

# The Evidence is in:

## Music is Deafening Generation X & Y

According to data from the Workers Compensation Board (1198) in British Columbia, almost thirty per cent of young adults entering the workforce have already suffered some hearing damage due to noise.

Unfortunately, this statistic most likely applies to Newfoundland and Labrador as well. *“The young person we see daily with their earphones glued to their head & the volume on bust will one day become the 30 - 40 something adult where, “what?” becomes a regular part of their conversation”* says Dr, Valerie Parrott, Audiologist and owner of Parrott Hearing Aids.

*“One would expect that seniors would be the age group to be concerned with for hearing loss but if the younger generation continues with their current listening habits (which looks most likely) hearing loss in the thirty somethings will become an **epidemic** in the not so distant future”* says Kim Pratt-Baker Director of Programs and Services at the Canadian Hard of Hearing Association. *“When I conduct presentations in schools, I am constantly blown away by how loud and for how long students listen to their players (100-120 decibels for 8 hours plus a day- 110-120 decibels is equivalent to a rock concert). Some students even seem proud of how loud they listen to their music!”*

According to one study conducted for ASHA (American Speech-Language-Hearing Association -Zogby International) , half of all youth and adults polled said they are not concerned with potential hearing loss, and approximately the same amount indicated they had no intention of taking preventative measures.

*“As a person who lives with hearing loss and lives with the consequences on a daily basis, I find it frustrating to see young people senselessly damaging their hearing”* says Leon Mills, Executive Director (CHHA-NL). *“It is ironic that the activity they enjoy so much (listening to music) is one activity they will lose the ability to fully enjoy when they develop hearing loss, no matter what the volume.”*

We can learn from the Europeans.

The EU has taken protection to a new level. For years now, through legislation, Europeans have had the the maximum volume output level of MP3 players limited to 100 decibels. In Canada there is no legislation protecting consumers who purchase and use these devices!

Ninety-Nine Percent Preventable

Noise is the leading cause of hearing loss and is 99% preventable.

Protect Yourself

Individuals do not have to give up enjoying music on their iPods or Mp3 players in order to be safe.

There are things that can be done to limit or prevent its harmful effects:

1. Turn Down the volume! (keep the volume level on iPods and Mp3 players half way or below).

2. Install a volume limiter on your music device. Most Mp3 players and iPods have free volume limiting options available)
3. Take a break! Limit the length of time spent listening to portable music devices
4. Trade in the in-your-ear headphones for good quality over-the-ear headphones (the over the head headphones do not “lock-in” all the damaging sound and are further away from the inner ear).
5. Consider noise cancelling over-the-ear headphones (decreases the need to turn up the volume to hear over other noise).
6. LISTEN RESPONSIBLY!

**Contacts:**

**Dr. Valerie Parrott, Audiologist at Parrott’s Hearing clinic Inc.**

Phone: 754-4884, 1-800-563-0957 E-mail: [vparrott@parrottshearing.nf.ca](mailto:vparrott@parrottshearing.nf.ca)

**Leon Mills, Executive Director at CHHA-NL**

Phone: 1-888-(753-3224), E-mail: [lmills@nfld.net](mailto:lmills@nfld.net)

**Kim Pratt-Baker, Director of Programs and Services at CHHA-NL**

Phone: 1-888-(753-3224), E-mail: [kpbaker@nfld.net](mailto:kpbaker@nfld.net)

Hearing Loss Due to noise is Permanent and Expensive

Protect & Celebrate Your Hearing

May is Better Hearing and Speech Month

