



## Spotlight on The Life & Deaf Association

*The Life & Deaf Association was the joint winner of the SLCN Innovation Award, alongside Artburst Ltd in the 2013/14 Shine a Light Awards. The Life & Deaf Association were chosen by judges for their innovative campaign to develop deaf children and young people's ability to communicate within communities.*

The Life & Deaf Association's campaign centred on a portable exhibition that travelled across fifteen cities spreading a positive deaf awareness message to schools and communities.

The Life & Deaf Association drove a poetry wrapped VW-camper van across the UK teaching people how to sign *Good Morning* as a gesture of inclusion. The van stopped at schools each morning and deaf young poets delivered an assembly, performed signed poetry and discussed their feelings and experiences.

In the afternoons, the camper van was driven to Tesco car parks to reach a diverse cross section of British communities. Deaf-awareness information was distributed and shoppers were taught how to sign *Good Morning*. In total, 20,000 shoppers were taught to sign *Good Morning*, with many of these uploaded to the LDA website.

The campaign reached out to celebrities to gain further momentum and public engagement. Individuals signing *Good Morning* were joined on the website by celebrities including Sir Ian McKellan, Emma Bunton and Daniel Radcliffe.

As well as this, celebrity films featuring them signing were shown at a number of London tube stations alongside clips of deaf children and young people and their families. In addition to this, BBC SeeHear covered the tour.

The judges were impressed that as a result of the campaign, schools pledged to add signed poetry to the English curriculum, to set up poetry corners for self-expression and to use poetry alongside behaviour and counselling.

The Life & Deaf Association was successful in their objective of raising awareness of deaf children and young people and participants were engaged and excited to participate in the activities.

