

2020 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 with the 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 '**acquired deafness**' 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 (Access to Work), British Sign Language (BSL Inquiry) and the Deaflympics.

Craig Crowley, Chair of the UK Council on Deafness, states: "This year's Deaf Awareness Week is an excellent opportunity to show solidarity and further raise awareness of the importance of accessibility and inclusion."

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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