Annotation labels (left column)

- Eye-catching headline image with catchy phrase
- Numerical factoid, like a hearing related Snapple fact
- Bullet points detailing key aspects of NIHL
- Target audience-related images gradated by decibel (dB) level
- Decibel (dB) definition of term
  Decibel (dB) and duration highlights
  Risk Factors
- Healthy Hearing Checklist
- Practice branding and contact information

Poster content

Fireworks may be once a year, but protecting your hearing health is 24/7/365

★ Approximately *26 million* Americans have hearing loss that may have been caused by exposure to noise. ★

Noise-Induced Hearing Loss (NIHL)

- Is the only type of hearing loss that is typically preventable.
- Can happen at any age and is potentially permanent.
- Has affected as many as 16% of teens (12-19).
- Is caused by damage to the inner ear's hair cells which normally convert sound into signals the brain understands.

| Normal Conversation 60 dB | Power Lawn Mower 90 dB | Motorcycle 95 dB | Emergency Siren 120 dB | Firecrackers 150 dB |

What is a decibel?

A decibel (dB) is a unit of sound measurement. The scale goes from the faintest sound a human ear can detect (0 dB) to the noise at a rocket pad during launch (over 180 dB).

How can noise damage my ears?

110 dB Regular exposure longer than 1 minute risks permanent hearing loss.

85 dB Prolonged exposure to any noise at or above can cause gradual hearing loss.

What are other risk factors for NIHL?

- Smoking
- Gender (Male)
- Diet
- Diabetes
- Cardiovascular Disease
- Genetic Factors

Healthy Hearing Checklist

- ☑ Know which noises can cause damage (those at or above 85 dB).
- ☑ Protect the ears of children too young to protect their own.
- ☑ If you can't reduce the noise or protect yourself, move away from it.
- ☑ Wear earplugs or other protective devices.
- ☑ Have your hearing screened if you think you might have hearing loss.
- ☑ Know that disposable earplugs are for one-time use only.

Our Caring Experts, "Hear to Help"

Sound Advice
Hearing Aid Center

http://american-hearing.org/disorders/noise-induced-hearing-loss/; https://www.nidcd.nih.gov/health/hearing/pages/noise.aspx