



Did you know, nearly 15% of the population have some degree of deafness. If your organisation has not made adjustments to help deaf and hard of hearing people access your products and services, then you may be excluding a considerable number of people.

**For every 10,000 of the population:**

- 10** will be born profoundly deaf. They probably get little or no benefit from hearing aids and mainly use sign language to communicate.
- 20** will have become profoundly deaf. They may use sign language and probably also lipread.
- 100** will be partially deaf. They may have difficulty following what is being said, even with hearing aids. Mostly they will lipread and some use sign language as well.
- 600** will be hard of hearing. They will be able to follow what is being said with a hearing aid and will be able to use a telephone if it has an adjustable volume or has been designed to be used with a hearing aid.
- 800** will be mildly hard of hearing. They may have difficulty following conversations particularly in large groups or in noisy situations. Some will wear hearing aids and many find lipreading helpful.

- British Sign Language (BSL) is the first or preferred language of around 70,000 people in the UK
- About 2 million people in Britain wear hearing aids, maybe another million would benefit from doing so
- Almost all deaf and hard of hearing people rely on lipreading to some extent
- Many combine signs from BSL with English in order to communicate

**Here are a few examples of ways to be more accessible to deaf people:-**

- Develop the skills of your staff so that they have the knowledge and understanding to communicate effectively
- Overcome the communications barrier by providing deaf awareness training, human aids to communication or the use of appropriate technology
- Make sure your building is deaf-friendly by providing appropriate systems, such as an induction loop
- Plan public areas carefully with deaf visitors in mind and try out your plans with local deaf people to make sure they work
- Use plain English in your literature making it easy to read and understand
- Improve telecommunications by making available textphones, fax, Typetalk, emails, SMS and videophones.

**Remember – if a hearing person and a deaf person have trouble communicating, the problem is shared: communication is everybody’s responsibility.**