



National
Deaf Children's
Society

.....
**Supporting families
with deaf children:
our new roles**



Session presenters



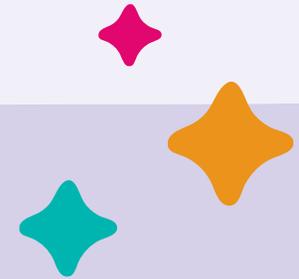
Jemma South

Platform Lead, In the Community

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Jemma leads on our community transformation, brand and customer engagement work. This currently has a focus on building local capacity through volunteers, Community Connector roles and strategic partnerships.

Email: jemma.south@ndcs.org.uk



Session presenters



Alison Worsley

Platform Lead, Develop and Influence

Alison leads our work around influencing systemic change. This currently has a focus around screening programmes, audiology services and family support in the UK and internationally.

Email: alison.worsley@ndcs.org.uk



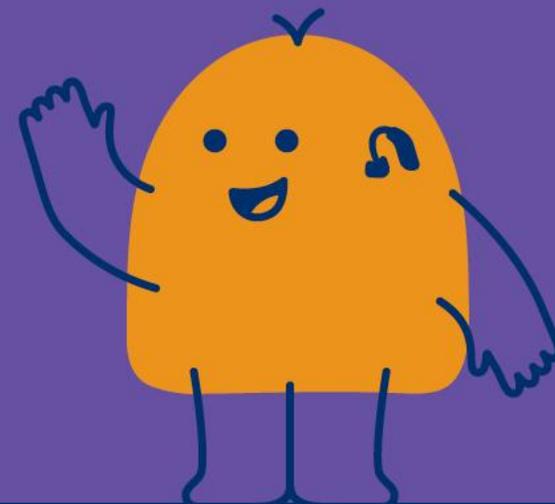
Presentation overview

- 1 Our strategy
- 2 Community Connectors
- 3 Early Intervention Advice and Guidance Officers
- 4 Other NDCS services for families
- 5 Q&A



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Our strategy



Who we are...



We're the **National Deaf Children's Society**, the charity for deaf children with any level of hearing loss.

We're **here for deaf children and everyone who cares about them**. Whatever the question or challenge, we help find a way through.

We **empower families to connect and drive change in their communities**, and we campaign to make sure deaf children get the support they need. We lead the way, sharing insight and knowledge in the UK and internationally.

We believe nothing should hold deaf children back.



Strategic Objectives – 23-28

Early Years Impact:

Increase the effectiveness of support to families who are new to hearing loss

Information and Advice:

Empower and inform parents to do the best for their deaf child

In The Community:

Increase our local relevance, strengthening our network to grow our reach and impact

International:

Drive systemic change in early intervention for deaf children in developing countries



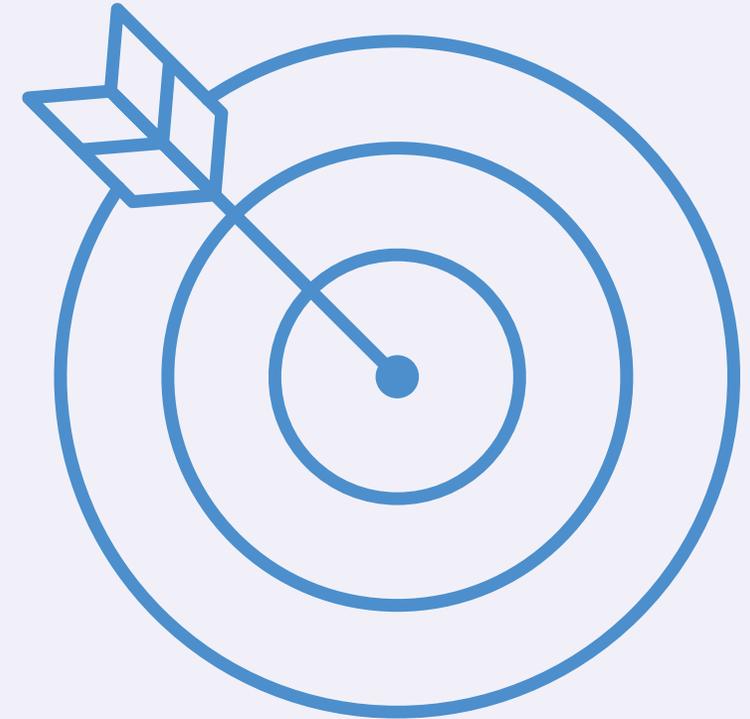
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To turn how we support deaf children and their families on its head, putting parents and volunteers at the heart of every activity, giving them the knowledge, tools and know-how to connect and drive effective change in their communities.

”

Key research takeaways

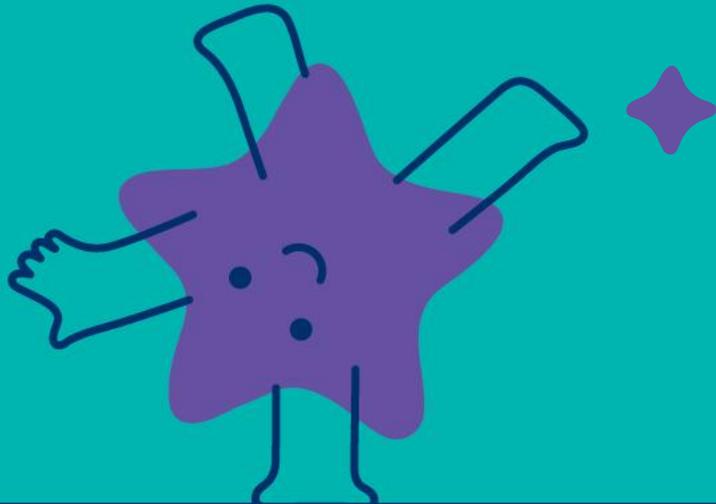
- ➔ Parents are the biggest influence in a child's early years
- ➔ Language and communication skills are crucial
- ➔ Peer connections are essential
- ➔ Teachers of the Deaf and audiology play a pivotal role
- ➔ We need grassroots, connected solutions
- ➔ **There is no one size fits all**



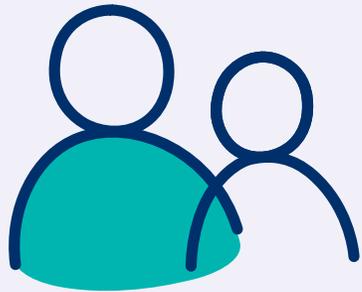
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Community Connectors



Community Connectors



Lived
experience



Meeting
families
where they
are



Experts in
our local
area

How it works

Being at the centre of the community, working to co-create solutions in line with what our community needs

Work with families for as long as they need, in a way that suits them best

Work with practitioners to create a collaborative approach to the family's needs

Where needed, co-produce new services and support

Ensure families have the right access to the right resources at the right time

Flexing to the needs of unique communities



What support could look like...

Using lived
experience to
empathise and
support

Giving practical
advice and
support

Listening to
fears, anxieties
and worries

Signposting to
local groups
and
organisations

Connecting
families to
support each
other

Who Community Connectors support...

ANY child
ANY level
of deafness
ANY cause



Where they work



Pilot areas:

- Bath
- Bristol
- Buckinghamshire
- Gloucestershire
- Hampshire
- Oxfordshire
- Somerset
- Wiltshire

Expanding to:

- North East England
 - North West England
- ... then....
- Scotland/NI
 - Wales
- ...then...
- Rest of UK

If your area doesn't have a community connector yet, can still provide one-to-one support through an [advice and guidance officer](#) or our [Helpline](#).

How to make contact



Contact details for existing
Community Connectors:

www.ndcs.org.uk/advice-and-support/ways-we-can-support-you/one-one-support/community-connectors

The card features the National Deaf Children's Society logo in the top left. A circular portrait of Amy Collins is on the right. The text reads: "Hi, I'm Amy Collins. I am your community connector for the National Deaf Children's Society in Wiltshire. I'm here for you – offering support, sharing my experience, and helping you access local resources and services, including those from the National Deaf Children's Society, while also connecting you with other parents and deaf children in your community. As a parent of a deaf child myself, I know how important it is to have the right support and people around you. Our connection is on your terms – at your pace, in the way that works best for you. Whenever you need support, I'm here, and I look forward to connecting with you. Email address: amy.collins@ndcs.org.uk Phone number: 07711423774". A QR code is in the bottom left, and a photo of a child playing with toys is on the right. A dark blue box at the bottom right contains the text: "Complete our contact form and your local community connector will get in touch to discuss how they can support you."



Community Connectors in action



Amy Collins, Community Connector in Wiltshire.

“Being a parent of a deaf child myself, it’s an incredible opportunity to be able to walk alongside families as they navigate their own journeys.

“In the few short weeks I’ve been out in the community, I’ve been supporting and connecting families across the county, organising drop-in sessions for parents and collaborating with local organisations and charities to build a solid network for all families with a deaf child.

“The feedback so far has been wonderful, and families are really feeling the benefit of having someone to speak to who has “been there before”.

Community Connectors in action

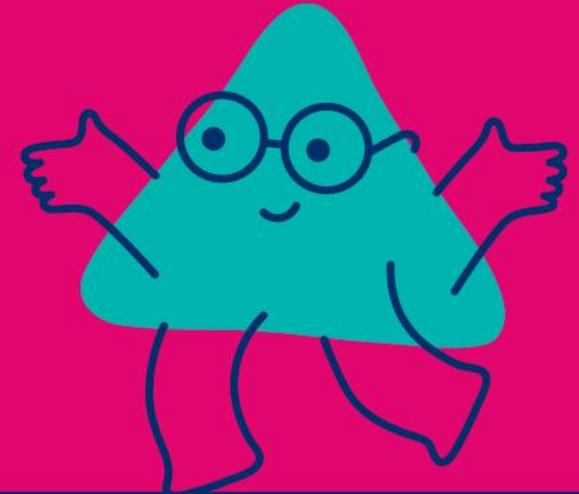


Kayleigh Greenwood, Community Connector in Hampshire,

“I had a brilliant conversation with our local Teacher of the Deaf at a recent school visit. We explored how I can support families in the community. We exchanged ideas, shared resources, and agreed to keep in touch so we can make sure any families who might benefit from extra support in our area know where to come. It’s always energising to see collaboration in action.”

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Early Intervention Advice and Guidance Officers



NHS England Review & NDCS Role



Paediatric Hearing Services Improvement Programme

- Led by the Office of the Chief Scientific Officer (NHS England)
- Reviewing all paediatric audiology services across England
- Working with ICBs to assess if records need to be reviewed and children recalled
- Patient-centred approach informed by parent experiences

NDCS Support for Families

- Families need emotional support when deafness is identified and explained
- NDCS already provides support via Advice and Guidance Officers
- Current helpline offer relies on families proactively reaching out



Early Intervention Offer



Early Intervention Advice and Guidance Officer Model

- Families don't need to self-refer, instead referral pathways are established
- Early Intervention Advice and Guidance Officers understand the context of review and recall
- Work with audiology services to:
 - Reduce Did Not Attend (DNA)/Was Not Brought (WNB) rates
 - Provide emotional support and signposting
 - Support families through harm review meetings (if wanted)

NDCS–NHS England Collaboration

- NHS England shares list of recall sites with NDCS
- NDCS offers support tailored to each service
- Offer shared with regional leads, ICBs, and audiology teams

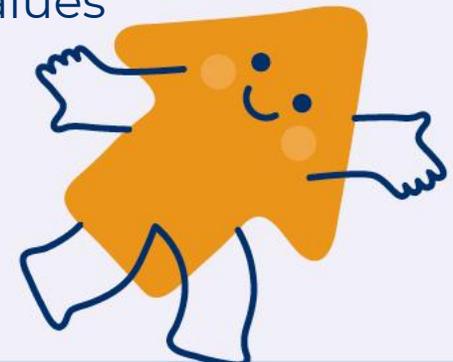


Early Intervention Advice and Guidance Officers



Sensory Services - How can we work together?

- Work **in partnership with local professionals** to complement existing services.
- Provide **proactive, tailored support** for families across all types of hearing loss, including temporary and permanent conditions.
- Offer **emotional support** and **clear, balanced information** to help families understand the impact of deafness.
- Promote **informed choice** around communication, technology, and early development.
- Deliver **impartial, non-directive support** that respects each family's values and circumstances.
- Help families feel **confident, connected**, and receive **consistent guidance** from the start.



Guidelines for Referral



Referrals are for any family who:

- Has been affected by the Paediatric Hearing Services Improvement (PHSI) programme and/or has experienced delays in identification or treatment
- Has a child with a bilateral or unilateral hearing loss or deafness of any degree (mild, moderate, severe or profound), including sensorineural/conductive/glue ear and mixed hearing loss
- Have had inconsistent or no clear outcome from reviewed diagnostic tests

For children and families who meet this referral criteria, there is a short online referral form ndcs.org.uk/contact-us/referral-form-professionals

For direct enquiries to the Early Intervention Team, please email: adviceandguidance@ndcs.org.uk

Note: we can provide continued support for sites beyond review and recall and for sites not recalling children



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Our other services



Other services for families:



We provide a range of other services and support including:

- Helpline
- Website and resources
- Training and online learning
- My NDCS app
- Advice and Guidance Officers
- Paediatric Audiology Specialists
- Education Appeals and Disability Benefits Specialists



Our services for professionals



Information and support

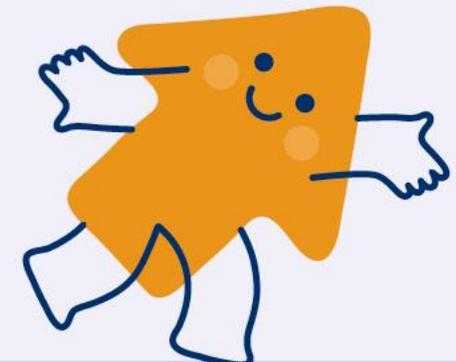
- Website and resources

(for example - <https://www.ndcs.org.uk/education-professionals>)

- Online learning
- Helpline
- Tailored emails

Referral form for professionals

www.ndcs.org.uk/contact-us/referral-form-professionals



Helpline



Call: 0800 0808 8880



Email: Helpline@NDCS.org.uk



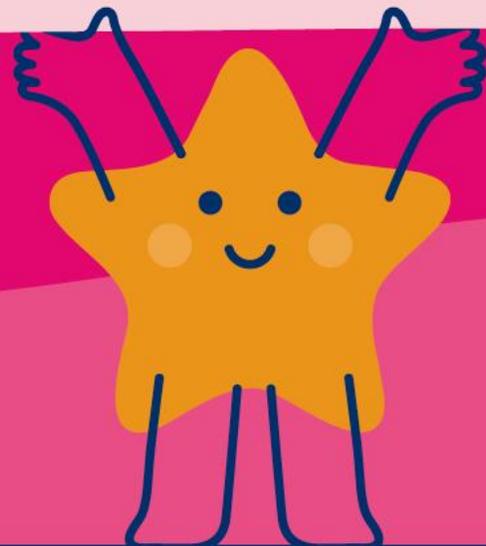
Live Chat: www.ndcs.org.uk



Sign video: Via website with a BSL translator



THANK YOU!





**Are there any
questions? ✨**

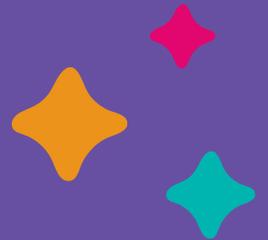


National
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For every deaf child, with any level of hearing loss



Freephone Helpline **0808 800 8880**
helpline@ndcs.org.uk
ndcs.org.uk



The National Deaf Children's Society is a registered charity in
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