



**HM GOVERNMENT OF GIBRALTAR  
MINISTRY OF EQUALITY, SOCIAL  
SERVICES & THE ELDERLY  
14 GOVERNOR'S PARADE  
GIBRALTAR**

**HM GOVERNMENT OF GIBRALTAR  
MINISTRY OF HEALTH & THE  
ENVIRONMENT  
ST BERNARD'S HOSPITAL  
HARBOUR VIEWS ROAD  
GIBRALTAR**

**HM GOVERNMENT OF GIBRALTAR  
MINISTRY FOR SPORTS, CULTURE, HERITAGE AND YOUTH  
2<sup>ND</sup> FLOOR CITY HALL  
GIBRALTAR**

**JOINT PRESS RELEASE**

No: 393/2014

Date: 23<sup>rd</sup> July 2014

**NOISE INDUCED HEARING LOSS AWARENESS CAMPAIGN**

The Ministry for Equality, together with the Ministry for Health, the Ministry for Culture and The Gibraltar Hearing Impaired and Tinnitus Association (GHITA) have been working together towards an awareness campaign highlighting the damage that can be caused from exposure to loud noises, known as Noise Induced Hearing Loss (NIHL).

NIHL is the only type of hearing loss that can be prevented.

NIHL can be caused by a one – time exposure to an intense impulse sound such as an explosion, and can also be caused by continuous exposure to high level sounds such as music played on MP3 players or being in an environment where you are exposed to loud noises. It can have an immediate effect or can be something that will take a long time before becoming noticeable.

With new technology and increased use of headphones it is important for us to work together in this campaign aimed at guiding the general public on how to safely listen to music and protect ourselves when exposed to sounds with high decibels, and it is intended that this event will highlight the incidence of NIHL.

At Casemates tomorrow, the Agencies shall have an information desk handing out informative leaflets and ear plugs with information on how to prevent hearing loss through noise damage. This campaign will continue with the distribution of leaflets and posters to schools, medical clinics and St Bernard's Hospital.

Telephone: (350) 200 72266 Ext. 2011/2012 Fax: (350) 200 59942  
Telephone No: (350) 200 47564 (Centrex 2348); Fax No: (350) 200 74941 (Centrex: 2388)  
Telephone: (350) 20072266 Ext. 2011/2012 Fax: (350) 20059942

Minister Sacramento said: “I am pleased that once again my department in collaboration with other Government departments and GHITA have worked together on this initiative. Prevention awareness on Noise Induced Hearing Loss is important. The message to be taken from this campaign is that prevention is key to your hearing health, act now.”

**Note to editors:**

Members of the respective departments and GHITA will be at casemates on Thursday 24<sup>th</sup> July from 10am to 2pm.