

## **Educating the public about the safe usage of personal audio technology**

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### **ABSTRACT**

ASHA's award winning campaign, *America: Tuned In Today . . . But Tuned Out Tomorrow?* focuses on educating the public about the safe usage of personal audio technology. It encourages consumers to turn down the volume, limit listening time, and upgrade their headphones, strategies that would reduce the likelihood of turning up volume levels to block out unwanted sound.

ASHA's campaign has been referenced in news reports and it is responsible for several "firsts" including convening national legislators and experts to address the potential risk of hearing loss from the misuse of the technology; and, having collaborators from industry (the Consumer Electronics Association, Unwired Technology, Califone International) and from the world of music (the rock group O.A.R.), among others.

The presentation will present survey data on personal audio technology usage habits; highlight some of the resources developed and utilized in the campaign; and describe outcomes achieved to date.