Role of health communication in "Make Listening Safe"

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Avoiding Trouble

Current messaging appears to be provided because of regulatory obligation or to avoid possible litigation (liability) rather than being theory-based, best-practices for promoting safe listening.
Review Focus

1. Principles of health communication that have been utilized in hearing health promotion /interventions designed for the prevention of noise-induced hearing loss and tinnitus;

2. Principles of health communication that have been applied to music-player (personal audio system) research;

3. Application of health message framing;

4. The use of technology for health promotion.
Theoretical Basis of Health Communication

- Intrapersonal-level theories
- Interpersonal-level theories
- Community-level theories
Intrapersonal-Level Theories
Interpersonal-Level Theories
Socio-Ecological Model of Hearing Health Promotion

Individual Experience
Knowledge
Beliefs
Behavior

Interpersonal Relationships

Organizational Workplace Schools Groups Military

Community Geography, Shared Interests, Values

Public Policy Regulations, Best-Practice Guidelines

Meinke and Sobel, 2017
Socio-Ecological Model of Hearing Health Promotion

- Individual
  - Experience
  - Knowledge
  - Beliefs
  - Behavior

- Interpersonal
  - Relationships

- Organizational
  - Workplace
  - Schools
  - Groups
  - Military

- Community
  - Geography
  - Shared Interests
  - Values

- Public Policy
  - Regulations
  - Best-Practice Guidelines

Consistent messaging from multiple sources; App dissemination

Adaptation of the WHO App for global populations with relevant messaging

Meinke and Sobel, 2017
Additional Considerations

• Other health communication theories have not been implemented or evaluated in the context of hearing health promotion.

• Unintended consequences may undermine the efforts. Cho and Salmon (2007)
Relevant Constructs with Evidence

- Susceptibility to NIHL
- Severity of NIHL
- Benefits of preventing NIHL
- Barriers to preventing NIHL
- Social norming is important
Message-Framing

• Example of **Gain-Framed Message**:  
  – “Listening at safe levels will allow you to enjoy music for a lifetime”

• Example of **Loss-Framed Message**:  
  – “Turn the volume down or your ears may never stop ringing”
Use of Technology for Health Promotion

- **Model of Motivational Messaging** (op den Akker et al. 2015)
  - “the likelihood of improving and maintaining healthy behaviors is enhanced through tailoring of the timing, content, intent and representation of supportive messages as specifically as possible to targeted individuals.”
  - Smartphones provide a ready-made system for real-time messaging

- **Pop-Up Messaging:**
  - observations from other studies may be informative
Lessons Learned from Other Health Promotion Campaigns

• The average health campaign affects the intervention community by about 5 percentage points (5%).

• Need to focus on goals, strategy and research
  Synder (2007)

• Mass Media (television, radio and newspapers) campaigns to change health behavior can directly and indirectly influence positive changes in health-related behaviors across large populations.
  Wakefield et al (2010)
Summary

- Large and growing body of literature that indicates that health messaging does facilitate positive health behavior changes and knowledge from these studies is ready to be evaluated in the context of personal audio system safety.

- Research must occur before recommendations for regulatory standards or guidelines can be proposed.
Technology
People
Research
Partnerships
Technology
People