

## 2021 PRESS RELEASE



### Deaf Awareness Week

Deaf Awareness Week is an annual event primarily owned and promoted by the UK Council on Deafness (UKCoD) to provide Charities and interested organisations under the umbrella of UKCoD to join forces to raise awareness and challenges of Deafness and hearing loss faced by 1 in 6 people in the UK.

This year our theme is about 'Coming Through it Together' and throughout the week we will be using our online campaign to engage with our members and others to encourage them to celebrate Deafness, raise awareness of best practice and use the week for demonstrating change and positivity.

Together, the aim is to continue to:-

- raise awareness;
- improve access to education, health, social care and employment;
- ensure people have the accessible information they need;
- advocate and inform Government and the public at large about Deafness and hearing loss;
- provide Secretariat support to the All-Party Parliamentary Group on Deafness;
- raise awareness about the importance of embracing and recognising language and culture, preventing hearing loss; and
- improve the quality of services for people who are Deaf or have a hearing loss;
- continue to raise the profile and importance of equality, accessibility and recognition through our supporting sub-groups in Deaf Access in Communications (DAC), Employment (including Access to Work), British Sign Language Act Group (BSLA).

Deaf Awareness Week is always an excellent opportunity for UKCoD Members to show solidarity and further raise awareness of the importance of accessibility and inclusion with a particular emphasis on their own areas of activity, as we hopefully continue to get back to some form of normality.

This year it is important that as changes are introduced as a result of the pandemic in so many areas, particularly with the emphasis on remote working, the needs of people

who are deaf or have any level of hearing loss are understood and necessary adjustments made to services.

More information and posters available for downloading are available from the Deaf Awareness Week website at <http://deafcouncil.org.uk/deaf-awareness-week/>

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