



WHO-ITU stakeholders' Consultation on the Make Listening Safe initiative

MEETING HANDBOOK

17-19 February 2020
Geneva, Switzerland



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I. CONCEPT NOTE

It is estimated that over a billion young people worldwide are at risk of hearing loss due to unsafe listening practices (<https://www.who.int/activities/making-listening-safe>). In response to this growing public health problem, WHO launched the Make Listening Safe initiative in 2015. The initiative aims to reduce the risk of hearing loss posed by unsafe listening behaviours. In order to facilitate safe listening, WHO has identified the following three strategies:

- **Develop and implement the WHO-ITU global standard for safe listening devices.**
- **Undertake a public health campaign for listening behaviour change.**
- **Develop a regulatory framework for control of recreational sound exposure**

To advance this agenda, WHO and ITU have adopted a consultative approach. Since 2015, WHO has been regularly organizing stakeholders' consultation with experts in the field of hearing and sound; civil society organizations; professional groups; private sector and youth groups.

It is proposed to hold the next consultation with experts and other stakeholders, with the objectives to:

1. Discuss ways and means for promoting and implementing the WHO-ITU Standard for safe listening devices.
2. Share the progress made in different areas of work such as online approaches for raising awareness among different target audiences; a media brief on safe listening, and the Be Healthy, Be Mobile mHealth tool for safe listening.
3. Share progress and discuss component of the regulatory framework for control of recreational sound exposure in entertainment venues.

Participants:

- Experts in the field of audiology, otology, public health, epidemiology, acoustics, sound engineering, including members of the Make Listening Safe working groups.
- ITU and its member organizations
- Standardization organizations
- Consumer organizations
- Youth groups
- Associations of musicians and venue managers

II. PROVISIONAL AGENDA

The meetings will commence in Salle C on each day at 9am. All participants are requested to arrive in Salle C on 5th floor after registration at the front desk.

Day 1: Monday 17 February 2020 Salle C	
8.30-9.00	Registration
9.00-9.30	Welcome and introduction
Day 1 Session A: WHO-ITU Standard for safe listening devices (Salle D)	
9.30	WHO-ITU Standard for safe listening devices: where are we now Masahito Kawamori Implementation of the WHO-ITU Standard for safe listening devices Roxana Widmer-Iliescu Purpose and objectives of the meeting Masahito Kawamori ITU compliance testing process Simao Campos Compliance testing document Shelly Chadha
10.30-11.00	Tea/coffee break
	Discussion
12.30-14.00	Lunch
	Discussion
15.30-16.00	<i>Tea/coffee break</i>
	Discussion and next steps

Time	Day 1 Session B: Parallel session on school-based programs for safe listening (Salle C)
9.30-9.40	Introduction on school-based programs for safe listening
9.40-10.05	Dangerous Decibels William Martin and Deanna Meinke
10.05-10.20	Listen to your buds Joseph Cerquone
10.20-10.40	Discussion
10.40-11.00	Tea/Coffee Break
11.00-12.00	Demonstration of Dangerous Decibels program William Martin
12.00-13.00	Feedback and discussion
Time	Day 1 Session C: Parallel session on research protocol on assessment of hearing loss (E110)
9.30-17.30	Group work

Day 2: Tuesday 18 February 2020 Salle C	
Time	
9.00-9.25	Welcome and Introduction
9.25-9.30	The voice of young people
9.30-9.45	WHO Make Listening Safe initiative: Where are we now Shelly Chadha
9.45-9.55	World Hearing Forum and Make Listening Safe Mark Laureyns and Amarilis Melendez
9.55-10.15	Discussion
10.15-10.45	Tea/coffee break
10.45-11.00	WHO-ITU Standard for safe listening devices: updates and compliance Simao Campos and Denis Andreev
11.00-11.10	WHO Media brief on safe listening Fiona Salter
11.10-11.20	Development of message database as part of WHO mHealth tool on safe listening Matt Howick
11.20-11.30	Music makers pledge Ricky Kej
11.30-11.45	Dangerous Decibels school-based program on safe listening William Martin and Deanna Meinke
11.45-12.15	Discussion
12.15-13.15	Lunch
13.15-13.30	Instructions for group work
13.30-15.00	Group work
15.00-15.30	Tea/coffee break
15.30-16.45	Discussion
16.45-16.50	Regulatory framework for control of loud sounds in entertainment venues: WHO perspective Kaloyan Kamenov
16.50-16.55	Civil society perspective on the regulatory framework Daniel Fink
16.55-17.05	Venue owners' perspective on the regulatory framework Max Reichen and Ronnie Madra
17.05-17.10	International Federation of Musicians perspective on the regulatory framework Thomas Dayan
17.10-17.15	Professional society perspective on the regulatory framework Adam Hill
17.15-17.20	Young persons' perspective on the regulatory framework Esha Sajjanhar
17.20-17.45	Discussion and Next steps
17.45-18.00	Group photo
18.00	Reception

Day 3: Wednesday 19 February 2020 Salle C	
Time	
9.00-9.05	Objectives of the day
9.05-9.15	WHO framework for entertainment venues: Overview Shelly Chadha
9.15-9.30	Sound limits and sound measurement: Review and recommendations Johannes Mulder
9.30-9.45	Sound distribution: Review and recommendations Ian Wiggins
9.45-10.00	Hearing protection: Review and recommendations Cory Portnuff
10.00-10.30	Discussion
10.30-11.00	Tea/coffee break
11.00-11.15	In-depth interviews with experts: Results Kaloyan Kamenov
11.15-11.25	Online users survey: Purpose and Initial Results Nicola Diviani
11.25-11.35	Use of mobile apps for safe listening venues Kelly Tremblay
11.35-12.00	Discussion
12.00-13.15	Lunch
13.15-13.30	Instructions for group work
13.30-15.00	Group work on components of the regulatory framework
15.00-15.30	Tea/coffee break
15.30-16:45	Reflections and discussion
16.45-17.00	Next steps

III. GROUP WORK DISTRIBUTION

17 February 2020

Meeting on WHO-ITU Standard for safe listening devices (Salle D)	Meeting on school-based programs for safe listening (Salle C)	Meeting on research protocol for assessment of hearing loss (Room E110)
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18 February 2020

Standard on safe listening devices (Salle C)	Media Brief (Room 6108)	mHealth tool (Salle D)	School-based program (Salle D)	Music makers' pledge (Room E110)
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IV. WORKING AREAS

WHO school-based training module on safe listening

Concept note

Relevance

Establishing healthy behavior during childhood has proven to be a successful strategy. Schools play a critical role in promoting health and safety, helping children to establish lifelong healthy behavior patterns. Therefore, a school-based program that teaches children how to practice safe listening and prevent hearing loss is crucial. Such a programme could ensure that safe listening behaviours are inculcated from a very early age, as a means of hearing loss prevention.

Objectives

- Encourage governments and schools to establish programs that:
 - Raise awareness on the risks of unsafe listening among school children and teachers.
 - Teaches children about safe listening practices and inculcates safe listening behaviors from an early age.
- Broaden the reach of WHO's messages and recommendations through an accessible, uniform and validated approach.

Proposed contents

- A training manual with the training module and guidance for trainers on planning and delivery of the module.
- An online video for preparing trainers (teachers or older students) to deliver the program face-to-face. (In-person training of trainers will be promoted as an ideal approach. However, an online video could illustrate this information in a visual way with a step-by-step demonstration of each element that needs to be delivered, in order to improve understanding of and access to the training content).
- A stand-alone online audiovisual or interactive information resource that can be used to sensitize children directly, without any facilitation, if a school decides that this is a preferred way or where the resources are limited.

Methodology

- Study validated school-based programmes for safe listening and determine best practices.
- Determine the contents of the programme and agree on the training approach.
- Draft the training manual and guidance, in consultation with experts.
- Field test the training resources and revise contents based on feedback.
- Prepare supporting videos and information resources.

WHO mHealth tool for safe listening

Concept note

Relevance

Text messaging is an established way for reaching big audiences and potentially influencing their health-related behaviour. WHO launched the Be He@lthy, Be Mobile initiative in 2013 to address the burden of NCDs by advancing the scale-up of mHealth services in Member States. The initiative is a collaboration between WHO and the ITU. Be He@lthy, Be Mobile provides technical support to governments who want to develop their own mHealth programs. The initiative has been implemented in more than ten countries so far, addressing diverse issues such as raising awareness on cervical cancer and diabetes, or helping people quit tobacco use.

Objective

- To enhance countries' domestic services for prevention of hearing loss by increasing awareness on the need and means for safe listening and the negative consequences of loud sounds.

Target groups for messaging

1. adolescents and young adults;
2. parents of young children, adolescents and young adults.

Contents

- Database of messages on safe listening intended for the identified target groups.
- Methodology for customization and dissemination of safe listening messages in countries.
- Guidance on implementation, monitoring and evaluation of mHealth programmes on safe listening.

Methodology

- Stakeholder consultation to identify target groups and define the overall direction of messaging (held in February 2019)
- Desk review and creation of 'test messages'
- Discussion with expert and stakeholder group
- Focussed groups/workshops with target groups
- Development of database of messages
- Online survey for feedback from across the world
- Finalization of database of messages
- Developing the handbook for their implementation, monitoring and evaluation
- Launch of the Be He@lthy, Be Mobile handbook on safe listening and ongoing support to Member States for its implementation.

To be undertaken by
a professional
communication
company

Music makers pledge

Concept note

Relevance

WHO is working with different stakeholders to spread the message of and raise awareness on safe listening among people. One of the main drivers of hearing loss and tinnitus in young adults and adolescents is exposure to loud sounds in entertainment venues. Different professional groups involved in creating, distributing and managing music can have an impact on the listening behaviour of their patrons. Musicians, sound engineers, venue owners and others have the power to influence their audiences through their own professional and personal practices. Therefore, it is important for this group to be involved in the safe listening program and contribute towards a world where everyone enjoys music in a safe manner.

Objectives

- To involve all those professional groups who contribute to creating and distributing music in the initiative and build up a movement amongst them.
- Engage with these groups so they may directly or indirectly influence safe listening behaviours among the target groups.

Target groups (identified during the 2019 Make Listening Safe meeting):

1. those who make music and control the sound such as: musicians, conductors, sound engineers, music producers, schools of music, and
2. those who are not in control of the music but are still exposed to loud sounds such as: tech crew, venue owners, event production crew, manufacturers, regulatory authorities.

Content

The pledge will highlight the value of hearing as a prerequisite for the continued enjoyment of music. It should include a commitment by the professional to adopt and promote safe listening practices in professional and personal life, as a means for protecting their own hearing and promoting safe listening practices among their patrons/audiences.

Methodology

- An initial draft/s of the pledge/s to be discussed and finalized during the 2020 Make Listening Safe meeting.
- Testing the acceptability with the target groups through interviews or surveys (methodology to be discussed).
- Finalizing the pledge/s and disseminating through social media and identified change agents in each target group.
- Recognizing champions

WHO toolkit for media on safe listening

Concept note

Relevance

Overall, there are low levels of awareness on noise induced hearing loss, its causes and its long-lasting consequences. As for many health topics, media plays a key role in raising awareness on the topic and informing about people about policies and behaviours required to halt the problem. Therefore, it is fundamental that journalists covering the subject of noise, loud sounds and hearing loss understand the subject and report it in a manner which gives valid and correct information to their audiences. To do this WHO is currently developing a toolkit for media, that will include a media brief and other existing evidence-based materials on hearing loss and safe listening.

Objective

- Ensure that journalists from across the world have easy access to validated information on the topics of loud sounds, safe listening and hearing loss.

Target group

Journalists and media professionals who are producing stories on safe listening and noise induced hearing loss.

Contents:

- A media brief that compiles facts on hearing loss, suggests story angles and ideas, gives an example of a good fact-based article; lists Dos and Donts; highlights language to be avoided; and provides guidance on defining good and bad stories.
- Relevant WHO documents on hearing loss and safe listening including fliers, infographics, FAQs, and social media materials
- Links to background materials hosted on WHO website

Methodology

- Determine the purpose, outline and process of development (done during the WHO consultation on safe listening in 2019).
- Undertake a desk review of published articles in the past 10 years to examine trends and patterns of media coverage w.r.t. safe listening and hearing loss.
- Outline the structure of the media brief
- Draft the text in a media friendly language and format.
- Gain expert and stakeholder inputs on the draft.
- Revise and finalize the media brief and toolkit contents.

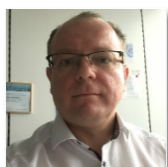
Undertaken by a professional journalist, in consultation with WHO

V. GROUP WORK DISTRIBUTION

19 February 2020

Sound limits/measurement/distribution (Salle C)	Earplugs, quiet rooms, communication (Salle D)
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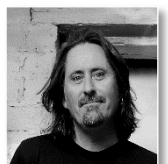
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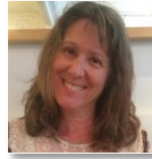


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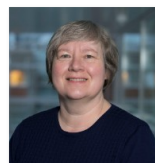
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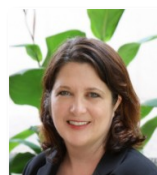
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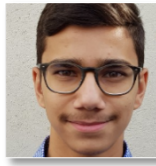
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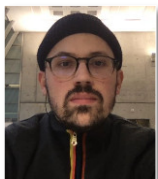
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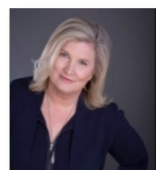
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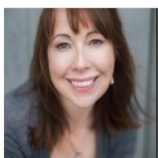
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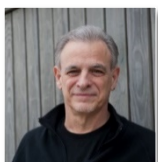
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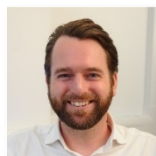
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VIII. WEBEX LINKS

* 17 Feb 2020 – WHO-ITU Standard for safe listening devices

Salle D

<https://who-meeting.webex.com/who-meeting>

Meeting number (access code): 844 494 180

Meeting password: hVajRTX2

Join by phone

Tap to call in from a mobile device (attendees only)

+41-43456-9564 Switzerland toll

+1 631 267 4890 USA/Canada toll

Global call-in numbers

Join from a video system or application

Dial [844494180@who-meeting.webex.com](tel:844494180@who-meeting.webex.com)

You can also dial 62.109.219.4 and enter your meeting number.

Join using Microsoft Lync or Microsoft Skype for Business

Dial [844494180.who-meeting@lync.webex.com](tel:844494180.who-meeting@lync.webex.com)

* 17 Feb 2020- School-based modules on safe listening

Salle C

<https://who-meeting.webex.com/who-meeting>

Meeting number (access code): 846 943 233

Meeting password: rPxDHfD7

Join by phone

Tap to call in from a mobile device (attendees only)

+41-43456-9564 Switzerland toll

+1 631 267 4890 USA/Canada toll

Global call-in numbers

Join from a video system or application

Dial [846943233@who-meeting.webex.com](tel:846943233@who-meeting.webex.com)

You can also dial 62.109.219.4 and enter your meeting number.

Join using Microsoft Lync or Microsoft Skype for Business

Dial [846943233.who-meeting@lync.webex.com](tel:846943233.who-meeting@lync.webex.com)

*** 18 Feb 2020 - Salle C**

<https://who-meeting.webex.com/who-meeting>

Meeting number (access code): 845 895 478

Meeting password: sBpxQMF3

Join by phone

Tap to call in from a mobile device (attendees only)

+41-43456-9564 Switzerland toll

+1 631 267 4890 USA/Canada toll

Global call-in numbers

Join from a video system or application

Dial [845895478@who-meeting.webex.com](tel:845895478@who-meeting.webex.com)

You can also dial 62.109.219.4 and enter your meeting number.

Join using Microsoft Lync or Microsoft Skype for Business

Dial [845895478.who-meeting@lync.webex.com](tel:845895478.who-meeting@lync.webex.com)

*** 19 Feb 2020 - Salle C**

<https://who-meeting.webex.com/who-meeting>

Meeting number (access code): 848 977 272

Meeting password: uYN2M3Da

Join by phone

Tap to call in from a mobile device (attendees only)

+41-43456-9564 Switzerland toll

+1 631 267 4890 USA/Canada toll

Global call-in numbers

Join from a video system or application

Dial [848977272@who-meeting.webex.com](tel:848977272@who-meeting.webex.com)

You can also dial 62.109.219.4 and enter your meeting number.

Join using Microsoft Lync or Microsoft Skype for Business

Dial [848977272.who-meeting@lync.webex.com](tel:848977272.who-meeting@lync.webex.com)

IX. CAPTIONING LINK

Mon 17 Feb Salle D 0800-1230 and 1330-1800 CET

Link to view text: <https://www.streamtext.net/text.aspx?event=CFI-WHO-SalleD>

Mon 17 Feb Salle C 0900-1330 CET

Link to view text: <https://www.streamtext.net/text.aspx?event=CFI-WHO-SalleC>

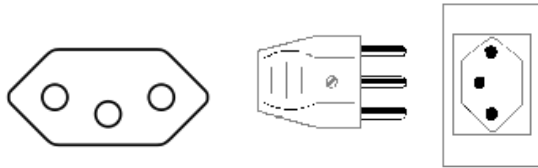
Tues 18 Feb Salle C 0830-1215 and 1315-1800

Link to view text: <https://www.streamtext.net/text.aspx?event=CFI-WHO-SalleC>

Wed 19 Feb Salle C 0830-12 and 1315-1730

Link to view text: <https://www.streamtext.net/text.aspx?event=CFI-WHO-SalleC>

X. GUIDE TO PARTICIPANTS

Venue	<p>Headquarters of the World Health Organization Avenue Appia 20, Geneva</p> <p>The office is placed on the northern side of the river (Rive Gauche), north of the train station (Cornavin) and north- east of the area called Petit Saconnex, just around the corner from the CICG, the International Conference Centre, and the Palais des Nations.</p>
Meeting Room	<p>Salle C, WHO headquarters building</p> <p>The meetings will commence in Salle C on each day at 9am. All participants are requested to arrive in Salle C on 5th floor after registration at the front desk.</p>
Registration	<p>At the WHO Reception (main entrance)</p> <p>Your passport or another form of valid photo ID is needed to get a badge to enter WHO. To collect your badge, please go to the security desk which is on your left as you walk into the main entrance. <u>Please leave sufficient time to collect your badge before the meeting start time as there is often a queue</u></p> <p>The main reception desk can assist in locating specific conference rooms and other facilities available in the building. They can also order taxis on request.</p>
Language	The meeting will be held in English.
Closed captioning	<p>Closed captioning will be provided in English</p> <p>https://www.streamtext.net/text.aspx?event=CFI-WHO</p>
Swiss plug-sockets	<p>Swiss plug-sockets supply the European standard voltage of 230 V AC - 50 Hz. Plug-sockets are shaped as you can see in the picture below.</p> 
To/From Airport	<p>Geneva city centre is very close to the Airport. It is easily reachable by train or by bus using the united network of public transport <u>Unireso</u>. Only one single ticket is required to travel by train, tram, or bus in Geneva.</p> <p>Geneva Transport Card</p> <p>UNIRESO offers a Transport Card to guests of Geneva hotels which is valid for all forms of transport within Geneva. You can get this card at your hotel reception.</p> <p>There is a ticket machine in the baggage claim area at the airport where you are able to get a free one way ticket that can be used on the bus, train or tram.</p> <p>By Train: Train is the easiest way to reach Geneva city centre: 8 minutes between the Airport and Cornavin central station (every 15 minutes). All trains stop at Geneva-Cornavin. The Airport railway station has direct access to the Airport Departure/Arrival levels.</p>

	<ul style="list-style-type: none"> ○ By Bus: The following buses stop at the airport (bus stops at the Departure lev To Geneva city centre: <u>bus 5</u> (every 10 minutes; get off the bus at Gare Cornavin or Coutance. ○ To Geneva city centre: <u>bus 10</u> (every 10 minutes); get off the bus at Coutance. It takes 25 minutes. <p>How much does it cost? It takes 3.00 Chf (Swiss franc) for any single trip of one hour or less within Geneva city. You must buy your ticket before getting onto the bus. Ticket machines are available at all stops - please select the button for 1 hour trip. It is the only one with a red circle around the button. No change is available so please try and carry the correct coins.</p> <p>Where is the train station and bus stop in the airport? Terminal map at http://www.gva.ch/en/Desktopdefault.aspx/tabid-60/</p>
To/From WHO	<p>By Bus: The bus Number 8, direction OMS (OMS means WHO in French) goes to WHO from the station Cornavin. WHO is the last stop. Bus schedule can be obtained at http://www.tpg.ch/</p> <ol style="list-style-type: none"> 1. Click "Horaires" normal 2. Click on the square representing bus route 8 or 28. <p>Select where you will be departing from by clicking on the name of the stop.</p> <p>By Taxi: Most Geneva taxi drivers know the headquarters building as "OMS" (Avenue Appia). There are taxi stands located at almost all main squares in Geneva. Taxis can be called by telephone by dialling the following numbers: (022) 320 20 20, (022) 320 22 02 and (022) 33 141 33. The WHO Reception will also order taxis.</p> <p>Uber services are also available in Geneva.</p>
Access Information	<p>Accessibility of trains, trams, bus routes:</p> <p>Bus: Virtually all buses and trams are wheelchair accessible, and older inaccessible vehicles are very rare. If you encounter an inaccessible vehicle, you can ask the driver when the next accessible vehicle will arrive. Most buses and trams have display screens and announcements of each stop. The bus is the best way to travel from the airport to the city center for wheelchair users, as the train is not accessible without pre-booked assistance. If you do wish to ride the train from the airport to the city center, you can call the Handicap des Chemins de Fer Fédéraux (SBB) at least one hour before departure: 0800 007 102 (6am to 10pm) or from abroad +41 (0) 51 225 78 44. Details of accessibility can be found at: http://www.tpg.ch/en/web/site-international/service-clients/mobilite-reduite</p> <p>Accessible taxi services:</p> <ul style="list-style-type: none"> ○ Mobile-Service - Tel: 079 606 27 60, mser@bluewin, wheelchair available

	<ul style="list-style-type: none"> o Aloha Transport - Tel: +41(0)22 321 12 21 www.alohatransport.ch, also groups of wheelchair users. Reservation 24h in advance for private, individual travel and 48h for corporate trips. o Paramedica - Tel: +41 (0)22 348 53 15 o Transport One - Tel: +41 (0)79 776 26 17 o Transport Handicap - Tel: +41 (0)22 794 52 52, only wheelchair users (Tel: +41 (0)22 794 52 54 for atelier (wheelchair rental)) o Wangler - Transports - Tél : 022.757.39.39 Tél : 022.757.39.39, reduced mobility and wheelchair users <p>Useful Contact details (Geneva) http://www.geneve.ch/handicap/ https://www.angloinfo.com/how-to/switzerland/geneva/healthcare/people-with-disabilities</p>		
Other useful info about Geneva	<ul style="list-style-type: none"> • <u>Geneva Tourism & Convention Bureau</u> (https://www.geneve.com/?rubrique=0000000000&lang=_eng&PHPSESSID=701fedbd7b15a6ce98f8cf0bfb17d9dc) • <u>Geneva International Airport</u> (http://www.gva.ch/en/Desktopdefault.aspx/tabid-11/) <p>MAP</p> <ul style="list-style-type: none"> • Center Town & International Organizations http://www.geneve-tourisme.ch/pdf/PlanCentreVilleOI.pdf • City town http://www.geneve-tourisme.ch/pdf/PlanCentreVille.pdf 		
Whom to contact	Kaloyan Kamenov		Email. kamenovk@who.int TEL. +41 22 791 1466 Office 6110

XI. NOTES



Make Listening Safe
