

# #SeeHearUs Deafblind Awareness Week 2026 – Partner Organisation Toolkit

## Context

Deafblindness is a distinct condition involving the loss of sight and hearing to the point where your communication, mobility and ability to access information are impacted. Over 450,000 people across the UK are living with deafblindness, and this number is rising every day.

Public perceptions of deafblindness are often based on a deficit model of disability, feeding myths about deafblind people being incapable, or unable to make meaningful contributions to society.

But each person living with deafblindness has their own strengths, just like anyone else. In fact, experiences of deafblindness can bring unique skills, abilities and capabilities which are often under-recognised.

This year's Deafblind Awareness Week theme - #SeeHearUs - aims to shift perceptions and platform the strengths and abilities of deafblind people.

We're providing this toolkit so that sensory loss and disability charities and D/deaf and disabled people's organisations can take part in the campaign.

The campaign's webpage with further information can be found here: <https://deafblind.org.uk/get-involved/our-campaigns/deafblind-awareness-week-2026/>

## Get Involved

We've provided some social media copy below so that you can make a noise about deafblindness during the week. But it is just suggested copy - feel free to make any changes or additions - or create your own posts 'from scratch'!

In particular, if you have deafblind supporters, campaigners or experts by experience, platforming their strengths and abilities could create some incredibly impactful content.

You can also encourage your community to get involved by producing some user-generated content for the campaign. We're encouraging people with deafblindness to tell us about one of their strengths – whether it's a job, hobby, skill, personal quality or something else, in whichever format is most accessible...

- A short video of you saying 'I am deafblind and...' talking about a strength
- A written quote, perhaps alongside an image that links to your message (perhaps showing a moment of achievement, or you practising your hobby or skill)
- A voice recording
- A drawing... or something else!

We'd love for people to share their content across their social media channels using the #SeeHearUs #DeafblindAwarenessWeek2026 hashtags and, if comfortable, send to us for us to reshare on our channels!

## Social Media Copy

**Hashtags:** #SeeHearUs #DeafblindAwarenessWeek2026

### Handles

X: @DeafblindUK

BlueSky: @deafblinduk.bsky.social

Facebook: @DBUKCharity

Instagram: @deafblindukcharity

Day	Copy	Creative
22.06.26	We're supporting [TAG DEAFBLIND UK]'s #SeeHearUs campaign this #DeafblindAwarenessWeek2026.	<a href="#">Page 1</a>

	<p>This year's campaign spotlights the unique strengths of every deafblind person.</p> <p>As Janice, a deafblind Expert by Experience, explains, "we all have skills and gifts and deafblind people given the chance can be great contributors to the economy and society".</p> <p>Find out more [FINGER POINTING DOWN EMOJI]</p> <p><a href="https://deafblind.org.uk/get-involved/our-campaigns/deafblind-awareness-week-2026/">https://deafblind.org.uk/get-involved/our-campaigns/deafblind-awareness-week-2026/</a></p>	
23.06.26	<p>As part of the #SeeHearUs campaign for #DeafBlindAwarenessWeek2026 we're shining a light on the unique strengths every deafblind person has.</p> <p>Are you living with deafblindness and keen to get involved?</p> <p>Do you know someone who is deafblind who you admire and keen to celebrate them?</p> <p>Create a piece of content sharing one of your strengths in whichever way works for you – it could be a video, quote, drawing or something else (PURPLE HEART EMOJI)</p> <p><a href="https://deafblind.org.uk/get-involved/our-campaigns/deafblind-awareness-week-2026/">https://deafblind.org.uk/get-involved/our-campaigns/deafblind-awareness-week-2026/</a></p>	<a href="#">Page 2</a>
24.06.26	<p>People living with dual sensory loss have unique strengths and abilities, just like all of us.</p> <p>As Glen, a deafblind Expert by Experience, says, being deafblind can make you more resilient, independent, adaptable and determined.</p>	<a href="#">Page 3</a>

	<p>Let us know in the comments below what your strengths are (PENCIL EMOJI)</p> <p>#DeafblindAwarenessWeek2026 #SeeHearUs</p> <p><a href="https://deafblind.org.uk/get-involved/our-campaigns/deafblind-awareness-week-2026/">https://deafblind.org.uk/get-involved/our-campaigns/deafblind-awareness-week-2026/</a></p>	
25.06.26	<p>Are you living with sight and hearing loss?</p> <p>As part of (Tag Deafblind UK's) #SeeHearUs campaign for #DeafblindAwarenessWeek2026 we're inviting you to get involved and share your unique strengths.</p> <p>You could spotlight a job, skill or hobby in a short video, quote or drawing...the choice is yours!</p> <p><a href="https://deafblind.org.uk/get-involved/our-campaigns/deafblind-awareness-week-2026/">https://deafblind.org.uk/get-involved/our-campaigns/deafblind-awareness-week-2026/</a></p>	<a href="#">Page 4</a>
26.06.26	<p>We all have unique strengths and abilities.</p> <p>As part of (TAG DEAFBLIND UK)'s #SeeHearUs campaign for #DeafblindAwarenessWeek we've been working to shift perceptions to focus on what deafblind people CAN do.</p> <p>What perceptions of sensory loss do you think need to shift? Let us know in the comments below...</p>	<a href="#">Page 5</a>

Link to creative content: <https://canva.link/huoidnwe3z3cmkx>

We have also created printable posters to share the campaign in workplaces, community centres or wherever you engage with your community: <https://canva.link/tzmszgkot9547hw>

## Accessibility Tips

- Make sure you include alternative text for any visual content used and an image description where possible. RNIB have produced a [handy guide](#).
- Make sure to use #CamelCase for hashtags, capitalising the first letter of each word.
- Use emojis sparingly, never to replace words or bullet points and always at the end of sentences. Find out more [here](#).
- Add captions for any video content, making sure the speaker is not being obscured by text. This [webpage](#) is a handy guide.

*These are just a few tips to make sure your content is accessible to people with sight and hearing loss. There are a wealth of resources to find out more – [this resource](#) from CharityComms is a good starting point.*

## For further information...

Please contact Charlie Alderwick, Head of Marketing and Communications at Deafblind UK: [charlie.alderwick@deafblind.org.uk](mailto:charlie.alderwick@deafblind.org.uk)