

Engaging with Deaf People to Achieve Health Equity

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Welcome and housekeeping



To get the best out of today's session:

- All audio will be muted, unless people are speaking
- Contribute constructively and with kindness in the chat in the Q and A session
- We would like you to avoid using virtual reactions, hands up, thumbs etc.
- Make notes if you wish to, but we will email you all a copy of all the documents, and a recording of the session. The presentation part of the session will be recorded, but the recording will not include the Q and A session.
- If you have two screens, you can pop out the presentation slides onto a separate screen in order to view the interpreter/speaker in a larger box.
- AI note-taking tools may be used by delegates during this event, please note that they will be removed during the Q&A session to ensure attendees feel comfortable engaging in open discussion.
- Please complete the evaluation along with suggestions for future topics



Overview of session

- A brief intro to Health Innovation East Midlands and what we do
- Why Engagement with Deaf people is vital and how this links to improving access to services
- Our top tips for engagement
- A generous amount of time for questions and discussion at the end



Health Innovation East Midlands

(Formerly East Midlands Academic Health Science Network)

- 1 of 15 Health Innovation Networks across England – East Midlands NHS innovation arm.
- Our continuing mission is to spread healthcare innovation at pace and scale.
- Work with system partners to improve health, drive down cost and improve experience and outcomes for patients.

How can we help?

Access our support and expertise:



Our Programmes >

Our portfolio of ready to implement programmes



Innovation Scanning >

Seeking health and care solutions



Innovator Support >

Advice to develop and spread innovations



Expert support services and solutions to your health and care challenges

- Access proven innovations
- Finding solutions to your specific challenge
- Evaluation and building evidence
- Addressing health inequality
- Data to drive insight
- Pathway mapping and service redesign
- Support to access funding
- Developing business cases and cost/benefit analysis
- Quality improvement methodology
- Spreading and embedding your project
- Involving patients and the public
- Developing successful Communities of Practice
- Enabling safer care
- Supporting workforce transformation



Why Engagement with Deaf people?



- Our partnership



Why Engaging with Deaf people is so important

- More likely to have a late stage cancer diagnosis
- More likely to have high blood pressure
- More likely to have pre-diabetic blood glucose levels
- More likely to have poorer mental health
- More likely to attempt suicide

Rogers KD, Rowlandson A, Harkness J, Shields G, Young A (2024) Health outcomes in Deaf signing populations: A systematic review. PLoS ONE 19(4): e0298479. [https://doi.org/ 10.1371/journal.pone.0298479](https://doi.org/10.1371/journal.pone.0298479)



Understanding the Deaf community

- What does Deaf with a capital D mean?
- What is British Sign Language (BSL)?
- What is the Deaf BSL community?



First Steps

Never too early to think about accessibility but can be too late

Bring a Deaf person onto the team – paid time

Ask Deaf people what their communication preferences are

Legislation – Accessible Information Standards 2016
BSL Act 2022



Working with BSL interpreters – Service or event

- Different communication professionals available
- BSL interpreters must be NRCPD registered (National Registers of Communication Professionals working with Deaf people)
- Plan early 1 BSL interpreter of every 60 Deaf people in UK
- Budget



Avoid exclusion by omission

- Think through booking system
- Does everyone know the process?
- Booked an interpreter, let the Deaf person know
- Don't rely on family to interpret
- Ask Deaf person their preference



Face to face is best

- Venue and room
- Seating plan
- Think about access, parking
- Seek advice from a Deaf person



If you have to be online

- Use a platform where you can pin an interpreter
- Physically raise your hand
- Interpreters and the Deaf person need breaks
- Have good, stable internet bandwidth / wifi
- Medical appointments – secure video system



Cultural differences

- Deaf community has varying literacy, especially health literacy
- Be patient and listen to the story
- BSL is a very expressive language



Make a difference

- Expectations
- Plan to deliver change and feedback to the community
- *“took the time to go through the information with an interpreter, it made a world of difference”*
- *“improve care for all not just Deaf people”*





Further information

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- **LinkedIn:** [Health Innovation East Midlands](#)
- **Sign up to our newsletters:** [HIEM Newsletters Link](#)
- **Patient Public Involvement Newsletter:** [Public Face Newsletter Link](#)



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Innovation Insights
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