

With training, your staff will:

- Recognise when people are deaf or hard of hearing
- React positively towards deaf and hard of hearing employees/customers
- Communicate politely and efficiently with deaf and hard of hearing employees/customers

Your deaf employees and customers will:

- Find that dealing/working with your organisation is positive and rewarding

Your organisation will:

- Demonstrate its commitment to deaf and hard of hearing people
- Provide quality care for all its employees/customers

Who Will Benefit?

- Deaf Employees
- All your Customers
- Your Business
- Staff who deal with customers face-to-face, on the telephone or in writing
- Staff responsible for developing customer services

For further information or to arrange a Deaf Awareness Training Session

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See our leaflet for our Resource Centres and Outreach Centres

Check out our range of leaflets or visit our website at www.nadi.ie for further information.

Leaflet Ref: 09SG1004



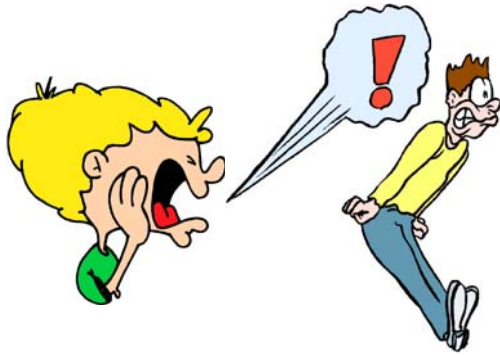
National
Association
for Deaf People



Deaf Awareness Training



Shout!



Is this the way your organisation deals with 17% of your employees/customers?

Deaf Awareness Training can provide the training your staff need to communicate effectively with consumers with a hearing loss.

17% of the population Can't Hear You!

17% of the population of Ireland have some form of hearing loss. This loss ranges from a mild hearing loss to a profound loss.

Approximate Figures

Description of Hearing Loss	% Total Adult Population	Number of Adults
Mild	11.33%	399,201
Moderate	4.99%	175,818
Severe	0.54%	19,026
Profound	0.14%	4,933
Total	17%	598,978

Age is a significant factor in hearing loss - the vast majority of people with hearing difficulties are in the older age bracket.

Could this be one of your employees?

Age Group	% With Hearing Loss
17 - 30 yrs	1.8%
31 - 40 yrs	2.8%
41 - 50 yrs	8.2%
51 - 60 yrs	18.9%
61 - 70 yrs	36.8%
71 - 80 yrs	60.2%

Breaking Down Barriers

Hearing loss need not be a barrier to communication if organisations are willing to understand the needs of deaf and hard of hearing people and, where necessary, provide appropriate aids to communication.

Many organisations are now demonstrating a more responsive attitude to the needs of the public. They realise that improving standards of services for deaf and hard of hearing people - like any improvement in customer care - makes good business sense.

No one likes to be shouted at. For deaf or hard of hearing people, shouting doesn't actually help. It embarrasses and offends.



Deaf Aw:

One day's Deaf Awareness Training will give participants the confidence to communicate politely and efficiently with deaf and hard of hearing people in typical work situations.

The programme is interactive and each session is tailored to the specific requirements of the organisation involved.

Organisations which have benefited from Deaf Awareness Training include:

- Hospitals
- Private companies
- Transport Providers
- Banks
- Educational Institutions

Training Focus

- What it's like to be deaf in a hearing world
- Understanding different types of deafness
- Points of Good Practice in spoken and written communication
- Basic Sign Language Skills
- Correct terminology to use with deaf and hard of hearing people
- How to make your service accessible to deaf people (Technology and building access)

Keys to Success

- Attitude
- Communication
- Information
- Access

What will your Staff and Organisation gain?