

A toolkit on how to implement mSafeListening
Web Annex
mSafeListening message libraries



**BE HE@LTHY
BE MOBILE**



**World Health
Organization**



Make Listening Safe

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Be he@lthy, be mobile: a handbook on how to implement mSafeListening. Web Annex. mSafeListening message libraries

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This publication forms part of the document entitled *Be he@lthy, be mobile: a handbook on how to implement mSafeListening*. It is being made publicly available for transparency purposes and information.

Design and layout by 400 communications.

This document provides a library of messages for use in hearing loss awareness/education/prevention mHealth programmes.

These messages have been crafted based on best practice and insight and have been co-produced with members of the target audience to ensure relevance and applicability. However, best practice strongly advises that these messages are used as a basis for interventions; and should be adapted, updated and altered to suit the specific needs of your target audience or community and local context/environment.

The message library is split into sub-libraries based on the following target audiences:

- 1. General population (ID: GP1-GP53)**
- 2. Adolescents that are exposed to loud sounds (ID: AS1- AS47)**
- 3. Adults that are exposed to loud sounds (ID: AD1-AD54)**
- 4. Parents or care providers of children (ID: PM1-PM45)**

Each sub-library is designed to be delivered on its own i.e. a user will only receive the messages from one library depending on which target audience they belong.



General population

This message library contains messages designed to be delivered to the general population who wish to learn more about hearing loss and safe listening. The messages are designed to support people to understand hearing loss, engage in behaviours required to promote hearing health and safe listening. These messages should be adapted for the local population and context following consultation with relevant local groups (please see notes at the beginning of this document). There may be a need to add additional messages to address key issues for the local population.

The messages in this library are designed to be delivered over a **6-month period**, with approximately 2 messages per week. It is recommended that the timing of delivery each week is random to support engagement. The following tokens are used to tailor the messages to support greater engagement:

[name]	If possible, insert recipients name. If not possible then remove.
[hi]	Insert culturally appropriate greeting e.g., Hi, Hello. If not possible then remove.



Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
0		Admin	[hi] [name]. Welcome to mSafeListening. We will be sending you messages to support you in knowing more about hearing loss and its prevention.	130	Admin	<ul style="list-style-type: none"> • Change “mSafeListening” to local program name. • Change “your child” to “children” or “a child” depending on end-user type. 	
1	GP1	General knowledge about hearing loss	Hearing loss is commoner than you think! One out of every five people has hearing loss.	88	Information		1
	GP2	Need for hearing test	Do you often ask people to repeat themselves? This could be a sign of hearing loss. Download the free WHO hearWHO app and check your hearing.	141	Motivation		
2	GP3	Need for hearing test	In children, hearing loss can affect speech and academic performance. Be sure to have your child's ears checked regularly by a health care provider.	148	Information		3
	GP4	Causes of hearing loss	Birth problems, ear infections, loud sounds/noise, use of certain medicines, and old age are some of the common causes of hearing loss.	136	Information		

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
3	GP5	Prevention of hearing loss	Did you know that many causes of hearing loss can be prevented? Treating ear infections and avoiding loud sounds can mitigate your risk of hearing loss.	152	Information		
	GP6	Hearing loss prevention	Want to avoid ear infections? DON'T: <ul style="list-style-type: none"> • put oil, Q-tips/cotton buds, hopi candles, sticks, home remedies in your ear • swim in dirty water • share earphones/earplugs with others 	160	Motivation	<ul style="list-style-type: none"> • Replace with locally appropriate terms e.g., q-tips, cotton buds, ear buds or similar terms that are more suitable locally may be used. 'Home remedies' may be replaced by common remedies that people use e.g., hot oil etc 	5
4	GP7	Ear care	Did you know that your ears clean themselves? Putting cotton buds, Q-tips, sticks, hopi candles or oil in your ears can damage them. Learn more by searching ear care.	153	Information	<ul style="list-style-type: none"> • Replace with locally appropriate terms e.g., q-tips, cotton buds, ear buds or similar terms that are more suitable locally. 	
	GP8	Ear care	Want to get the wax out of your ear? Never attempt to do it yourself or let an untrained person do it for you. See a trained health worker or doctor instead.	156	Motivation		4

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
5	GP9	Ear care	Ears feeling itchy? Using Q-tips or any other object for scratching can harm the ear canal and ear drum. You should consult a doctor instead.	141	Information	• Replace with locally appropriate terms e.g., q-tips, cotton buds, ear buds or similar terms that are more suitable locally may be used.	5
	GP10	Ear care	Having ear pain? It is commonly caused by hard wax or infection in the ear. Don't try home remedies as these can harm your ears. See a doctor without delay.	156	Motivation	• Replace home remedies with remedies that are used locally e.g., hot oil etc	
6	GP11	Hearing testing	Did you check your child's eyes? Teeth? What about ears? Hearing loss is common and can be detected at any age. Take your child for a routine ear and hearing check.	152	Motivation	• The term App store can be replaced by Google playstore or others as appropriate locally	2
	GP12	Safe listening	Do you know that you could get permanent hearing loss by listening to loud music? Search 'safe listening' online and learn how to protect your hearing.	151	Information		6

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
7	GP13	Safe listening	Many people damage their hearing due to loud sounds heard over headphones. Keep the volume down and limit the time engaged in noisy pastimes.	141	Information		7
	GP14	Safe listening	It is possible to enjoy listening to music and avoid hearing loss. Learn how to listen safely and enjoy a lifetime of music. Watch out for safe listening tips.	159	Information		
8	GP15	Safe listening	<p>Safe listening tip#1</p> <p>If you use headphones, listen with CARE</p> <ul style="list-style-type: none"> • Cut the volume to below 60% • Use Apps to monitor your exposure • Reduce the time spent listening 	153	Motivation		16
	GP16	Safe listening	You can use A pps to monitor the sound exposure on your device and hearing loss risk. Use these and stay within safe limits. Search safe listening to know more.	159	Motivation		8

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
9	GP17	Safe listening	<p>Safe listening tip #2</p> <p>In loud places be SURE to protect your hearing:</p> <ul style="list-style-type: none"> • Stay away from sound sources e.g., loudspeakers • Use earplugs regularly • Rest your Ears frequently 	182	Motivation		
	GP18	Safe listening	To use earplugs properly, make sure to follow the Roll-Pull-Hold method. Regular use of earplugs in noisy places can considerably reduce hearing loss risk.	155	Motivation		15
10	GP19	Safe listening	To rest your ears in a loud place, take frequent and short breaks away from loud sounds e.g., for 10 minutes every hour.	121	Motivation		
11	GP20	Safe listening	<p>Q. How to know that a place is too loud?</p> <p>A. If you have to raise your voice to be heard by someone standing close by, it is too loud.</p> <p>Be SURE. Protect your hearing.</p>	163	Motivation		11

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	GP21	Safe listening	<p>Safe listening tip #3</p> <p>When shopping for new devices, prefer those with:</p> <ul style="list-style-type: none"> • built in safe listening features • noise-cancelling technology 	133	Motivation		
12	GP22	Safe listening	Noise-cancelling headphones reduce the need to raise volume level when there is background noise e.g, in a subway. Invest in a pair, if possible.	145	Motivation	• Replace -subway- with locally appropriate terms e.g., underground, metro, train, bus etc	17
	GP23	Safe listening	Some smartphones come with safe listening features like volume limiting and sound monitoring. Prefer these to protect [your child's/ren's/child name's] hearing.	126	Motivation		
13	GP24	Safe listening	<p>Safe listening tip #4</p> <p>Heed the warning signs and consult a doctor if you have</p> <ul style="list-style-type: none"> • persistent ringing/ buzzing in the ear • difficulty in following conversations 	155	Motivation		

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	GP25	Hearing testing	Check your hearing once a year with the free WHO hearWHO app. Consult a doctor if your hearing score is below 50. Search 'hearWHO FAQs' online to know more.	156	Support		2
14	GP26	Safe listening	Keeping the volume down, limiting exposure to loud sounds, and using earplugs can help to save your hearing. Search 'safe listening' online to know more.	153	Reminder		9
	GP27	Hearing testing	Is it safe to get your hearing tested? Yes. Hearing testing is safe, painless and can be done at any age, even in babies. Consult a professional to know more.	158	Support	• The term 'professional' can be substituted by doctor, audiologist, health worker, or other terms specific to the local context.	13
15	GP28	Management of hearing loss	Don't panic if you have hearing loss. Depending on the cause, it can be addressed by medicines, surgery, hearing aids, implants or rehab. Consult a professional.	163	Support	• The term 'professional' can be substituted by doctor, audiologist, health worker, or other terms specific to the local context.	
	GP29	Hearing loss management	Hearing loss can be present at birth or develop later in life. It is possible to identify and address it at any age. Early action is the key to success.	152	Support		

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
16	GP30	Hearing loss management	Were you advised to use a hearing aid? Don't hesitate, don't delay. Using it can avoid you missing important words or misunderstanding what people say.	152	Support		10
	GP31	Ear care	Having ear wax is normal and it keeps your ears clean. If it gets collected and blocks the ear, it should only be removed by a trained health worker or doctor.	159	Information		
17	GP32	Ear care	About to put a Q-tip in your ear? Read the warning on its pack first. It is only meant to clean ears from outside. Putting it in the ear can cause damage.	154	Reminder	• Replace with locally appropriate terms e.g., q-tips, cotton buds, ear buds or similar terms that are more suitable locally may be used.	5
	GP33	Ear care	Ear pain is commonly caused by hard wax or an ear infection. Don't try home remedies as these can harm your ears. See a doctor without delay.	141	Information		

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
18	GP34	Signs of hearing loss	<p>You could have hearing loss if you:</p> <ul style="list-style-type: none"> • tend to raise the volume • often ask people to repeat • miss out parts of conversation • have persistent ringing/buzzing in the ear 	161	Information		
	GP35	Need for hearing testing	If you think that you may have hearing loss, don't wait. Download hearWHO now and check your hearing or consult a professional.	127	Motivation	• The term 'professional' can be substituted by doctor, audiologist, health worker, or other terms specific to the local context.	2
19	GP36	Safe listening	Do you often have ringing in the ear? Don't let it become permanent. Adopt safe listening practices to protect your hearing. Consult a doctor if it persists.	156	Reminder		
	GP37	Safe listening	Keeping the volume down, limiting exposure to loud sounds, and using earplugs can help to save your hearing. Search 'safe listening' online to know more.	153	Reminder		

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
20	GP38	Noise at workplace	Is your workplace very noisy? To avoid hearing loss: <ul style="list-style-type: none"> • use ear protection whenever there is noise around you, • avoid loud sounds during breaks. 	146	Reminder	• 'ear protection' can be replaced by ear plugs or other appropriate terms.	9
	GP39	Safe listening	How to know if a place is too loud? If you have to shout to be heard by someone at an arm's length from you, it's too noisy. Follow safe listening tips.	153	Reminder		11
21	GP40	Safe listening	Using headphones for tele-working? CARE to protect your ears: <ul style="list-style-type: none"> • Cut the volume to below 60% • use Apps to monitor your exposure • Rest your ears whenever possible 	158	Reminder		
	GP41	Safe listening	Tired of working with headphones on all day? Your ears may be too. Give them a break by avoiding noisy pastimes and places during your off-hours.	145	Reminder		

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
22	GP42	Safe listening	Did you know that some smartphones and headphones allow you to limit the maximum sound level? Prefer such devices and limit the volume to prevent hearing loss.	159	Motivation		8
	GP43	Safe listening	Going to a loud club tonight? Be SURE that your ears are protected: <ul style="list-style-type: none"> • Stay away from loudspeakers • Use earplugs • Rest your Ears for 10 minutes after every hour 	156	Reminder	• The term 'club' can be substituted by one locally relevant, such as disco, concert, event, arena etc	
23	GP44	Safe listening	Do you practice shooting guns or play with fireworks? Use ear protection to avoid damaging your ears. Limit the time spent in such noisy activities.	153	Reminder	• Shooting and fireworks should be replaced with locally appropriate terms. 'ear protection' can be replaced by ear plugs or other appropriate terms.	12
	GP45	Use of ear plugs	To use earplugs properly, make sure to follow the Roll-Pull-Hold method. Regular use of earplugs in noisy places can considerably reduce hearing loss risk.	155	Reminder		15

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
24	GP46	Safe listening	Can you enjoy your favourite pastimes while avoiding hearing loss? Yes! Keep the volume down, limit time spent in loud activities, and use earplugs in noisy places.	163	Reminder		
	GP47	Hearing loss prevention	Worried about your children developing hearing loss? Practice safe listening and teach them about it. Be a role model.	120	Support		
25	GP48	Hearing testing	Can children get a hearing test? Is it safe? Hearing can be safely checked even in a new born baby. Consult a health professional to get more information.	155	Support	• The term 'professional' can be substituted by doctor, audiologist, health worker, or other terms specific to the local context.	13
	GP49	Management of hearing loss	Can someone with hearing loss communicate and work? Yes! If hearing loss is identified early and proper care provided, there is no limit to what they can achieve.	162	Support		
26	GP50	Management of hearing loss	Do you know anyone with hearing loss? When speaking to them, make sure that you face them and speak clearly and slowly. Don't shout or exaggerate lip movements.	160	Support		14

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	GP51	Hearing loss prevention	Do you hear well? Great! Keep it that way. How? It's simple: Listen with care, practice safe listening, and you'll be a step closer to hearing for life!	152	Support		7
27	GP52	Signs of hearing loss	Check your hearing if you: <ul style="list-style-type: none"> • tend to raise the volume • often ask people to repeat • miss out parts of conversation Use WHO hearWHO app or consult a professional.	155	Motivation	• The term 'professional' can be substituted by doctor, audiologist, health worker, or other terms specific to the local context.	2
	GP53	General knowledge	5% of the world's population has disabling hearing loss. Find out how to care for your ears by searching online for 'WHO ear care' and 'safe listening'.	152	Reminder		
28		Admin	[hi] [name]. You have now finished the mSafeListening program, thanks for taking part. We hope you have found the messages useful.	119	Admin	• Change "mSafeListening" to local program name.	

Adolescents that are exposed to loud sounds in recreational settings

This message library contains messages designed to be delivered to adolescents that may be at risk of developing hearing loss due to unsafe listening behaviours. The messages are designed to support the adolescents to understand how their loud sounds heard by them can damage hearing and to guide them for adopting safe listening practices. These messages should be adapted for the local population and context following consultation with local parents and adolescents (please see notes at the beginning of this document). There may be a need to add additional messages to address key issues for the local population.

The messages in this library are designed to be delivered over approximately 6-months. It is recommended that the time of day that the messages are delivered is random to support engagement. The following tokens are used to tailor the messages to support greater engagement:

[name]	If possible, insert recipients name. If not possible then remove.
[hi]	Insert culturally appropriate greeting e.g., Hi, Hey, Hello. This should be appropriate to the adolescent age group. If not possible then remove.
[role model]	Add name of local celebrity or role model who wears glasses.



Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
0		Admin	[hi] [name]. Welcome to mSafeListening. We will be sending you messages to support you in knowing more about hearing loss and its prevention.	130	Admin	• Change “mSafeListening programme” to local programme name.	
1	AS1	Safe listening	[hi] [name]. Do you enjoy listening to music? Do you like it loud? Loud sounds can permanently damage your ears. Search safe listening tips to learn more.	143	Information		6
	AS2	Hearing loss	Do you know how loud sounds affect ears? Loud sounds damage sensory cells inside your ears. This can lead to hearing loss or ringing in the ear (tinnitus).	154	Information		
2	AS3	Safe listening	It is possible to enjoy music and avoid hearing loss at the same time! Learn how to listen safely and enjoy a lifetime of music. Watch out for safelistening tips#1-4 .	166	Motivation		7

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	AS4	Safe listening	<p>Safe listening tip#1</p> <p>When using headphones, listen with CARE</p> <ul style="list-style-type: none"> • Cut the volume to below 60% • use Apps to monitor risk to hearing • Reduce the time spent listening 	155	Motivation		
3	AS5	Safe listening	<p>60% of maximum volume is the safe listening limit on a device. Do you know if you exceed this? Staying within this limit will reduce the risk to your hearing.</p>	158	Information		16
	AS6	Safe listening	<p>You can use Apps to monitor the sound exposure on your device and hearing loss risk. Use these and stay within safe limits. Search safe listening to know more.</p>	159	Information		19
4	AS7	Safe listening	<p>Safe listening tip #2</p> <p>In loud places, be SURE to protect your hearing:</p> <ul style="list-style-type: none"> • Stay away from sound sources e.g., loudspeakers • Use earplugs • Rest your Ears frequently 	156	Motivation		

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	AS8	Safe listening	Earplug is a simple device that is inserted in the ear canal to protect your hearing. Earplugs can be of different types. Search earplugs online to know more.	158	Information		9
5	AS9	Use of earplugs	Earplugs reduce the risk of hearing loss when they are used properly and regularly. Insert earplugs using the Roll-Pull-Hold method to protect your ears.	152	Information		15
	AS10	Safe listening	To rest your ears when in a noisy place take frequent, short breaks away from loud sounds e.g., for 10 minutes after every hour.	128	Motivation		
6	AS11	Safe listening	Safe listening tip #3 When shopping for new devices, prefer those with: <ul style="list-style-type: none"> • built in safe listening features • noise-cancelling technology 	129	Motivation		
	AS12	Safe listening	Some smartphones come with features like volume limiting and apps for sound monitoring. Prefer these to protect your hearing.	125	Information		

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
7	AS13	Safe listening	Noise-cancelling ear/headphones reduce the need to raise volume level when there is background noise e.g, in a subway. Invest in a pair, if possible.	149	Motivation	• Replace subway with locally appropriate terms e.g., train, bus, underground, metro etc.	17
	AS14	Safe listening	Earphones or headphones? It doesn't matter as long as you listen with CARE <ul style="list-style-type: none"> • Cut volume to below 60% • use Apps to monitor exposure • Reduce time 	139	Motivation		
8	AS15	Sign of hearing loss	Tip #4 Do you: <ul style="list-style-type: none"> • persistently hear a ringing/ buzzing sound or • have difficulty in following conversations? If yes, ask your parents to take you for a hearing test now.	163	Information		
	AS16	Hearing test	Hearing testing is easy, painless, and can be done at any age. Heed the warning signs and consult a doctor for a hearing test.	126	Support		18

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
9	AS17	Hearing loss	Ringling or buzzing in the ear without any external sound is called 'tinnitus'. If its persistent, you should consult a doctor.	127	Reminder		
	AS18	Safe listening	Keeping the volume down, limiting exposure to loud sounds, and using earplugs can help to save your hearing. Search 'safe listening' online to know more.	153	Reminder		
10	AS19	Hearing loss	Hearing loss can also be due to reasons other than loud sounds. Ear infections are another preventable cause of hearing loss.	126	Reminder		
	AS20	Ear care	To avoid ear infections, DON'T : <ul style="list-style-type: none"> • put oil, cotton buds, sticks, or home remedies in your ear • swim in dirty water • ignore ear pain See a doctor!	142	Information	<ul style="list-style-type: none"> • Replace with locally appropriate terms e.g., q-tips, cotton buds, ear buds or similar terms that are more suitable locally may be used. 'Home remedies' may be replaced by common remedies that people use e.g., hot oil etc 	5

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
11	AS21	Ear care	Did you know that your ears clean themselves? Putting cotton buds, Q-tips, sticks, hopi candles or oil in your ears can damage them. Learn more by searching ear care.	166	Information	• Replace with locally appropriate terms e.g., q-tips, cotton buds, ear buds or similar terms that are more suitable locally.	
	AS22	Ear care	Is your ear itching, paining or feeling blocked? Don't put anything in the ear. See a trained health worker or doctor. Don't go to an untrained person.	151	Information	• Replace with locally appropriate terms e.g., q-tips, cotton buds, ear buds or similar terms that are more suitable locally may be used.	5
12	AS23	Ear care	Do you share your earphones with others? That could lead to ear infection. Keep them to yourself.	98	Information		
	AS24	Sign of hearing loss	Do you have difficulty in hearing what your teacher is saying in class? This could indicate hearing loss. Get your hearing checked.	131	Support		
13	AS25	Safe listening	Imagine life with bad sound quality. Hearing loss due to noise is permanent. There's no going back once the damage is done. Listen safely. Avoid hearing loss.	158	Information		

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	AS26	Safe listening	To listen safely when using ear/headphones, take CARE <ul style="list-style-type: none"> • Cut the volume to below 60% • use Apps to monitor risk to hearing • Reduce the time spent listening 	149	Motivation		
14	AS27	Safe listening	The louder you listen, the shorter the time available for listening safely. By turning the volume down, you can listen for longer without harming your hearing.	160	Motivation		16
	AS28	Safe listening	Do your feet ache after a night out? Your ears may be hurting too. Be SURE to: <ul style="list-style-type: none"> • Stay away from loudspeakers, • Use earplugs regularly • Rest your Ears frequently 	158	Reminder		
15	AS29	Safe listening	You know a place is too loud if you have to raise your voice to be heard by someone who is at an arm's length from you. Be SURE to protect your ears.	149	Motivation		11

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	AS30	Safe listening	Did you know you can check the sound level around you with apps? Search the app store for 'noise meter'. Use it to monitor the noise levels around you.	151	Reminder		19
16	AS31	Use of ear plug	[hi] [name]. If the noise level around you is higher than 85dB, use earplugs to reduce your risk of hearing loss. Roll-Pull-Hold to use them properly!	137	Motivation		
	AS32	Safe listening	To rest your ears in a noisy place take frequent, short breaks away from loud sounds e.g., for 10 minutes after every hour.	123	Reminder		21
17	AS33	Safe listening	Need a new smartphone or headphones? Look for devices with <ul style="list-style-type: none"> • built in features like volume limiting and sound monitoring • noise-cancelling technology Discuss with your parents	172	Information		

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	AS34	Safe listening	Many smartphones now come with safe listening features. Check your device's health app to find the hearing data. This can tell you how safely you are listening.	166	Motivation		19
	AS35	Safe listening	Are few minutes of loud music worth damaging your hearing for ever? Take care and avoid hearing loss. Keep the volume on your device below 60% of maximum.	154	Motivation		
18	AS36	Safe listening	[hi] [name]. Do you play video games? Loud gaming sounds may damage your ears. Take CARE : <ul style="list-style-type: none"> • Cut the volume • use Apps to monitor your risk • Reduce the time you spend playing 	155	Motivation		20
	AS37	Safe listening	Are those around you swaying to your music? This means the volume is loud enough to damage your hearing. Turn it down. Keep below 60% of maximum volume and keep listening.	170	Reminder		

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
19	AS38	Use of ear plugs	Going to see a game? Loud sounds at sporting events can damage hearing. Take along earplugs and use them properly to protect your ears and hearing.	144	Reminder		15
	AS39	Safe listening	Going for a party? Have a fun time! Make sure not to stand or sit close to loudspeakers or amplifiers. Take care of your ears and keep enjoying the music.	154	Reminder		
20	AS40	Safe listening	[hi] [name]. Do you enjoy concerts? Mind where you stand or sit. Sound levels are highest close to sound sources like loudspeakers. Stay away from them and use earplugs.	155	Reminder		9
	AS41	Safe listening	Have to turn the volume up when on a train or bus? This is due to the background noise. Try noise-cancelling headphones. Discuss with your parents.	147	Reminder	• Replace bus or train with locally appropriate terms e.g., subway, underground, metro etc.	17

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
21	AS42	Safe listening	Think fireworks & explosives damage your hearing? Listening to your favourite band on max volume every day does the same. Turn it down & prevent hearing loss.	158	Motivation		12
	AS43	Signs of hearing loss	When you are in a busy restaurant, do you often ask your friends to repeat themselves? This could indicate hearing loss. Get your hearing checked.	146	Reminder		11
22	AS44	Need for hearing test	Hearing loss can occur at any age. It may not be immediately noticeable. Hearing testing is very easy. A doctor can tell you more.	130	Information		
	AS45	Safe listening	Imagine if you heard bells chime in your ear 24/7. Constant ringing in the ears may be an early sign of hearing loss. Practice safe listening to prevent it.	156	Motivation		

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
23	AS46	Safe listening	Hearing loss due to loud sounds can be avoided! To keep enjoying your favourite sounds: Take CARE when using headphones. Be SURE to protect your ears in a loud place.	162	Motivation		
	AS47	Admin	[hi] [name]. You have now finished the mSafeListening program, thanks for taking part. We hope you have found the messages useful. Keep listening safely.	123	Admin	• Change “mSafeListening programme” to local programme name.	

Adults that are exposed to loud sounds in recreational settings

This message library contains messages designed to be delivered to adults that may be at risk of developing hearing loss due to unsafe listening behaviours. The messages are designed to support people to understand how their loud sounds heard by them can damage hearing and to guide them for adopting safe listening practices. These messages should be adapted for the local population and context following consultation with people that are likely to be exposed to the risk of unsafe listening (please see notes at the beginning of this document). There may be a need to add additional messages to address key issues for the local population.

The messages in this library are designed to be delivered over approximately 6-months. It is recommended that the time of day that the messages are delivered is random to support engagement. The following tokens are used to tailor the messages to support greater engagement:

[name]	If possible, insert recipients name. If not possible then remove.
[hi]	Insert culturally appropriate greeting e.g., Hi, Hey, Hello. This should be appropriate to the adolescent age group. If not possible then remove.

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
0		Admin	[hi] [name]. Welcome to the mSafeListening programme. We will be sending you messages over the next 6 months to support you to care for your hearing and avoid hearing loss.	159	Admin	• Change “mSafeListening programme” to local programme name.	
1	AD1	Safe listening	[hi] [name]. Do you enjoy listening to music? Do you like it loud? Loud sounds can permanently damage your ears. Search safe listening tips to learn more.	141	Reminder	• Change activity to suit local population.	6
	AD2	Safe listening	Do you know how loud sounds affect ears? Loud sounds damage sensory cells inside your ears. This can lead to hearing loss or ringing in the ear (tinnitus).	154	Information		
2	AD3	Safe listening	It is possible to enjoy listening to music and avoid hearing loss. Learn how to listen safely and enjoy a lifetime of music. Watch out for safe listening tips.	159	Motivation		7

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	AD4	Safe listening	<p>Safe listening tip#1</p> <p>When using ear/headphones, listen with CARE</p> <ul style="list-style-type: none"> • Cut the volume to below 60% • use Apps to monitor risk to hearing • Reduce the time spent listening 	159	Motivation		
3	AD5	Safe listening	<p>60% of maximum volume is the safe listening limit on a device. Do you know if you exceed this? Staying within this limit will reduce the risk to your hearing.</p>	158	Information		16
	AD6	Safe listening	<p>Some Apps can help to monitor sound exposure on your device. Learn how to use these and stay within safe limits. Search safe listening to know more.</p>	148	Support		19
4	AD7	Safe listening	<p>Using headphones for work?</p> <ul style="list-style-type: none"> • Keep the volume below 60% • Take a quiet break when possible • Avoid noisy pastimes and places during your off-hours 	137	Motivation		

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	AD8	Safe listening	<p>Safe listening tip #2</p> <p>The SURE way for hearing protection in noisy places (clubs, discos) is to:</p> <ul style="list-style-type: none"> -Stay away from loudspeakers, -Use earplugs regularly -Rest your Ears frequently 	175	Motivation		
5	AD9	Hearing protection	An earplug is a simple device that is inserted in the ear canal to protect your hearing. Earplugs can be of different types. Search earplugs online to know more.	161	Information		9
	AD10	Hearing protection	Earplugs reduce the risk of hearing loss when they are used properly and regularly. Insert earplugs using the Roll-Pull-Hold method to protect your ears.	153	Motivation		15
6	AD11	Hearing protection	To rest your ears when in a noisy place take frequent, short breaks away from loud sounds e.g., for 10 minutes after every hour.	128	Reminder		21

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	AD12	Safe listening	How to know that a place is too loud? If you have to raise your voice to be heard by someone standing close by, it is too loud. Be SURE. Protect your hearing	156	Information		11
7	AD13	Noise at workplace	Noisy workplace? Be SURE to <ul style="list-style-type: none"> • Stay away from sound sources • Use earplugs regularly • Rest your Ears frequently in noise-free spaces 	126	Reminder		
	AD14	Safe listening	Safe listening tip #3 When shopping for new devices, prefer those with: <ul style="list-style-type: none"> • built in safe listening features • noise-cancelling technology 	129	Information		
8	AD15	Safe listening	Some smartphones and headphones come with features like volume limiting and apps for sound monitoring. Prefer these to protect your hearing.	140	Support		19

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	AD16	Safe listening	Noise-cancelling ear/headphones reduce the need to raise volume level when there is background noise e.g, in a subway. Invest in a pair, if possible.	149	Reminder		
9	AD17	Safe listening	<p>Earphones or headphones? It doesn't matter which of the two you use so long as you listen with CARE</p> <ul style="list-style-type: none"> • Cut volume to below 60% • use Apps to monitor risk • REduce time 	160	Motivation		
	AD18	Safe listening	<p>Tip #4 Heed the warning signs and consult a doctor if you:</p> <ul style="list-style-type: none"> • persistently hear a ringing/ buzzing sound, or • have difficulty in following conversations 	146	Reminder		
10	AD19	Need for hearing test	Check your hearing once a year with the free WHO hearWHO app. Consult a doctor if your hearing score is below 50. Search 'hearWHO FAQs' online to know more.	156	Support		2

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	AD20	Need for hearing test	Ringling or buzzing in the ear without any external sound is called 'tinnitus'. If its persistent, you should consult a doctor.	127	Reminder		
11	AD21	Safe listening	Keeping the volume down, limiting exposure to loud sounds, and using earplugs can help to save your hearing. Search 'safe listening' online to know more.	153	Reminder		8
	AD22	Ear care	Hearing loss can also be due to reasons other than loud sounds. Ear infections are another preventable cause of hearing loss.	124	Information		
12	AD23	Ear care	To avoid ear infections, DON'T : <ul style="list-style-type: none"> • put oil, cotton buds, sticks, or home remedies in your ear; • swim in dirty water; • ignore ear pain. 	128	Information	<ul style="list-style-type: none"> • Replace with locally appropriate terms e.g., q-tips, cotton buds, ear buds or similar terms that are more suitable locally may be used. 'Home remedies' may be replaced by common remedies that people use e.g., hot oil etc 	5

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	AD24	Ear care	Did you know that your ears clean themselves? Putting cotton buds, Q-tips, sticks, hopi candles or oil in your ears can damage them. Learn more by searching ear care.	166	Information	• Replace with locally appropriate terms e.g., q-tips, cotton buds, ear buds or similar terms that are more suitable locally.	
13	AD25	Ear care	Is your ear itching, paining or feeling blocked? Don't put anything in the ear. See a trained health worker or doctor. Don't go to an untrained person.	150	Information	• Replace with locally appropriate terms e.g., q-tips, cotton buds, ear buds or similar terms that are more suitable locally may be used.	4
	AD26	Ear care	Do you share your earphones with others? That could lead to ear infection. Keep them to yourself.	98	Information		
14	AD27	Need for hearing test	Do you have difficulty in hearing what your friends are saying around you? This could indicate hearing loss. Get your hearing checked.	134	Reminder		
	AD28	Safe listening	Imagine life with bad sound quality. Hearing loss due to noise is permanent. There's no going back once the damage is done. Listen safely. Avoid hearing loss.	158	Motivation		

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
15	AD29	Safe listening	To listen safely when using ear/headphones, take CARE <ul style="list-style-type: none"> • Cut the volume to below 60% • use Apps to monitor risk to hearing • Reduce the time spent listening 	149	Reminder		
	AD30	Safe listening	The louder you listen, the shorter the time available for listening safely. By turning the volume down, you can listen for longer without harming your hearing.	159	Motivation		
16	AD31	Safe listening	Do your feet ache after a night out? Your ears may be hurting too. Be SURE to: <ul style="list-style-type: none"> • Stay away from loudspeakers, • Use earplugs regularly • Rest your Ears frequently 	157	Reminder		
	AD32	Safe listening	You know a place is too loud if you have to raise your voice to be heard by someone who is at an arm's length from you. Be SURE to protect your ears.	149	Reminder		

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
17	AD33	Safe listening	Did you know you can check the sound level around you with apps? Search the app store for 'noise meter'. Use it to monitor the noise levels around you.	151	Support		
	AD34	Hearing protection	[hi] [name]. If the noise level around you is higher than 80dB, use earplugs to reduce your risk of hearing loss. Roll-Pull-Hold to use them properly!	137	Motivation		15
	AD35	Hearing protection	To rest your ears in a noisy place take frequent, short breaks away from loud sounds e.g., for 10 minutes after every hour.	123	Reminder		
18	AD36	Safe listening	Need a new smartphone or ear/headphones? Prefer devices with <ul style="list-style-type: none"> • built in features like volume limiting and sound monitoring • noise-cancelling technology 	146	Reminder		
	AD37	Safe listening	Many smartphones now come with safe listening features. Check your device's health app to find the hearing data. This can tell you how safely you are listening.	160	Reminder		

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
19	AD38	Safe listening	Are few minutes of loud music worth damaging your hearing for ever? Keep the volume on your device below 60% of maximum.	121	Motivation		16
	AD39	Safe listening	[hi] [name]. Do you play video games? Loud gaming sounds may damage your ears. Take CARE : <ul style="list-style-type: none"> • Cut the volume; • use Apps to monitor your risk; • Reduce the time you spend playing 	154	Reminder		20
20	AD40	Safe listening	Are those around you swaying to your music? This means the volume is loud enough to damage your hearing. Turn it down. Keep below 60% of maximum volume and keep listening.	171	Reminder		
	AD41	Safe listening	Going to see a game? High sound levels at sporting events can damage hearing. Take along earplugs and use them properly to protect your ears and hearing.	153	Reminder		15

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
21	AD42	Safe listening	Going for a party? Have a fun time! Make sure not to stand or sit close to loudspeakers or amplifiers. Take care of your ears and keep enjoying the music.	154	Reminder		
	AD43	Safe listening	[hi] [name]. Do you enjoy concerts? Mind where you stand or sit. Sound levels are highest close to sound sources like loudspeakers. Stay away from them.	140	Motivation	• Replace concert with locally appropriate term	
22	AD44	Safe listening	Have to turn the volume up when on a train or bus? This is due to the background noise. Try noise-cancelling headphones.	120	Reminder		
	AD45	Safe listening	Think fireworks & explosives damage your hearing? Listening to your favourite band on max volume every day does the same. Turn it down & prevent hearing loss.	158	Information		12
23	AD46	Need for hearing test	When you are in a busy restaurant, do you often ask your friends to repeat themselves? This could indicate hearing loss. Check your hearing. Search for hearWHO.	160	Reminder		

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	AD47	Need for hearing test	Hearing loss can occur at any age. It may not be immediately noticeable. Hearing testing is very easy. A doctor can tell you more.	129	Information		
24	AD48	Safe listening	Do you practice shooting or fireworks? Make sure you use hearing protection to avoid damaging your ears. Limit the time spent in such noisy activities.	151	Information	• Shooting and fireworks should be replaced with locally appropriate terms. 'hearing protection' can be replaced by ear plugs or other appropriate terms.	12
	AD49	Hearing protection	To use earplugs properly, make sure to follow the Roll-Pull-Hold method. Regular use of earplugs in noisy places can considerably reduce hearing loss risk.	155	Reminder		15
25	AD50	Safe listening	Imagine if you heard bells chime in your ear 24/7. Constant ringing in the ears may be an early sign of hearing loss. Practice safe listening to prevent it.	155	Motivation		
	AD51	Hearing protection	Are you first on the dance floor? And the last to leave? Every hour, give your ears a 10-minute break in a quiet place. Prevent irreversible hearing loss.	154	Motivation		

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
26	AD52	Need for hearing test	<p>Check your hearing if you:</p> <ul style="list-style-type: none"> • tend to raise the volume • often ask people to repeat • miss out parts of conversation <p>Use free WHO hearWHO app or consult a professional</p>	159	Reminder		
	AD53	Safe listening	<p>Hearing loss due to loud sounds can be avoided!</p> <p>To keep enjoying your favourite sounds:</p> <p>Take CARE when using headphones.</p> <p>Be SURE to protect your ears in a loud place.</p>	162	Reminder		7
	AD54	Admin	<p>[hi] [name]. You have now finished the mSafeListening program, thanks for taking part. We hope you have found the messages useful. Keep listening safely.</p>	140	Admin	<ul style="list-style-type: none"> • Change “mSafeListening program” to local program name 	

Parents or care providers of children

This message library contains messages designed to be delivered to those who are involved in supporting/caring for children at risk of developing hearing loss due to unsafe listening behaviours, especially parents and teachers. The messages are designed to support people to understand hearing loss and engage in behaviours required to promote safe listening practices among children they may care for or work with. These messages should be adapted for the local population and context following consultation with local parents and children (please see notes at the beginning of this document). There may be a need to add additional messages to address key issues for the local population.

The messages in this library are designed to be delivered over approximately 6-months. It is recommended that the time of day that the messages are delivered is random to support engagement. The following tokens are used to tailor the messages to support greater engagement:

[child name]	If possible, insert the child's name if not available use "your child" or "your children"
[name]	If possible, insert recipients name (the parent). If not possible then remove.
[hi]	Insert culturally appropriate greeting e.g., Hi, Hello, Kia ora. If not possible then remove.
[he/she/they]	If possible, use child's correct pronoun. If not available use "they".
[him/her/them]	If possible, use child's correct pronoun. If not available use "them".
[his/her/their]	If possible, use child's correct pronoun. If not available use "their".



Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
0		Admin	[hi] [name]. Welcome to mSafeListening program. We will be sending you messages to know more about hearing loss and help you guide [your child/ren/child name] to listen safely to music.	149	Admin	• Change “mSafeListening” to local program name.	
1	PM1	General knowledge	Hearing loss is more common than you think! One out of every five people have hearing loss.	92	Information		10
	PM2	Need for hearing test	Did you know that hearing loss can occur at any age? It’s easy to check your child’s hearing. Ask a health professional and get your child’s ears checked.	154	Motivation	• The term ‘professional’ can be substituted by doctor, audiologist, health worker, or other terms specific to the local context	
2	PM3	Need for hearing test	Do/es [your child/ren/child name] often ask you to repeat what you said? This could be a sign of hearing loss. Ask a health professional and get your child’s ears checked.	142	Information	• The term ‘professional’ can be substituted by doctor, audiologist, health worker, or other terms specific to the local context	

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	PM4	Prevention of hearing loss	60% of hearing loss in children is due to preventable causes! Treating ear infections and avoiding loud sounds can mitigate [your child's/ren's/child name's] risk of hearing loss.	147	Information		
3	PM5	Safe listening	Many young people permanently damage their ears due to loud sounds heard over headphones and in noisy places. Once you lose your hearing, you cannot get it back.	160	Information		
	PM6	Safe listening	If [your child/ren/child name] often <ul style="list-style-type: none"> • listens to music over headphones • plays loud games • visits noisy places you should learn about safe listening. Watch out for tips#1-4	143	Motivation		

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
4	PM7	Safe listening	<p>Safe listening tip#1</p> <p>If [your child/ren/child name] use/s headphones, teach them to listen with CARE</p> <ul style="list-style-type: none"> • Cut the volume to below 60% • use Apps to monitor risk to hearing • REduce the time spent listening 	168	Motivation		
	PM8	Safe listening	60% volume is the maximum safe listening limit on a mobile phone. Do you know if [your child/ren/child name] exceed/s this? Talk to [your child/ren/child name] regularly about it.	145	Information		
5	PM9	Safe listening	A pps can help to monitor sound exposure on [your child's/ren's/child name's] device. Teach them to use these and stay within safe limits. Search safe listening to know more.	140	Motivation		

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	PM10	Safe listening	<p>Safe listening tip #2</p> <p>Teach the SURE way for safe listening in noisy places to [your child/ren/child name]:</p> <ul style="list-style-type: none"> • Stay away from loudspeakers, • Use earplugs regularly • Rest your Ears frequently 	136	Motivation		
6	PM11	Safe listening	<p>Earplugs reduce the risk of hearing loss when used properly and regularly. Teach your child to insert earplugs using the Roll-Pull-Hold method.</p>	143	Motivation		9
	PM12	Safe listening	<p>To rest one's ears when in a noisy place, take frequent and short breaks away from loud sounds e.g., for 10 minutes after every hour.</p>	133	Motivation		
7	PM13	Safe listening	<p>Safe listening tip #3</p> <p>When shopping for new electronic devices, prefer those with:</p> <ul style="list-style-type: none"> • built in safe listening features • noise-cancelling technology 	144	Motivation		

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	PM14	Safe listening	Some smartphones and headphones come with features like volume limiting and apps for sound monitoring. Prefer these to protect [your child's/ren's/child name's] hearing.	137	Information		
8	PM15	Safe listening	Noise-cancelling headphones reduce the need to raise volume level when there is background noise e.g, in a subway. Invest in a pair, if possible.	145	Information	<ul style="list-style-type: none"> • Replace -subway- with locally appropriate terms e.g., underground, metro, train, bus etc 	
	PM16	Safe listening	<p>Safe listening tip #4</p> <p>[Your child's/ren's/child name] could have hearing loss if they:</p> <ul style="list-style-type: none"> • tend to raise the volume • often ask you to repeat • have unclear speech • complain of ringing in the ear 	139	Information		
9	PM17	Need for hearing test	Heed the warning signs and consult a doctor if [your child/ren/child name] you suspect that your child may have hearing loss.	98	Motivation		

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	PM18	Safe listening	Keeping the volume down, limiting exposure to loud sounds, and using earplugs in noisy places, can protect [your child's/ren's/child name's] hearing. Search 'safe listening' online to know more.	160	Information		
10	PM18	Safe listening	Keeping the volume down, limiting exposure to loud sounds, and using earplugs in noisy places, can protect [your child's/ren's/child name's] hearing. Search 'safe listening' online to know more.	160	Reminder		
	PM19	Hearing test	Is it safe to get [your child's/ren's/child name's] hearing tested? Yes! Testing hearing is safe, painless and can be done at any age. Consult a professional to know more.	137	Information	• The term 'professional' can be substituted by doctor, audiologist, health worker, or other terms specific to the local context	
11	PM20	Hearing test	How well can you hear? Take care of your own hearing too. Download hearWHO on the App store and check your hearing. It only takes 5 minutes.	139	Motivation	• The term App store can be replaced by Google playstore or others as appropriate locally	2

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	PM21	Management of hearing loss	Don't panic if [your child/ren/child name] has/ve hearing loss. Depending on the cause, it can be addressed by medicines, surgery, hearing aids, implants or therapy. Consult a professional.	155	Information	• The term 'professional' can be substituted by doctor, audiologist, health worker, or other terms specific to the local context	
12	PM22	Need for hearing test	Unaddressed hearing loss in childhood can affect speech and limit academic performance. Be sure to have [your child's/ren's/child name's] ears examined regularly.	155	Motivation		
	PM23	Ear care	Ear infections are common in children. They can cause ear pain or draining/discharging ears. See a doctor in case you suspect an ear infection. Don't delay.	156	Information		

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
13	PM24	Ear care	To avoid ear infections: DON'T put oil, cotton buds, or home remedies in [your child's/ren's/child name's] ear. Guide them not to swim in dirty water; or share earphones with others.	147	Information	<ul style="list-style-type: none"> Replace with locally appropriate terms e.g., q-tips, cotton buds, ear buds or similar terms that are more suitable locally may be used. 'Home remedies' may be replaced by common remedies that people use e.g., hot oil etc 	5
	PM25	Ear care	Did you know that your ears clean themselves? Putting cotton buds, Q-tips, sticks, hopi candles or oil in your ears can damage them. Search 'ear care' to learn more.	152	Information	<ul style="list-style-type: none"> Replace with locally appropriate terms e.g., q-tips, cotton buds, ear buds or similar terms that are more suitable locally. 	
14	PM26	Ear care	Trying to get wax out of [your child's/ren's/child name's] ear? Don't do it. See a trained health worker or doctor. Don't put anything in the ear. Don't go to an untrained person.	145	Information		

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	PM27	Ear care	Do/es [your child/ren/child name] get ear pain? It's commonly caused by hard wax or ear infection. Don't try home remedies as these can cause harm. See a doctor without delay.	147	Information	• 'Home remedies' may be replaced by common remedies that people use e.g., hot oil etc	
15	PM28	Safe listening	Do/es [your child/ren/child name] often listen to music loud over headphones? Guide them to keep the volume below 60% and listen with CARE .	111	Motivation	• Change examples to common local activity	7, 9
	PM29	Safe listening	Teach [your child/ren/child name] to listen over headphones with CARE <ul style="list-style-type: none"> • Cut the volume to below 60% • use Apps to monitor risk to hearing • Reduce the time spent listening 	138	Motivation		
16	PM30	Safe listening	Going with [your child/ren/child name] to see a game? High sound levels at sporting events may damage hearing. Use earplugs for yourself and your child. Set a good example!	144	Motivation		

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	PM31	Use of ear plugs	To use earplugs properly, make sure to follow the Roll-Pull-Hold method. Regular use of earplugs in noisy places can considerably reduce hearing loss risk.	155	Information		9
17	PM32	Safe listening	Do/es [your child/ren/child's name] copy your dress style? Make sure you practice safe listening to encourage them to do the same. Remember tips#1-4. Search 'safe listening' to know more.	157	Motivation		
	PM33	Need for hearing test	Do/does [your child/ren/child name] often have ringing in the ear? This could indicate hearing loss. Get their hearing checked and teach them to lower the volume when listening to music.	159	Information		
18	PM34	Safe listening	Do/es [your child/ren/child name] love concerts? Sound levels at concerts can damage ears permanently. Teach them the SURE way to protect their hearing.	124	Motivation		

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	PM35	Safe listening	The SURE way to protect your hearing in noisy places is to: <ul style="list-style-type: none"> • Stay away from loud speakers • Use earplugs regularly • Rest your Ears frequently 	137	Motivation		
19	PM12	Safe listening	To rest one's ears when in a noisy place take frequent and short breaks away from loud sounds e.g., for 10 minutes after every hour.	132	Reminder		
	PM36	Safe listening	Teaching [your child/ren/child name] to listen to music safely and use ear protection now will help them make safe listening choices as they get older.	123	Motivation	• 'ear protection' can be replaced by ear plugs or other appropriate terms.	
20	PM37	Safe listening	Buying a smartphone or headphones for [your child/ren/child name]? Prefer devices with built-in features like volume limiting and sound monitoring. Help protect [your child's/ren's/child name's] hearing.	139	Motivation		

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	PM38	Safe listening	Does [your child/ren/child name] need new headphones? Noise-cancelling headphones reduce the need to raise volume level and help protect hearing. Invest in a pair, if possible.	149	Information		
21	PM39	Safe listening	We know you want [your child/ren/child name] to have the fullest life possible – so teach them how to protect their hearing now. Search 'safe listening' online to know more.	145	Motivation		
	PM40	Hearing testing	Did you check your child's eyes? Teeth? What about ears? Hearing loss is common and can be detected at any age. Take your child for a routine ear and hearing check.	164	Motivation		

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
22	PM24	Ear care	To avoid ear infections: DON'T put oil, cotton buds, or home remedies in [your child's/ren's/child name's] ear. Guide them not to swim in dirty water; or share earphones with others.	148	reminder	<ul style="list-style-type: none"> Replace with locally appropriate terms e.g., q-tips, cotton buds, ear buds or similar terms that are more suitable locally may be used. 'Home remedies' may be replaced by common remedies that people use e.g., hot oil etc 	5
	PM41	Ear care	Trying to get wax out of [your child's/ren's/child name's] ear? Don't do it. See a trained health worker or doctor. Don't put anything in the ear. Don't go to an untrained person.	145	Information		
23	PM42	Need for hearing test	Are [your child's/ren's/child name's] grades falling at school? It could be that [s/he] cannot hear the teacher well. Take [him/her] for a hearing test. Don't delay.	114	Support		

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	PM40	Hearing testing	Did you check your child's eyes? Teeth? What about ears? Hearing loss is common and can be detected at any age. Take your child for a routine ear and hearing check.	164	Reminder		
24	PM43	Safe listening	Over 43 million young people in the world have hearing loss. Teach [your child/ren/child name] to care for their ears. Search 'safe listening' and 'ear care' online to know more.	150	Motivation		
	PM44	Safe listening	[hi]. [your child/ren/child's name] looks up to you. Be a role model by practicing safe listening yourself. Remember the 'safe listening' tips or search online.	126	Motivation		

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
25	PM7	Safe listening	<p>Safe listening tip#1</p> <p>If [your child/ren/child name] use/s headphones, teach them to listen with CARE</p> <ul style="list-style-type: none"> • Cut the volume to below 60% • use Apps to monitor risk to hearing • Reduce the time spent listening 	152	Reminder		
	PM10	Safe listening	<p>Safe listening tip #2</p> <p>The SURE way to protect your hearing in noisy places is to:</p> <ul style="list-style-type: none"> • Stay away from loudspeakers • Use earplugs regularly • Rest your Ears frequently 	157	Reminder		
26	PM13	Safe listening	<p>Safe listening tip #3</p> <p>When shopping for new devices, prefer those with:</p> <ul style="list-style-type: none"> • built in safe listening features • noise-cancelling technology 	118	Reminder		

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	PM16	Safe listening	<p>Safe listening tip #4</p> <p>Get [Your child's/ren's/child name's] hearing checked if they:</p> <ul style="list-style-type: none"> • tend to raise the volume • often ask you to repeat • have unclear speech • complain of ringing in the ear 	135	Reminder		
27	PM45	Safe listening	Hearing loss due to loud sounds is permanent. But, it can be completely avoided through safe listening. To learn more, search 'safe listening' online.	150	Motivation		
		Admin	[hi] [name]. You have now finished the mSafeListening program, thanks for taking part. We hope you have found the messages useful.	119	Admin		

Suggested multimedia list

The following is a list of multimedia descriptions to guide choice of multimedia to accompany messages in the mSafeListening message libraries where they are to be delivered via a modality which allows for this (e.g. social media, app messaging). The descriptions provided are designed to guide the choice of multimedia by the local team. **Actual multimedia chosen should include people that are relevant and relatable to the target audience considering aspects such as ethnicity, culture, and age.** They should also include culturally relevant or age-appropriate settings and contexts depending on the target audience.

ID	Multimedia description
1	Image showing one out of five. It can be people with one wearing hearing aid or similar
2	Image of WHO hearWHO application
3	Image of a child unable in a schoolroom, looking confused
4	Image of a person putting a pin or pencil into the ear
5	Image of a Q-tip/cotton bud or other locally relevant materials with a red cross over it
6	Image a person listening to music over headphones and enjoying
7	Image of Make Listening Safe egg with headphones
8	Image of a safe listening app displaying OK i.e., no risk of hearing loss
9	Image of earplugs
10	Image of a smiling person wearing hearing aids and listening to music
11	Image of people standing close by with music in the background. One is speaking and other is saying 'What?'

ID	Multimedia description
12	Image of a cracker being burst. It could include a word to indicate a loud sound like 'bang' or of someone shooting a gun (as locally most suitable)
13	Image of a baby being held by a smiling parent, with a person checking the child's hearing using a hand-held device (OAE machine)
14	Image of a celebrity/well known person who has hearing loss, OR image of a child/young person (can be using hearing aids/ implants) and someone else speaking to them while facing the person.
15	Image or Gif showing the Roll-Pull-Hold method of inserting earplugs
16	Image of a volume bar or tab showing volume level positioned below 60%
17	Image of someone in a public transport with headphones
18	Image of hearing test of an adolescent
19	Image of a noise meter mobile app/ or depiction of noise level
20	Image of teenager playing a loud video game e.g., a war game or car-racing etc and surrounded with a speaker and wearing a gaming headphone
21	Image of a calm, relaxed person, may be looking like on ear break

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