

WHO-ITU Consultation on the Make Listening Safe Initiative

1-3 July 2025, ITU Headquarters, Geneva, Switzerland

Meeting Agenda

Chaired by: Dr Guy Fones, Director a.i. Department for Noncommunicable Diseases, Rehabilitation and Disability

Day 1		
Session 1: 09:00-10:20		
Introduction		
8:30-9:00	Registration	
9:00-9:10	Opening session	Guy Fones, Director a.i. Department for Noncommunicable Diseases, Rehabilitation and Disability, WHO Bilel Jamoussi, Deputy to the TSB Director, ITU
9:10-9:35	Ten Years of Make Listening Safe: Progress, Challenges, and Opportunities	Shelly Chadha Simao Campos
9:35-10:20	Introductions	All
10:20-11:00	Group photo and coffee break	
Session 2: 11:00-13:00		
Looking back		
11:00-11:45	Making Listening Safe across the world: snapshots	All
11:45-12:30	Panel discussion on success stories	All
12:30-13:00	Reflections	All
13:00-14:00	Lunch Break	
Session 3: 14:00-15:45		
Looking forward		
14:00-14:30	Looking ahead: 2035 ambitions	

14:30-14:45	How do we get there: introduction to call for commitments	Shelly Chadha
14:45-15:45	Group work on call for commitments	
15:45-16:15	<i>Coffee break</i>	
Session 4: 16:15-17:45 Looking forward II		
16:15-17:00	Reflections on call	All
17:00-17:10	Emerging issues	Lauren Dillard
17:10-17:20	Emerging issues- impact of digitally treated sound	Prof. Paul Avan
17:20-17:40	Questions, discussions	All
17:40-17:45	Introduction to Day 2 and 3; thematic group work sessions.	

Day 2 Thematic group work sessions 09:00-17:00			
<p>Thematic group work sessions are structured breakout discussions designed to support focused, in-depth exploration of key topics within the Make Listening Safe initiative. Each group centres on a specific theme – devices and systems, venues and live events, research protocols, or advocacy and awareness. Participants join based on their interest, expertise, or relevance to their work.</p> <p>These sessions provide space to:</p> <ul style="list-style-type: none"> • Exchange insights, experiences, and evidence across sectors and regions. • Address shared challenges and co-create solutions. • Develop actionable recommendations, implementation pathways, or research ideas aligned with the initiative's goals. <p>Each group is facilitated and guided by a purpose, objectives, and discussion prompts, and may lead to collaborative proposals or future working frameworks.</p>			
Group A Devices, systems, video gameplay & esports	Group B Venues & events	Group C Research Protocols	Group D Advocacy & awareness
Chair: Masahito Kawamori	Chair: Adam Hill	Chair: Adrian Fuente	Chairs: Hayatee Hasan & Carolina Der
WHO facilitator: Shelly Chadha	WHO facilitator: Arveen Sodhi	WHO facilitator: Lauren Dillard	WHO facilitator: Carolina Der

Group A – Devices, systems, video gameplay & esports

Purpose:

To explore opportunities for embedding safe listening standards (ITU-T H.870 and H.872) and principles into personal listening devices, systems, and platforms for video gameplay and esports.

Objectives:

- Promote broader adoption of ITU-T H.870 and H.872 among manufacturers.
- Develop a roadmap for implementing conformance testing protocols.
- Improve dosimetry accuracy in personal listening devices.
- Raise industry-wide awareness through trade associations and forums.
- Map stakeholders and opportunities for advancing safe listening integration.

Group B – Venues & Events

Purpose:

To support the global uptake and localisation of WHO's standard for safe listening in venues and live events.

Objectives:

- Identify implementation opportunities and barriers in diverse event settings.
- Integrate the standard into professional training and informal pathways.
- Embed the standard in policies, licensing, and certification systems.
- Learn from successful grassroots, corporate, and festival implementations.
- Engage target stakeholders and professional bodies for wider adoption.
- Develop strategies for lobbying governments and Member States.

Group C – Research Protocols

Purpose:

To finalise a shared research protocol for assessing recreational sound exposure and its impact on hearing, and to identify global research priorities.

Objectives:

- Finalise the WHO/ITU research protocol for cross-contextual field testing.
- Standardise and adapt research questionnaires for different populations.
- Assess the utility of large datasets (e.g. Apple Hearing Study).
- Explore emerging research topics (e.g. dosimetry, behaviours, social factors).
- Develop strategies for collaboration, funding, and dissemination.

Group D - Advocacy & Awareness

Purpose:

To develop coordinated strategies for raising awareness and driving action through advocacy, education, and cross-sector partnerships.

Objectives:

- Review current advocacy efforts, with a focus on WHO materials such as *Smart Hearing for Children*.
- Identify messaging themes for different audiences.
- Strategize approaches for engaging teenage populations.
- Address gaps related to hearing damage symptoms such as tinnitus.
- Map potential partners (influencers, educators, associations, media).
- Leverage existing campaigns and global events for amplification.
- Engage institutions and funders to prioritise safe listening.
- Ensure inclusive, culturally relevant messaging for underserved settings.

Day 3

Thematic group work session: 09:00-11:00

Plenary discussion and closure: 11:30-13:00

09:00-11:00	Continuation of Thematic Group Work sessions.	Groups A, B, C and D.
11:00-11:30	Coffee break	
11:30-13:00	Plenary session and meeting close	
14:30-17:30 ITU Q2/21 Rapporteur Meeting		
14:30-17:30	ITU Q2/21 Rapporteur Meeting	Masahito Kawamori Members of Q2/21