Removing the Din from Dining: Raising Noise Pollution Awareness, Community by Community

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The Noise Pollution Awareness Playbook  
Version 2.0  
The Next Wave
The Next Wave 2.0

Call to Action to partner for:

The NHCA (and members)
Agencies
  - Public Health agencies
  - Acoustical Societies
  - Audiologists
  - Speech and Hearing Agencies
Corporations (Corporate Social Responsibility)
You (the audience today)

Sound Print App - A Review

https://www.youtube.com/watch?v=aFWgFh_y4jc&feature=youtu.be

Sound Print App
Features of SoundPrint

• Calibrated across different devices for consistent measurement
• Average, Max and Min dBA for each venue measured
• Measures and classifies the sound level of a venue across that venue’s submissions (Quiet, Moderate, Loud, or Very Loud)
• Accuracy has been verified for iOS devices
  ◦ iPhone SE exception (adjustment)
• Measurements are submitted (crowdsourced) to a publicly-accessible database

Advantages of a smartphone sound level meter

• Prevalence of smart phones
• Portability
• Ease of use for frequent measurements
• Ability to crowdsource measurements
• Public and accessible database (SoundPrint)

Potential for large sets of data means...
Data available for Hearing Conservation Efforts & NHCA

SoundPrint’s 2018 Groundbreaking NYC Study

NYC Noise Pollution Study

2500+ venues in NYC (restaurants and bars)
First time that large scale sound-level data has been crowdsourced

<table>
<thead>
<tr>
<th>Venue Type</th>
<th>Engagement in Harmful Listening Behavior (81+ dBA)</th>
<th>Average dBA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurant</td>
<td>31%</td>
<td>79 dBA</td>
</tr>
<tr>
<td>Bar</td>
<td>60%</td>
<td>81 dBA</td>
</tr>
</tbody>
</table>
In 2018, SoundPrint and Noise Pollution Resonated with the Mainstream Public

SoundPrint by the Numbers

- 25,000 Downloads
- 58,000 Submissions
- 15 Quiet Lists generated (www.soundprint.co/cities)
- 130+ users became SoundPrint Ambassadors

Why does this tool resonate with the public?

Increased Noise Pollution Awareness

Our Goals
- Continued Research and Sharing of Results
- Mitigation of Sound Levels by Venues
- Increased Public Understanding of Hearing Health

We want your help!
Next steps

• New app features
  • Venue types: Gyms, Retailers, Theaters, Stadiums, Hospitals
  • Android
  • Some surprises...
• Use data to raise noise pollution awareness and hearing conservation efforts
  • Collaborations and Partnerships...

Ear Peace Foundation x SoundPrint

Ear Peace: Save Your Foundation is an educational nonprofit dedicated to raising awareness and prevention of NIHL among young people.

Collaborative Goals:
  • Replicate SoundPrint's NYC sound level study in Miami
  • Create a playbook to enable consistent duplication of study in other cities

Data Collection & Recruiting

Organizations, Agencies & Departments: public health, acoustic, audiology, speech and hearing, and communication disorders

Social Networks: friends, Meetup.com, Citizen Science projects (or just those cranky curmudgeons and friends you know who don’t like noise)
Map-a-thons!

Benefits of Partnerships

- Help raise noise pollution and hearing health awareness
- More submissions make the database more robust
- Increases agency public visibility
  - Great for fundraising, attracting new customers, and media coverage
- Engages students, employees and clients
- Fun, unique, social and community-bonding event

Organization of Map-a-thons

- Choose 3-5 diverse neighborhoods within your city
  - South Beach, Coconut Grove, Coral Gables, South Miami, Aventura
- Choose prime-time days and hours to assess
  - Thursday, Friday and Saturday evenings are ideal
  - Consider ‘city culture’ - Many Miamians dine out late!
Map-a-thon Organizing (cont’d)

Things to consider

• Ways to Approach Hosts
• What to Do Inside a Venue and for How Long!
• Quieter Restaurants
• Business Card opportunities
• Other things (Social gatherings post-map-athon!)

Post-Data Collection

So... which is louder – Miami or NYC?

<table>
<thead>
<tr>
<th></th>
<th>%</th>
<th>AVG DBA</th>
<th>NOTE</th>
</tr>
</thead>
<tbody>
<tr>
<td>QUIET</td>
<td>13%</td>
<td>67</td>
<td>GOOD FOR CONVERSATION</td>
</tr>
<tr>
<td>MODERATE</td>
<td>30%</td>
<td>73</td>
<td>GOOD FOR CONVERSATION</td>
</tr>
<tr>
<td>LOUD</td>
<td>37%</td>
<td>78</td>
<td>BAD FOR CONVERSATION</td>
</tr>
<tr>
<td>VERY LOUD</td>
<td>20%</td>
<td>84</td>
<td>BAD FOR HEARING HEALTH</td>
</tr>
</tbody>
</table>

TOTAL 100% 76 LOUD

Miami Data Results - Preliminary

GOOD FOR CONVERSATION 62%
BAD FOR CONVERSATION 57%
BAD FOR HEARING HEALTH 20%

N = 207 Submissions
Miami Data Results - Preliminary

<table>
<thead>
<tr>
<th>NEIGHBORHOOD</th>
<th>COUNT</th>
<th>AVG DBA</th>
<th>NOTE</th>
</tr>
</thead>
<tbody>
<tr>
<td>AVENTURA</td>
<td>47</td>
<td>73</td>
<td>MODERATE</td>
</tr>
<tr>
<td>COCONUT GROVE</td>
<td>16</td>
<td>75</td>
<td>MODERATE</td>
</tr>
<tr>
<td>CORAL GABLES</td>
<td>63</td>
<td>78</td>
<td>LOUD</td>
</tr>
<tr>
<td>MIAMI</td>
<td>56</td>
<td>77</td>
<td>LOUD</td>
</tr>
<tr>
<td>SOUTH BEACH</td>
<td>72</td>
<td>76</td>
<td>LOUD</td>
</tr>
</tbody>
</table>

Note: Data also analyzed by time of day and day of week

Generation of Quiet List for Miami

- Quieter restaurants identified and a Miami “Quiet List” is created
- Miami data and the City’s Quiet List to be distributed to local press

Miami’s Quiet List (still in development)

<table>
<thead>
<tr>
<th>RESTAURANT</th>
<th>NEIGHBORHOOD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caffe Abbracci</td>
<td>Coral Gables</td>
</tr>
<tr>
<td>Deli Lane Café</td>
<td>South Miami</td>
</tr>
<tr>
<td>Harry’s Pizzeria</td>
<td>Coconut Grove</td>
</tr>
<tr>
<td>News Café</td>
<td>South Beach</td>
</tr>
<tr>
<td>Novecento</td>
<td>Aventura</td>
</tr>
</tbody>
</table>
Additional Steps

- Complete Data Collection and Analysis
- Draft Press Releases & Contact Journalists for Media Coverage
  - Use statistics gathered from the study
  - Educate the public on dangers of NIHL and steps they can take to preserve their hearing
- Reach out to Managers of Quieter Restaurants and Help them Promote their Venues
- Challenges and Changes

Contact Us

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