



Deaf Not Stupid Roadshow

What is it?

Deaf Not Stupid is a fun and interactive awareness campaign designed for young people. We are working very closely with Deaflinks Staffordshire to create up to date and thought provoking content.

Why are we doing this?

The last twenty years has seen the closure of 85% of deaf schools. There are now only five specialised deaf schools in the UK, giving deaf children no option but to attend mainstream school. However results show that we are not providing the right level of support for these children, and it's avoidable.

In the last four years statistics show that deaf children have failed to achieve A-C grades at GCSE. Deafness is not a learning difficulty, with the right support a deaf child can do exactly the same as a hearing child.

Statistics also show that a deaf child is 25% more likely to suffer from isolation, bullying and depression, again, completely avoidable.

Deafness is a silent disability, it's not life threatening and you can't see it, so unless it's touched your life in some way it's easy for it to slip under your radar.

Remember 1 in 6 people are deaf or hearing impaired but in Staffordshire the statistic is actually 1 in 5 (due to our mining and pot bank heritage).

What will it involve?

We start by introducing ourselves and opening a question about deafness, and how deaf aware the children think they are.

We then show a short, fun and very insightful documentary called 'Deaf Not Stupid'.

When the documentary is finished we ask how that makes the pupils feel? The response at this point is always very heart warming.

Now the fun begins. We then set up three very simple role play scenarios and ask for volunteers. The volunteers that play the 'deaf' character's will wear industrial sound blocking headphones to simulate the loss of hearing.

When this is complete we ask teach them a few basic signs.

What do we want to achieve?

Our objective is for every pupil to leave our roadshow with a basic understanding of deafness. So that if deaf child joins their class, or when they meet somebody deaf for the first time, they will feel confident and comfortable enough to interact with them and form a relationship. We believe change has to be made at grassroots level in order to one day eradicate these problems forever.

Who are we?



Deaflinks Staffordshire is a registered non-profit organisation in the heart of Stoke-on-trent, founded in 1868 providing invaluable support to the deaf and hearing impaired community in and around Staffordshire.

Rachel Shenton, well known Television actress, currently appearing in hit US TV show Switched At Birth. Rachel is a committed advocate for raising deaf awareness, due to her late father losing his hearing over night and being profoundly deaf. Rachel is ambassador of the National Deaf Children's

Society, Deaffest and DeafLinks Staffordshire.

Chris Overton, local filmmaker and actor. Chris has been involved in Deaflinks Staffordshire and the deaf community for over two years, raising awareness through the medium of film. Chris is responsible for producing all of Deaflinks awareness campaign videos, including the short documentary we will be showing on the day of the campaign.



How long does it take?

One hour.

What will it cost us?

There will be no up front fee. We ask that each pupil brings in £1 which will help towards travel, headphones, equipment and the small treat at the end for all the children that took part. We are a non-profit enterprise therefore any profit made will go directly to our next awareness film.

What age group is this appropriate for?

All age groups. Awareness at grassroots level is imperative. We simply adapt the roadshow according to our audience, so with the younger pupils (under 7) the length will be around 30 minutes instead of an hour, we wouldn't show the documentary and would focus more on the interactive aspects, such as role play and sign language.

We are dedicated to creating a more deaf aware world so that young deaf people have as good a shot as anybody else at achieving their dreams.

Change takes a city - Please join us and help make Staffordshire deaf aware!