

## Next NYC health campaign: too-loud earphones (Update)

March 6 2013

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(AP)—Add cranked-up earphones to the list of health dangers Mayor Michael Bloomberg wants New Yorkers to avoid.

The city Health Department said Wednesday it plans to warn young people they risk hearing loss from listening to personal music players at high volume.

Officials envision a \$250,000 social media and marketing campaign. The department's fundraising arm says it has raised \$70,000 in donations so far. The plan was first reported by the New York Post.

Other health groups have launched similar efforts.

The federal Centers for Disease Control and Prevention says excessive noise has caused permanent hearing damage in 1 out of 8 children and teens, and about 1 in 6 adults under age 70.

Bloomberg previously cracked down on smoking, trans fats, salt and large, sugary drinks.

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