

**#dontlosethemusic is our new campaign for the summer in partnership with the Public Health Agency to encourage concert goers to protect their hearing. We’ll be at Belfast Vital, Belsonic and CHSq giving away free earplugs and encouraging people to get involved in our social media campaign.**

**What’s the risk?**

* 4 million young people are estimated to be at risk of hearing damage from over amplified music
* Over 50% of people aged 18-24 have experienced tinnitus.
* You’re at risk of tinnitus and hearing loss when sound reaches 85 decibels (dB). Nightclubs are 100db on average and live gigs are estimated to be 110db. The louder the sound, the quicker the damage can occur.
* Earplugs take off on average 15-20 db which takes you under the 85db level and makes for safer listening. You can find other tips on our webpage - [**www.actiononhearingloss.org.uk/dont-lose-the-music**](http://www.actiononhearingloss.org.uk/dont-lose-the-music)

**How can I get involved?**

* Use the #dontlosethemusic Facebook frame on any photos you take on the night and use it as your profile picture (To use the frame click ‘Photo’ on your newsfeed and click the camera icon, tap the magic wand and click the frame icon in the bottom right – scroll until you find the #dontlosethemusic frame)
* Use the hashtag on photos and videos – good apps for adding text to images/videos are #WordUp for iPhone, or Phonto or Textgram for android.
* Share our posts, tag us, and follow us on Facebook, Twitter and Instagram!
* Become a social media champion – we need one volunteer from each concert to make a short video to promote the campaign – guidelines on the next sheet
* All other ideas welcome!