

# NEWS RELEASE

28 September 2006

For immediate release

## **Local charities offer a sensory experience**

Action for Blind People and Cumbria Deaf Association are joining together to offer companies and organisations across Cumbria, the opportunity to become both visually aware and deaf aware in one day. The free Dual Sensory Impairment Awareness Training takes place on 18 and 19 October 2006.

Visual Awareness Training will cover techniques for guiding visually impaired people, tips on how to make buildings accessible and offer advice on how to communicate effectively with blind and partially sighted people. Deaf awareness training will look at the impact of and common reactions to hearing loss, explain the importance of body language when talking to someone who is deaf and teach finger spelling and basic sign language.

The training has been funded by Care Sector Alliance Cumbria. The funding will enable Action for Blind People and Cumbria Deaf Association to deliver Dual Sensory Impairment Awareness training to 48 organisations free of charge.

Anne Pritchard, Visual Awareness Trainer for Action for Blind People, commented: "It's extremely important that companies and organisations across Cumbria meet their obligations under the Disability Discrimination Act and we can help them do that. A blind or partially sighted person may use an organisation's services, or they

# NEWS RELEASE

may be a member of staff. In either situation, the organisation should know how to react to that person's disability in order to effectively support them."

John Brown, Chief Executive for Cumbria Deaf Association, added: "We are delighted to be working in partnership with Action for Blind People to develop an awareness of how sensory loss can impact on people's lives. I hope that this initiative is the first of many with Action for Blind People."

The free training will take place at::

Cumbria Deaf Association  
217 Duke Street  
**Barrow in Furness**  
LA14 1XT  
On Wednesday 18 October, 9.30am-4pm

and at

Cumbria Deaf Association  
3 Compton Street  
**Carlisle**  
CA1 1HT  
On Thursday 19 October, 9.30am-4pm

Companies and organisations can book their place by contacting Cumbria Deaf Association, Tel/Textphone: 01228 607457, email: [susan@cumbriadeaf.co.uk](mailto:susan@cumbriadeaf.co.uk)

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For further media information please contact Zoë Patel, Press Officer for Action for Blind People, Tel: 020 7635 4898, Mobile: 07739819954 or Email: [zoe.patel@actionforblindpeople.org.uk](mailto:zoe.patel@actionforblindpeople.org.uk)

## Notes to editors:

- Action for Blind People supports over 20,000 blind and partially sighted people in the UK every year. Action for Blind People's National Freephone Helpline is 0800 915 4666. Action works to inspire change and create opportunities to enable blind and partially sighted people to have equal voice and equal choice and to live a full and valuable life. If abbreviating "Action for Blind People", please use "Action" rather than AFBP or ABP.
- Cumbria Deaf Association is the local voluntary organisation meeting the needs of some of the 75,000 people in Cumbria who are profoundly Deaf, deaf/blind, deafened or hard of hearing. CDA is based in Carlisle with offices in Barrow, Whitehaven and Kendal. It has 36 staff many of them part time, and a network of some 20 volunteers. For more information see [www.cumbriadeaf.co.uk](http://www.cumbriadeaf.co.uk)