

University students create campaign to make young people listen

Students at AUT University in Auckland collaborate with technicians and the National Foundation for the Deaf (NFD) to introduce a giant model Ear and iPod to high school students in a bid to make a loud noise about safer listening practices.

Recent research has shown that one in five teenagers has experienced early signs of hearing loss due to prolonged exposure to loud music. But NFD and AUT believe hearing loss can be prevented through education and awareness.

Chief Executive of NFD Louise Carroll said many young people are putting their hearing at risk because they listen to music too loud and for too long on personal music players.

“Music players can reach volumes in excess of 100dB – the equivalent of a jet engine during take-off.

“While people wouldn’t choose to stand near a jet for very long, many spend hours listening to music at the same dangerous level, without realising the potential for premature hearing loss,” Carroll said.

The campaign, which runs from the 20 - 24 September, aims to ensure people aged 13 to 18 years know how important it is to protect their hearing while enjoying music and sound. Along with New Zealand musicians and Earrol, the giant ear, the 'Listen Hear, Love the Music' team will visit high schools around Auckland to educate young people about how to enjoy music safely.

The NFD team will engage students in interactive competitions to raise their interest in safer listening at gigs, clubs and festivals around New Zealand, and demonstrate the potential for life without music. The NFD team will also be armed with tips for protecting hearing.

ENDS

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