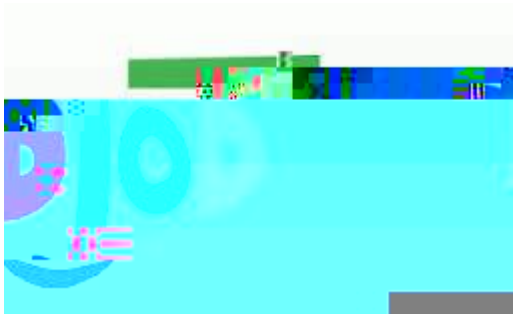

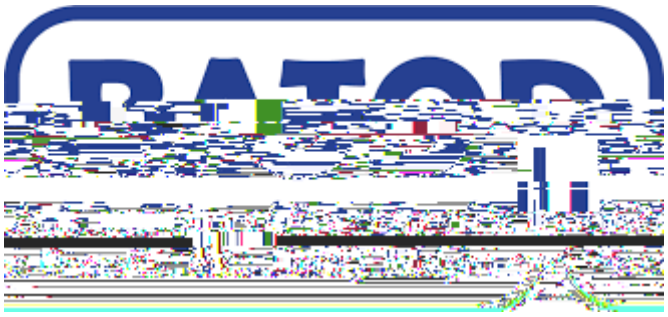

Let’s change the language culture

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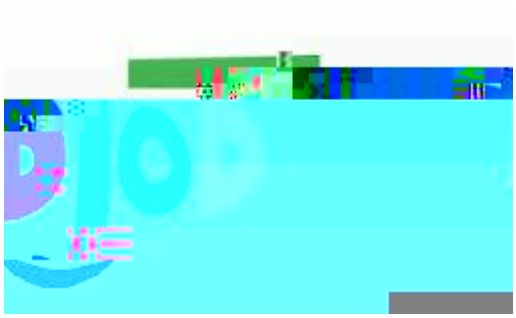
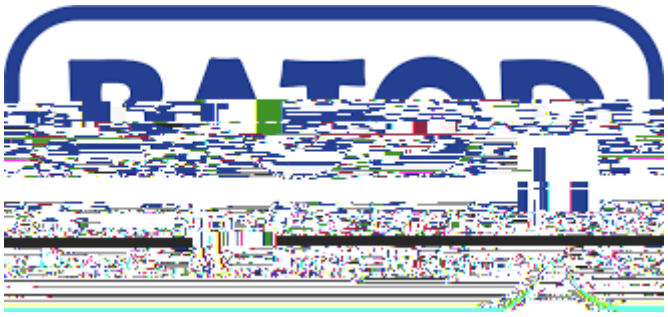




range of positive terminology when referring to deafness. Creating a positive culture around deafness from birth will only contribute to developing positive deaf identities in deaf children as they grow up. These positive terms do not reflect deafness as a medical deficit.

3. **Subliminal Messaging**

   By consistently referring to deaf children as ‘hearing impaired’ children we serve to subliminally and subconsciously permeate a message in this negative culture that they are not hearing children and thus, subconsciously cultivating an internal feeling that deaf children are inferior to hearing children.

4. **Sensitivity in Language Use**

   We acknowledge that families will be sensitive to the use of language and terminology at the beginning of their journey with their deaf children. Conflicting messages from various professionals because of their approach in managing deafness further seeks to internalise needless conflict for parents in the early days. Parents often report that they wished for positive terminology to be used from the beginning with some sensitivity given their lack of prior knowledge or experience of deafness.

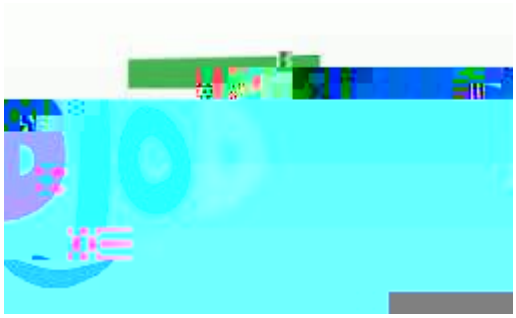
5. **Promotion of Negative Culture**

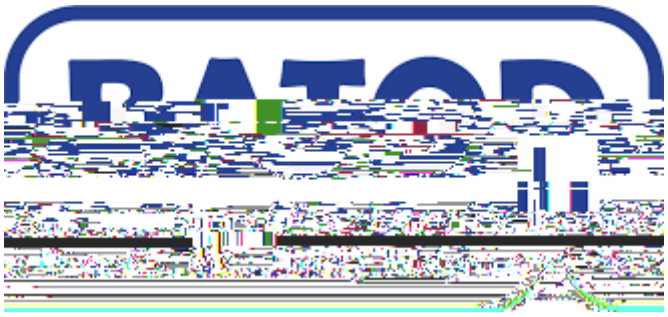
   By using ‘hearing impairment’ or ‘hearing impaired’ in discussions with

   professionals, we are promoting a negative culture around deafness and subconsciously promoting the idea that we are trying to ‘fix’ deaf children and/or make them hearing, reinforcing a medical model of disability. For professionals, parents and DCYP completely unaware of deafness this is the first message they will receive when encountering deafness.

6. **Self-Perception Among Deaf Children**

   Deaf children often refer to themselves as ‘hearing impaired’ as a result of this negative culture around deafness and often have a p00008 16 264BT/F2 12 Tf1 0 0 1 259 81





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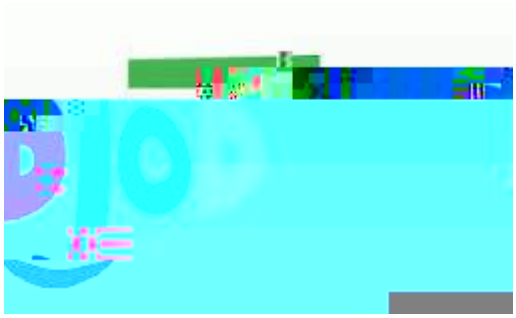
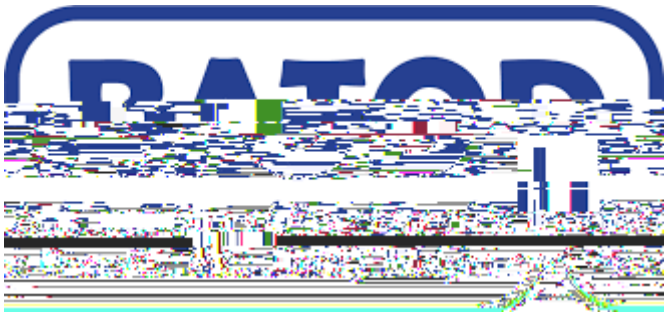


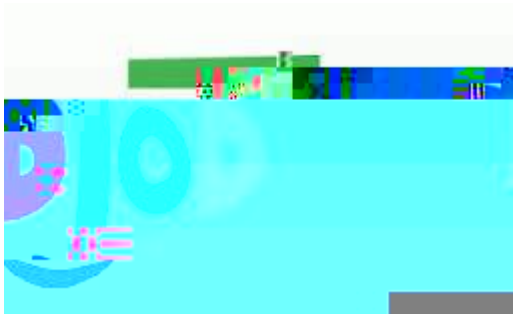


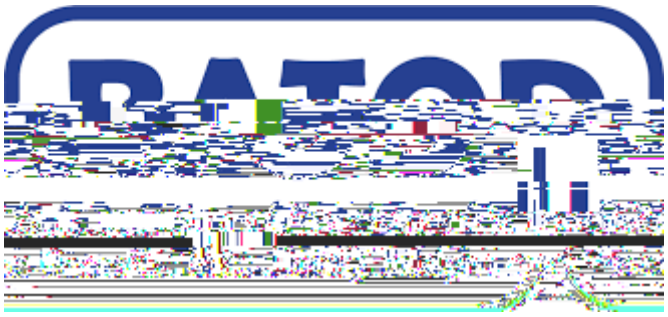
10. d/Deaf terminology

d/Deaf is often used to distinguish between deaf people who are more aligned with a medical model of deafness, and those who are more aligned with a social model of deafness. When deaf is written in the lowercase it refers to those who those who identify more with the audiological experience of deafness. When deaf is written in the uppercase, Deaf, it refers to those who identify as Deaf through a cultural experience of deafness. While this terminology was widely accepted at the beginning, and is referred specifically for the Deaf community, we feel it can be perceived as if deaf people should firmly be in one ‘camp’ or the other. The reality for many deaf people is that they fluctuate can between both ‘camps’, and this should be supported. We urge caution in using this terminology in naming services/provisions. BATOD and NDCS use ‘deaf’ in all written publications to mean all levels of deafness and experiences. More and more people are moving away from the d/D definition as it is binary and many young deaf people are part of the Deaf community even if they don’t primarily use British Sign Language.

11. Diagnosis / Identification

We would like to move away from using ‘diagnosis’ when referring to deaf





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