The user perspective
Prof. Sara Rubinelli

6 March 2017
WHO-ITU consultation on the Making Listening Safe initiative
WHO headquarters, Geneva, Switzerland
A main challenge of health promotion

Bulletin of the World Health Organization

Why are we failing to promote physical activity globally?

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Health is not always the goal

Our persistent failure to promote physical activity throughout the world suggests that public campaigns and social recognition of the health benefits of a physically active lifestyle are not enough to change people’s behaviour. Nonetheless, public health campaigns for improving physical activity have centred almost exclusively around the message that physical inactivity and a sedentary lifestyle are harmful to health and that, conversely, adhering to the recommended levels of physical activity brings multiple health benefits. But health is only one among the many factors that can encourage participation in physical activity, and it does not appear to be the most important one.
A main challenge of health promotion: a life of self-perceived pleasure


Negotiated pleasures in health-seeking lifestyles of participants of a health promoting intervention.

Jallinoja P¹, Pajari P, Absetz P.

Author information
Hearing habits (why)

From literature review (references distributed)
- people reported listening while doing other activities (e.g. walking, driving, travelling on public transports, exercising, reading)
- Relaxation
- Concentration
- Excitement
- Desire to isolate from the others
- No intentional thinking requires
Focus group in Nottwil – some findings

• The pleasure of listening to music
• Listening has a strategy for other things (concentration, better work and so on)
Survey – Data collection
(15/02 – 20/02/2017)

MTurk workers belonging to three age groups (18-25) (26-30) (31+)
N = 1019 (45.8% female, 54.2% male)

Survey consisting of the following blocks
1. Listening habits
2. Knowledge (of noise-induced hearing loss)
3. Receiving information
4. Stages of change¹
5. LHQ²: Susceptibility, severity, benefits, barriers, self-efficacy
6. Interest in using app
7. Message testing
8. Socio-demographics

¹ DiClemente & Prochaska, 1991
² Listening Habits Questionnaire (Portnuff et al., 2011)
Knowledge is high

Listening to sounds **above 85 dB** (Decibel) **over a period of time** can cause **permanent damage** to your hearing.

The **amount of time** you listen to a sound **affects how much damage** it will cause.

Listening with earphones/ headphones at **loud listening levels** may **damage hearing**.

- **75.8 %** answered correctly
- **72.2 %** answered correctly
- **95.4 %** answered correctly

24 March 2017
But many not prepared to do anything

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<th>Frequency</th>
<th>Valid Percent</th>
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<tr>
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<td>Total</td>
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Lessons from social marketing

• Autonomy and self-determination as a framework for health promotion (failure of the top-down from the “we know” to the “you do”)

• Institutions work to promote informed decision-making as a gold standard: exact information about risks, consequences and what to do to avoid damage

• The risk of too much health information available (and often inconsistent) and empowerment:
Importance of

• Determining exact standards

• Spreading exact and consistent information about standards

• Offering tools to assist in developing/strengthening appropriate behavior

• Need for integrated interventions (all stakeholders, including manufacturers, involved in synergy)