



## Deaf Aware

### The Lions Hearing Trust

The Lions Hearing Trust is a charitable organisation with objectives to promote and encourage better communication with the hearing impaired.



This is primarily achieved through the promotion and organisation of Deaf Awareness Sessions where information is provided to improve understanding of the problem of hearing loss and training given to assist in better communication with those with hearing impairment.

The Lions hearing Trust is associated with Lions Clubs International, the largest service clubs organisation in the world.

### Deaf Awareness Sessions

Sessions may vary in length but all include:

- the causes of hearing loss
- The extent of the problem in the UK
- How to recognise those with a hearing problem
- Methods of improving communication with the hearing impaired
- "Hands on" experience

The Lions Deaf Aware Card is issued to people with a hearing disability.

### Did you know?

- There are 9.7 million hearing impaired people in the United Kingdom
- Two in five adults over the age of 55 suffers from a loss of hearing
- 70% of the UK's assets are held by the over 55s

### Basic guidelines for better communication with the hard of hearing

- In a noisy environment, take the person to one side
- Try to position yourself so that your face is well lit
- remember that hearing aids amplify ALL sounds
- Do not shout
- Speak clearly and not too fast
- Always address a person face to face
- Use plain language that is easily understood
- When speaking, always ensure that your lip patterns can be seen clearly and are not distorted by eating or smoking
- If you are not understood, try using simpler words or write things down
- be patient and above all...
- ... do not give up

Some of the organisations which have taken advantage of The Lions Deaf Awareness Programme

- ASDA
- Barclays Bank
- BreckInad District Council
- Debenhams
- Guinness Trust Group
- Hanover Housing Association
- Lakeside Retail Park
- The Prince's Trust

- Rochford District Council
- Somerfields
- Tendring District Council
- Thurrock District Council
- Westcliff Theatre Trust
- Residential Care Homes [Lion John Cheetham](#)

Deaf Aware Project Officer

## Useful Links

- [Leo Clubs](#)
- [Lions Clubs International Foundation](#)
- [Lions Clubs International](#)
- [Lioness Clubs](#)

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