

Have you Heard?

Let's keep the noise-induced hearing loss conversation going.

Thank you for participating in Have you Heard? a unique social media campaign designed to start conversations about noise-induced hearing loss. You can help us collect compelling online content by answering some questions about things you like to hear or have heard. We'll use this content along with your photo to show how much we rely on our hearing to enjoy great moments in life.

Please follow these instruction to help 3M Hearing Solutions create an amazing online conversation.

1. Answer as many or as few questions to start a conversation about noise-induced hearing loss. Feel free to elaborate on your answers or to add your own question and answer to the list.
2. Take a couple pictures of yourself. Try to keep your pose natural — you do not have to be looking directly at the camera or smiling. Avoid close-ups and try to include your environment (see sample post).

Sample post.

Below is an example of the type of content we're hoping to capture. The more personal and inspirational, the better.



3. Sign the model release (page 4)
4. Watch our social media feeds for updates on Have you Heard? posts.

Thanks again for participating. The more you put into the answers, the more we'll get out of them to keep our noise-induced hearing loss conversation going.



We're listening.

Use these questions to start a conversation about noise-induced hearing loss. Feel free to have people elaborate on compelling answers to these questions or add your own.

- ▶ **If you were to lose your hearing tomorrow, what sounds would you miss the most?**

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- ▶ **What's your least favorite sound and why?**

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- ▶ **What's the nicest thing anyone has ever said to you?**

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- ▶ **What's your all-time favorite song?
Where were you when you first heard it?**

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3M Science.
Applied to Life.™

Why hearing
protection matters.
Join the conversation.



3M Hearing Solutions



Let's talk about noise-induced hearing loss.

The sound of your child's laughter. The sound of rain on the roof. The sound of your favorite song. We all have emotional ties to what we hear, and love hearing the things that make us happy. That's why it's so important to pay attention to noise levels that could rob you of savoring the sweet sounds you enjoy — power tools, city traffic, rock concerts and crowd noise can all cause noise-induced hearing loss.

Pay attention to your surroundings.

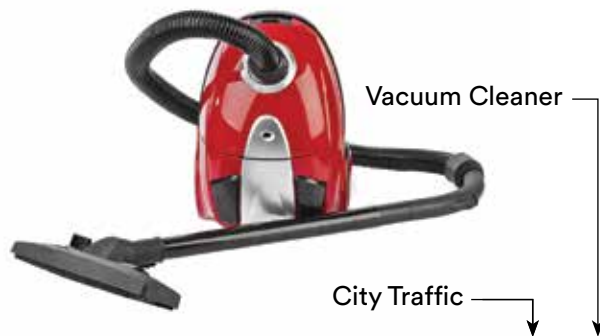
Noise-induced hearing loss can be caused by a one-time exposure to an intense impulse sound or by prolonged exposure to noises over 85 decibels.

While one-time exposure to a loud impulse sound may damage your hearing and cause tinnitus (a ringing in your ear), continuous exposure to loud sounds causes a gradual loss of hearing over time — that you may not notice until it is too late.

Hearing loss can lead to fatigue, stress, depression and withdrawal from social situations.

#HaveyouHeard

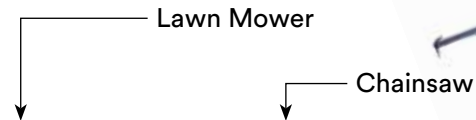
Noise-induced hearing loss is **100% preventable.**



Hearing loss

is the #1 sensory disability in the world.

World Health Organization, 2011



Jet Takeoff
Pain threshold — decibels at or above 130 cause immediate damage.

10_{dB}A

30_{dB}A

50_{dB}A

70_{dB}A

90_{dB}A

110_{dB}A

130_{dB}A

150_{dB}A

Levels are shown in dBA, which are decibels adjusted to show the ear's response to different frequencies of noise.

20_{dB}A

40_{dB}A

60_{dB}A

80_{dB}A

100_{dB}A

120_{dB}A

140_{dB}A

160_{dB}A



Watch Ticking

Refrigerator Hum

Conversational Speech

Leaf Blower

Motorcycle

Basketball Game Crowd Noise

48 million

Americans report some degree of hearing loss.

Hearing Loss Association of America



40 million

European workers are exposed to loud noise.

European Agency for Safety & Health at Work

12-Gauge Shotgun

Types of hearing protection.

Earplugs

Earplugs come in a variety of types and styles to suit almost any need. They're easy to take anywhere and have on hand just in case you find yourself in a noisy situation.



Earmuffs

Earmuffs also come in a variety of types and styles. If you spend a lot of time using power tools or operating loud equipment, a good pair of earmuffs is a must.



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Non-Professional Model Release



For good and valuable consideration, the adequacy and receipt of which is hereby acknowledged, I, the undersigned Model represent, warrant and agree as follows:

1. I freely consent to the recording of my likeness, image and voice, by any method and means, including but not limited to still photography, audio and video recordings (“Recordings”), by 3M Company, its subsidiaries, affiliates and assigns, and anyone authorized thereby (“3M”).
2. I hereby irrevocably grant 3M permission to display the Recordings in media, including digital video at trade show and internal usage, limited to the promotion and marketing of any 3M product or service. I agree that the Recordings may be combined with other images, text, graphics, film, audio and audio-visual works, and may be cropped, altered or modified without my approval or consent. The Recordings may be used in conjunction with my own name, a fictitious name or without identification.
3. I agree that I have no rights to the Recordings, and that all such rights belong to 3M. I acknowledge and agree that I have no further right to additional consideration or accounting with regard to the Recordings or the use thereof, and that I will make no further claim, for any reason, with regard thereto. I agree that this Release is irrevocable, worldwide and perpetual, and shall be binding upon my heirs and assigns. Any legal actions arising from or relating to the Recordings or this Release will be governed by the laws of the State of Minnesota shall be subject to the exclusive jurisdiction of the state and federal courts located in Ramsey County, Minnesota.
4. I have read this agreement, understand its contents, and intend to be legally bound thereby. I understand that 3M will rely upon this agreement, and the promises and representations I have made herein, in making commitments to others regarding the Recordings. I represent and warrant that I am at least 18 years of age and have the full legal capacity to make this Release.*

Acknowledged and agreed,

MODEL:

WITNESSED BY:

Signature: _____

Signature: _____

Print Name: _____

Print Name: _____

Employee No. (if applicable): _____

Employee No. (if applicable): _____

Address: _____

City: _____ State: ___ Zip: _____

Date: _____

* If Model is a minor child or otherwise lacks capacity to agree to this Release, the undersigned Parent/Legal guardian represents that he/she has the full legal capacity to consent to and execute this Release on Model’s behalf and does so hereby:

Signature: _____

Print Name: _____

Relationship to Model: _____