Many children will receive technology-related gifts this holiday season. Unsafe listening habits—such as listening to personal technology devices at too-loud volumes, for too long—can cause noise-induced hearing loss. The good news is that this type of hearing loss is easy to prevent!

**Parental Concern: Listening Habits and Technology**

- **86%** of U.S. parents think their children listen to devices at volumes that are too loud.
- **82%** say they ask their child to turn down the volume at least sometimes, with 25% reporting they do so “frequently” and 19% “all the time.”
- **70%** are concerned about their child developing hearing damage from listening to devices at too-loud volumes.

**Hearing Loss: Risk and Prevalence**

- **1.1 billion** adolescents and young adults worldwide are at risk of hearing loss due to excessive noise from popular technology devices and loud public spaces.
- **15%** of U.S. children 6–19 years of age have low- or high-frequency hearing loss in one or both ears.

**Holiday Season 2019: Gift-Giving and Technology**

- **More than half** of parents are planning to give a tech-related gift such as a smartphone, tablet, or headphones during the 2019 holiday season.
- **More than one third** of parents who plan on gifting a tech device had not planned on talking to their kids about safe listening or hearing protection.

**Safe Listening: Duration and Volume**

A new standard from the World Health Organization and the International Telecommunication Union specifies safe listening for technology devices. To protect children’s hearing, it recommends the following:

- **Duration:** No more than 40 hours of listening per week to devices
- **Volume:** No higher than 75 decibels

**Hearing Protection: Easy and Effective**

Parents, when giving your child a technology gift, teach safe listening. Use these tips:

1. Keep the volume at **half level**.
2. Take hourly **listening breaks**.
3. Model **good listening habits**.

**Sources:**

1. World Health Organization
2. U.S. Centers for Disease Control and Prevention