

**Short presentation by Helen Lansdown at the Government/  
Business/Charitable/Philanthropic meeting at Bay House, Cattlewash,  
Barbados on Wednesday 18<sup>th</sup> April 2018, covering her position as CEO to  
Deafax and Co-Founder of Signly.**

**1. Hello everyone. Thank you Peter for organising and hosting this special day. I'm honoured and inspired to be amongst you, it has been fascinating to hear about the work you do on behalf of the organisations which you represent here in Barbados.**

**2. I would like to begin by briefly outlining the contribution that Deafax has made to the lives of Deaf and Hearing people in the UK and then share some ways in which we might collaborate with you.**

**3. Deafax's focus in the UK has been on 3 primary areas:**

- I. Technological innovation**
- II. Accessibility**
- III. Health and Wellbeing**

**4. As well as delivering a variety of projects, we have worked to "educate and influence" policy makers and service providers because we cannot do things in isolation, nor should we. True impact is best made through active engagement of the wider community at all levels.**

**5. Role Models, in our case Deaf people of all ages, are at the heart of all we do. Together, and with assistance of technical partners and Universities, we have been able to devise solutions to the barriers posed by deafness & enhance the opportunities for the Deaf community in the UK.**

**Examples include:**

- Digital Emotional Subtitling – where subtitles are enhanced through colour, shape and movement. This was done in collaboration with Goldsmiths College, London**
- Viewtalk – featuring interviews and blogs of inspiring people via video - Cable & Wireless helped to fund this and it had an International remit**
- Our most recent initiative is the Signly App - where sign language is made available on smartphones and tablets by way of our app, providing access to information e.g. health, travel, financial & tourist sectors.**

**6. We hope there can be ways to pool our programmes and resources with you so they are available more widely. For example:**

- Health Education Programmes for schools to include addiction, sexual health, fitness and wellbeing, identity and art therapy.
- The key to the success of these has been “role models” and the programmes are delivered by Deaf people most often in sign language.
- At every point we include parents, siblings and work closely with teachers providing resources to support them in taking this work on into the future.eg. Signs for Sexual Health and Pregnancy.

7. We endorse Peter’s drive to establish a “Philanthropic Ecosystem” for Barbados – something all of us can and should be a part of. We are keen to be involved albeit starting in a small way initially through the Calypso Project, which Ken spoke of, and exploring with you how we might provide “SIGNLY” in ASL (American Sign Language) on the island assessing with your help where Signly might be most effective and useful.

8. Collaboration is crucial in building an infrastructure that can be sustained but also grow. I hope this can be the beginning of working more collaboratively with you to unlock the potential in both of our Islands.

