



LEICESTERSHIRE FIRE and RESCUE SERVICE

MEDIA OPPORTUNITY

Issued on: Tuesday 16 May 2017

LFRS SUPPORT DEAF AWARENESS WEEK 2017

Wednesday 17 May, 11:30 – 12:30 hours
Leicester Deaf Action Group, Leicester

This week is Deaf Awareness Week 2017 and Leicestershire Fire and Rescue Service will be supporting it by publishing visual safety messages in British Sign Language for the deaf and hard of hearing.

On Wednesday, the videos we have developed will be showcased to an over 50's social group who are profoundly deaf at Leicester Deaf Action Group. Our aim is to help raise the awareness of vital safety messages amongst the deaf and hard of hearing community and hopefully receive feedback as to how we can make more of our messages more accessible in the future.

Steve Lunn, Chief Fire and Rescue Officer, said: "It is essential that we, as a Service, do everything we can to try and make all our safety messages accessible to everyone within our local communities."

"In order for us to do this and show our support for Deaf Awareness Week, we have used resources from within the Service to produce a number of videos showcasing the messages, and they will be used on social media and our website. Please look out for them, share them and help spread the message."

We are looking to both local and national media to help raise the profile of the British Sign Language videos we have created for Deaf Awareness Week and we would appreciate your attendance.

Where to find Leicester Deaf Action Group:

12 Frog Island, Leicester, LE3 5BG

All the videos can be seen on our social media channels (@LeicsFireRescue), our website and our YouTube channel - please take a look!

For more information, visit: <http://www.leicestershire-fire.gov.uk/your-safety/at-home/advice-for-people-with-disabilities>

ENDS

Notes to editors: Photo and interview opportunities will be available on the day and can be arranged via Corporate Communications on the details shown below.

About the Service

Leicestershire Fire and Rescue Service provides emergency response, prevention and protection services from 20 stations across Leicester, Leicestershire and Rutland. Its headquarters is based in Birstall, Leicester.

The Service's prevention, education, enforcement and inspection programmes have resulted in significant reductions in the number of incidents. In the last ten years, fire related incidents have reduced by 46 percent.

During 2015/16, the Service attended 666 road traffic collisions, of which 174 were extrications freeing 208 people trapped inside their vehicles and completed 5086 home fire safety checks, fitting almost 4481 smoke alarms. Staff organised or supported almost 1431 events aimed at promoting fire and road safety and arson prevention, whilst also visiting 332 schools to deliver fire and road safety education to pupils.

Contact:

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