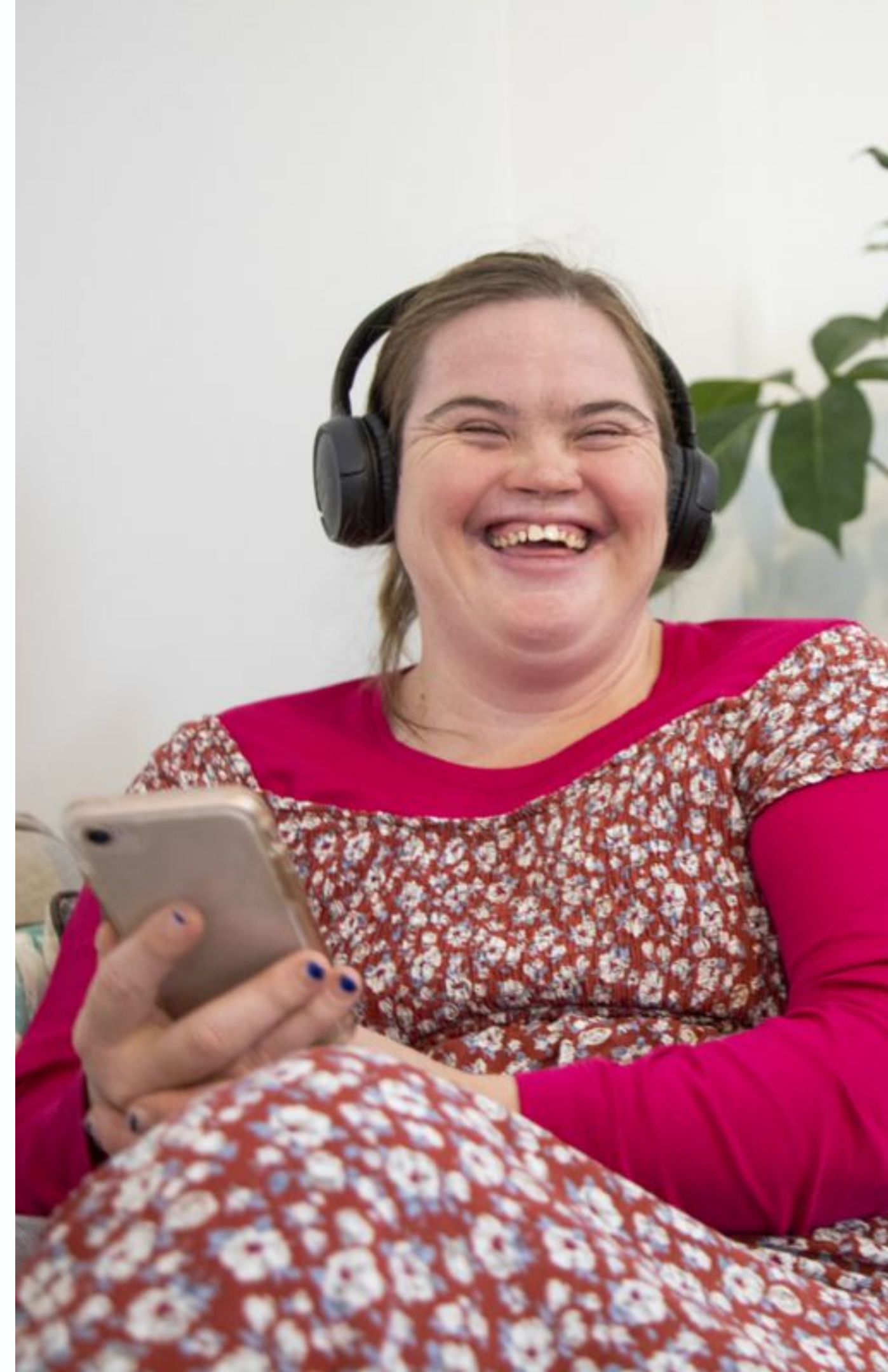




# **Social media toolkit** **for World Hearing Day** **2022**



With over a billion young people at risk of avoidable hearing loss due to recreational sounds, the focus of the World Hearing Day 2022 will be on hearing loss prevention through safe listening.

The theme 'To hear for life, listen with care' signifies that to have good hearing across the life course, it is important to take care of one's ears and listen safely.



To hear for life,  
listen with care!

- 1 It is possible to have good hearing across the life course through ear and hearing care.
- 2 Many common causes of hearing loss can be prevented, including that which is caused by exposure to loud sounds.
- 3 Practicing safe listening can mitigate the risk of hearing loss associated with recreational sound exposure.



Call to action for  
governments,  
industry partners,  
and civil society!





**Join our online  
musical fiesta on  
March 2 at 13:30 CET**

Save the date

[Click here to  
register](#)





World Hearing Day Launch Webinar

**2 March 2022**

**1330 - 1430 CET**

Event moderated by **Ricky Kej** and  
**Lucy Kalantari**, Grammy award  
winning musicians



# Click to Tweet

This #WorldHearingDay @WHO will focus on #safelistening for maintaining good hearing across the life course. Join us on 2 March for a webinar hosted by @rickykej and @Lucytoon. Register now: [bit.ly/3BPFtWi](https://bit.ly/3BPFtWi) @ShellyChadha1

CLICK HERE







# Click to Tweet

Today is #WorldHearingDay!  
Loud sounds can damage ears and  
cause hearing loss or ringing in the ears  
(tinnitus).

Find out how you can protect your  
hearing

[bit.ly/3gN8IPY](https://bit.ly/3gN8IPY) #safelistening @WHO  
@ShellyChadha1

CLICK HERE





## Loud sounds at work and leisure can damage your hearing



To make listening safe:



Keep the volume down

Use earplugs in noisy surroundings

Limit time spent engaged in noisy activities

Use smartphone apps to monitor sound levels

Get regular hearing check-ups

Once you lose your hearing, it won't come back!

Learn more



Make Listening Safe

#safelistening



# Click to Tweet

Do you work in a noisy place, use headphones regularly, or visit places with loud music? You could be at risk of hearing loss.

Practice #safelistening to protect your hearing. #worldhearingday

Get checked regularly!

@WHO @ShellyChadhal

[bit.ly/3Bqe7Wz](https://bit.ly/3Bqe7Wz)

CLICK HERE





#worldhearingday  
#safelistening  
#hearingcare



Don't forget to  
mention this  
year's hashtags!



**@WHO**

The World Health Organization

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**@RMinghui**

Ren Minghui  
Assistant Director-General, Communicable &  
Noncommunicable Diseases, WHO

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**@MikkelsenBente\_**

Bente Mikkelsen  
Director of Department for NCD, WHO

---

**@AlarcosC**

Alarcos Cieza  
Head of Sensory Functions, Disability and  
Rehabilitation Unit, WHO

---

**@shellychadha1**

Shelly Chadha  
Technical lead, Ear and Hearing Care, WHO

---

**@makelistenings1**

Make Listening Safe initiative



And to tag us  
in your  
Tweets!

# Campaign materials

[Click here to access the materials!](#)



Announcement poster



Flyer



Poster & Banner





WHO global standard for venues and events presents recommendations for:

- Sound level limit
- Sound level monitoring
- Venue acoustics and sound systems
- Personal hearing protection
- Quiet zones
- Appropriate training and information

**Call to action for governments, owners & managers of venues and events, acousticians, engineers, musicians, and others!**



## WHO handbook on mSafeListening

This document provides guidance on planning, conduct and monitoring of awareness raising programmes through digital media.

It is accompanied by online message libraries that include short, validated messages on hearing care and safe listening.



Coming soon!

(available from 2  
March 2022)



Coming soon!

(available from 2  
March 2022)



## Media brief on #safelistening

Provides data and information on hearing loss and safe listening. All up-to-date information is presented in one place for ease of access. Journalists and others writing on the topic can use this to facilitate background research. It also includes ideas for stories, some tips on Dos and Don'ts, and links to WHO communication materials.

[Access materials in English](#)

[Access materials in French](#)

[Access materials in Arabic](#)

[Access materials in other languages](#)

[Access materials in Spanish](#)

[Access materials in Chinese](#)

[Access materials in Russian](#)



The World Hearing Day 2022 materials are available in many languages!



Make  
Listening Safe  
webpage

World Hearing  
Day Webpage

Safe listening  
Wikipedia

The World  
Hearing Forum  
Changemakers  
Facebook

World Hearing  
Day  
Wikipedia

Make listening  
safe LinkedIn

Useful links

**Promote #safelistening  
multiple times this year!**

**27 April: International Noise Awareness Day.**

**21 June: World Music Day.**

**1 October: International day of Music**

**January 2023: The UNESCO Week of Sound**



Register

Review the  
registered  
events

Here is your  
chance to register  
your activities and  
events!



**Become a member of the  
**World Hearing Forum** to  
promote global action for  
ear and hearing care!**

In case of any  
concerns  
contact us at  
[whf@who.int](mailto:whf@who.int)





**To hear for life,  
listen with care!**