



How to reach Deaf audiences

Meeting and welcoming Deaf people

Learn

You may feel awkward especially when faced by British Sign Language (BSL). You may not know how to communicate if you are not able to sign. Learning some simple BSL signs and BSL finger spelling will go a long way to help you. Pen and paper can be useful. Find out what you can about Deaf culture, identification and community and the differences to the hearing world.

Wait

Talk directly to Deaf people – not only to the person with them. There may be a time delay whilst the interpreter communicates with the Deaf person. Nevertheless, you should still direct your questions and responses to the Deaf person.

Don't panic

If you can't understand what a Deaf person is saying to you first time don't pretend you have understood. Ask politely for them to repeat the question until you both understand.

Be aware

Deaf people may not know you are speaking to them if you are not in their line of sight. Be aware of this if you shout a warning to someone and they don't respond. When talking to Deaf people make sure that you stand where they can see your face clearly and don't put your hand in front of your mouth when you speak.

Adapt

To attract a Deaf person's attention wave your hand in their line of vision. Stand to one side the person and tap gently on the shoulder of the side you are standing on (be aware of personal space and don't tap from behind when catching up with them).

Communicating

To chat individually to Deaf artists or community members the best way is to call [SignVideo](#) or [LiveSign](#). It is an effective online tool to use at short notice.



Reaching your Deaf audience

1. Offering and advertising a BSL interpreted or captioned event or performance is no guarantee that you will attract Deaf audiences. The Deaf community must be reached directly
2. Book your interpreter way in advance (at least one month's notice) so that you have time to publish events to a Deaf audience and they have time to spread the word and get organised.
3. If you feature Deaf people – as MC, presenter, artist, performer, participant - they will help you spread news of the event to their peers, friends, families and colleagues.
4. Advertise by sending out a BSL video clip, (up to 2 to 3 minutes) that includes details of the content, venue and time. This helps Deaf people to become aware especially of new events.
5. Set up a new website for your event led and managed by Deaf organiser. New Deaf events - from art exhibitions to Signed BSL performances – will reach the Deaf community more effectively and in a more targeted way.
6. Communicate to your Deaf audience where it is best for them to sit so that the BSL interpreter is nearby and visible.

National Deaf Community Organisations

Family Centre for Deaf Children; Action On Hearing Loss; National Deaf Children's Society (NDCS). Be on the look out for deaf events or activities that cater for Deaf children and their siblings as well as Deaf/ hearing parents.

Bristol and South West Deaf Social Networks

Facebook (BSL Video are recommended

[Deaf Access to Theatre and the Arts - Bristol and Bath](#)

[Bristol Deaf Community](#)

[Centre for Deaf People - Bristol](#)

[South West Deaf Association \(BDA\)](#)

[South West Deaf Network](#)

[Gloucester Deaf Club](#)

[Gloucester Deaf Association](#)

50+ people & OAPs (Bristol)

Glennis Hampshire - Secretary glenis.hampshire@icloud.com



Organisations improving the lives of Deaf people

Buckley Court for Deaf People - you can pass information to social service support worker who will pass on to the Deaf residents.

<https://www.bristol.gov.uk/social-care-health/deaf-people-buckley-court-supported-living-scheme>

Action on Hearing Loss (Poolemead)

<https://www.actiononhearingloss.org.uk/supporting-you/care-and-support/how-we-provide-care-and-support/south-west/bath-community-outreach.aspx>

Deaf Plus

<http://www.deafplus.org/where-we-are/bath-north-east-somerset/>

Deaf Children

Elmfield School (primary and secondary)

For the year 2016-17, it has 26 pupils altogether.

<http://www.elmfield.bristol.sch.uk/>

Henbury Special Unit / inclusive Unit

<http://www.henburycourt.bristol.sch.uk/149/additional-needs-and-inclusion>

Family Centre for Deaf Children

<http://www.fcdc.org.uk/>

Online Listings

Gloucester Deaf Association

<http://www.gda.org.uk/>

Limping Chicken – (charges apply for publishing your article / event and news).

<http://limpingchicken.com/>

Action On Hearing Loss

<https://www.actiononhearingloss.org.uk/community/in-your-area/south-west.aspx>

British Deaf News - online magazine (submit at least two months in advance)

<https://www.bda.org.uk/deaf-news#>