the American Academy of Audiology website for information on hearing loss, its prevention, and how an audiologist can help:
<https://www.audiology.org/get-involved/public-awareness>

Download

- What is Noise-Induced Hearing Loss? The U.S. National Institute on Deafness and Other Communication Disorders has a collection of posters and fact-sheets available for download and distribution that are FULL of helpful information.
<https://www.noisyplanet.nidcd.nih.gov/publications?langcode%5Ben%5D=en>
- Facts about Noise-Induced Hearing Loss – a flyer on the dangers of decibels from the American Academy of Audiology. While it repeats some of the information found in resources listed above, the handout may work well for some groups.
<https://www.audiology.org/sites/default/files/publications/resources/Noise-Induced%20Hearing%20Loss%2012.7.doc#:~:text=Approximately%2040%20million%20American%20adults,loss%20resulting%20from%20noise%20exposure.&text=Hair%20cells%20are%20small%20sensory,results%20in%20permanent%20hearing%20loss.>
- Quota's Listen Up! Turn It Down PowerPoint Presentations – Optional slides and scripts to download, customize, and present on Noise-Induced Hearing Loss and Quota's Action Plan for NIHL Prevention. Three age-specific presentations available for download on www.quota.org Member Center under Club Leader Resources.:
 - Presentation for Children, Ages 5-7: About 8 to 10 Minutes. Targets children in primary grades because we must catch them young in order to prevent NIHL. By the time a child of the 21st Century reaches 8-years-old, she has likely lost some hearing due to noise.
 - Presentation for Children, Ages 8-11: About 10 Minutes. Targets children who are at great risk of NIHL through iPods, TV, and games, in addition to environmental noise.

- Presentation for Teens and Adults: About 15 minutes long. Addresses an adult or teen audience—great for parent groups, PTA meetings, community education events, teen clubs, and even during a recruitment event!
- Free bookmarks and mail enclosures from the American Academy of Audiology to personalize with Quota information and distribute in the community:
<http://www.audiology.org/resources/consumer/audiologyawareness/Pages/bookmarks.aspx>
- Free posters about noise and hearing health, also from the American Academy of Audiology, that can be personalized for Quota use:
<http://www.audiology.org/resources/consumer/audiologyawareness/Pages/posters.aspx>
- Diagrams and worksheets, also from the American Academy of Audiology, to share with kids and young adults: <http://www.audiology.org/resources/consumer/Pages/kids.aspx>
- Free games, activities and more posted on the Noisy Planet's online Tween Zone:
<http://www.noisyplanet.nidcd.nih.gov/tweens/Pages/Default.aspx>
- Noisy Planet clip art is available to Quota members for free downloading and use:
<http://www.noisyplanet.nidcd.nih.gov/press/Pages/downloadimages.aspx>
- Promote your Listen Up, Turn It Down Activities using Quota's sample press releases and Radio PSAs, all ready for your club to customize and use! Available for download on www.quota.org Member Center under Club Leader Resources.

STEP 2: Educate Your Club Members about Noise-Induced Hearing Loss

With your knowledge of NIHL and the terrific resources available to Quota, the next step is sharing this important message with your own club. Educate members about the issue and how Quota can help in the prevention of NIHL. We want everyone in Quota to understand that NIHL is preventable—and that we are taking action to increase hearing health around the world.

Offer the three PowerPoint presentations described on pages 2-3 during a club meeting, making sure each presenter's tone is upbeat and positive. Take advantage of the opportunity to invite potential members as well as guests who have an interest in hearing health. Welcome speech and hearing professionals, physicians, sign interpreters, teachers—anyone who might become a member or collaborator in your club and help Quota promote this cause. Consider inviting local audiologists, whom you can identify on the American Academy of Audiology's website (AAA is an international organization):

<https://members.audiology.org/cvweb/cgi-bin/memberdll.dll/openpage?wrp=search.htm&id=2>

Ahead of time, prepare an information packet for each member and guest that includes copies of the available resources your club will use in its Listen Up! Turn It Down campaign. Distribute your club's packets during the presentation, noting the materials enclosed.

STEP 3: Connect with Your Community and Become NOISE EDUCATORS!

Once the club understands Noise-Induced Hearing Loss and its prevention, take your knowledge and Quota Caring into the community! Fill those chairs!

Begin by forming a taskforce to brainstorm how your club will share this information. You may want to include members of the hearing health and education communities in your brainstorming sessions to broaden the scope of your ideas and plans for implementing a public awareness campaign where you live, in your culture.

Brainstorm

- Think about ways to target adults. Where can you get their attention most effectively? Consider:
 - Health fairs
 - Community events
 - PTA meetings
 - Physicians' offices
 - Hospitals
 - Libraries
 - Radio and TV stations
 - Newspapers and magazines
 - Places unique to your community
 - Noisy events, such as races or concerts
- Think about available informational resources and what you can share:
 - Where can you present our PowerPoint?
 - Where can you distribute information flyers?
 - Where can you hand out information packets?
 - Can you link websites in the community to your club's web page or Facebook page?
- Think about creating an event that promotes Hearing Health, such as a Day at the Park without Dangerous Decibels or Community Hearing Screenings.
 - What would work in YOUR community?

Plan

Delegate duties to your taskforce and contact the groups, event organizers, and facilities you have identified. Ask to collaborate or participate. A movie theater, amusement park, radio station, television station, newspaper, magazine or local business may be open to working with Quota to promote hearing health. Ask enthusiastically and expect a positive response. Check community calendars and begin to create a timeline for your events

Take Action

- Make reservations, put down deposits, order materials and GET READY to introduce your community to Noise-Induced Hearing Loss and Quota's work to prevent it.
- Order earplugs, if you plan to use them in the campaign.
- Make use of Noisy Planet clip art available to Quota at <http://www.noisyplanet.nidcd.nih.gov/press/Pages/downloadimages.aspx>
- Promote your events
- Contact media outlets for coverage
- Generate ENTHUSIASM, the key to success!

STEP 4: Raise Awareness Among Youth

Average youth in the 21st Century begin to suffer Noise-Induced Hearing Loss by age eight. AGE EIGHT!

By the time children become teenagers, they have already suffered damage from earbuds, iPods and MP3 players, loud TVs, loud movies, loud concerts, lawnmowers, and more. So, kids need to know what they face if they continue to turn up the volume. Once again, in your taskforce, BRAINSTORM, PLAN, AND TAKE ACTION to reach youth with this vital message.

IDEA:

Use the appropriate Quota Listen Up! Turn It Down PowerPoint presentation for the young audience you target. Remember, you have three versions of the presentation to choose from: Children, Ages 5 to 7; Children, Ages 8 to 10; and Teens and Adults. Don't have PowerPoint available? Use the presentations without the slides! View or download the presentations at www.quota.org in the Member Center under Club Leader Resources.

Research opportunities to speak at...

- Primary schools
- Pre-Schools
- Child care facilities
- Home-school groups
- Church groups
- Scout troops
- After-school programs
- Cops 'n' Kids events
- Library groups
- Children's museums
- Science museums
- JQ club meetings

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Use the appropriate Quota Listen Up! Turn It Down PowerPoint presentation for the young audience you target. Remember, you have three versions of the presentation to choose from: Children, Ages 5 to 7; Children, Ages 8 to 10; and Teens and Adults. Don't have PowerPoint available? Use the

IDEA:

Keep the presentation short, sweet, and FUN. Use age-appropriate hand-outs from Noisy Planet. Kids will enjoy these word searches and coloring pages that get the message across. See pages 2 and 3 of this planning guide for links.

IDEA:

Invite older kids and youth to help with presentations and events. This is a perfect opportunity for JQ clubs to work with sponsor clubs. The younger kids will be enthralled by their participation, and the JQs will learn information that will help them, too. No JQ in your area? Well, then, see if a high school service club would be interested in helping—or start a JQ!

IDEA:

Distribute favors to help kids remember, such as bookmarks, stickers, ribbons, or erasers. Make sure to include club contact information in case parents, grandparents, or teachers become interested in Quota!

IDEA:

If a school or group will not allow you to present, give PowerPoint, script, handouts, and favors to interested teachers or group leaders to present it. The goal is not that Quota gets to meet the kids but that the kids get to hear this important information about THEIR hearing. Include your club's brochure in the resources you provide!

IDEA:

For tweens and teens in grades 7-8, the National Institute of Health developed a science curriculum supplement, entitled "How Your Brain Understands What Your Ears Hear." Share this link with anyone you connect with through Quota who might be able to use the materials:

<https://www.nidcd.nih.gov/newsletter/2005/summer/new-resources-nidcd>

STEP 5: Promote and Grow Your Quota Club

For more than 70 years, Quota has worked to provide service in the field of hearing health. We have a long and proud history in Speech and Hearing, and with that we can build a bright future for Quota.

Always keep membership goals in mind when sharing this program in your community. Consider every listening ear a potential Quota member—whether adult or JQ. Keep membership brochures handy along with the materials needed for this public awareness campaign on Noise-Induced Hearing Loss. Also try to speak one-on-one with every guest who attends one of your NIHL-related events.

Contact local audiologists to become a part of your program AND your club. Locate audiologists in your community using the American Academy of Audiology's online directory:

<https://members.audiology.org/cvweb/cgi-bin/memberdll.dll/openpage?wpr=search.htm&id=2>

Finally, remember that public awareness relies on media attention. Invite the media to attend events, share your stories, and help your Quota club spread the word about healthy hearing. In every news release, include contact information and your club's website or Facebook page. Sample Listen Up! Turn It Down press releases that you can download and use are located in the Club Leader Resources section of the Member Center on Quota's website, www.quota.org, along with four Radio Public Service Announcement scripts that you can customize and use.

For more information on working with the media, don't forget to check out the Publicity Pointers guide, also available on www.quota.org in the Club Leader Resources section. This shares the myriad of publicity tools, resources, and media programs available to get your club noticed in your community, and beyond.