

Transcript of video with additional description

Before reading the transcript you can [read more information](#) about the campaign.

The video is cut into six parts and the transcript below is divided in the same way.

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PART ONE

On-screen title: Introduction by Sarah Reed

Sarah:

"If we, as deafblind people, want things to change we have to change the way we think about ourselves and the way we interact with society. We must believe, intellectually and emotionally, that, by engaging in campaigning, we can truly make a difference.

"Too often, we have learned to feel helpless. We must put this behind us. We must learn to help others and ourselves. We have to think of the future and set an example of living full and productive lives and live in hope.

"We have to be the force for change. We must rise to and succeed in the challenge of changing the world if deafblind people are to enjoy the equality and opportunities that we should.

"This video aims to assist you in empowering yourself to help you engage in effective campaigning on behalf of deaf blind people. Campaigning means taking action that is designed to bring about positive change to policies and practices. Which will improve the lives of deafblind people."

On-screen title: See Me Hear Me campaign

with an image of the Scales of Justice statue on the Old Bailey court building in London, UK.

PART TWO

Anna:

"Hi! My name is Anna. My flat mate is Laura. We've been friends a long time. We are both deaf but her sight is impaired. She did not do well at school but now she is making up for it. She was studying an access course to get to university. Everything was going ok until one day last year."

Description

The setting moves to a library. A lady at the reception desk is stamping returned books. Laura walks in. She sits down and begins studying. Time passes. A number of people leave the library.

Tannoy announcement: "Ladies and gentlemen the library will be closing in ten minutes. Thank you."

Description

Laura continues to work. The lady from the reception desk walks past Laura to put some books on a shelf.

Reception lady: "It's closing time."

Description

The lady walks around Laura.

Reception lady: "Didn't you hear me? Are you deaf?"

Description

Laura continues to work. The lady closes Laura's book. Laura looks up in surprise.

Laura: "What?"

Reception lady: "It's closing time and I want to get home."

Description

Laura looks round and sees that everyone else has gone.

Laura: "I'm deaf, I'm partially sighted."

Reception lady: "I'm sorry, I didn't realise. Is someone with you?"

Laura: "No-one."

Reception lady: "We can't be responsible if something were to happen to you. If I were you, I would arrange for someone to come here with you."

Laura: "The library is for everyone. You should have facilities for deaf people."

Reception lady: "That's nothing to do with me. You need to speak to Mr Cross, the manager, and he's probably gone home."

Description

Laura shrugs.

Laura: "Can I make an appointment to see him?"

Reception lady: "Look, I'll see if he's still around."

Description

Laura crosses her arms and looks annoyed. The lady walks over to a man. As the lady and man talk, the lady points in Laura's direction. The man, the manager, walks over to Laura.

Manager: "What seems to be the trouble?"

Laura: "I'm studying to get to university. I need to use this library a lot. How would I know when it's closing time? And if there is a fire I would need to rely on other people to warn me. Why don't you have a Deaf Alerter?"

Manager: "I can't do anything about the alarm and I don't think you should come here alone. You will just have to make other arrangements."

Laura: "This is a public library and I am a member of the public!"

Manager: "Well I'm sorry but that's how it is."

Description

Laura storms out of the library, shaking her head as she goes.

PART THREE

On-screen title: Planning a Campaign

Anna:

"Every campaign needs clear objectives which can be achieved. Laura wants a Deaf Alerter in the Library. That is a clear objective. It will be easy to know when she has won."

Description

Laura and Anna are in the kitchen making a cup of tea. Laura is shaking her head.

Laura: "I was so angry. They treated me so badly."

Anna: "I understand, but they only work there they don't make the rules. Some people don't understand."

Laura: "I'm not failing my exams because I can't study in the library."

Anna: "Perhaps you should go higher. The council runs the library."

Laura: "I might need a more senior manager or maybe involve a local councillor."

Anna: "There are plenty of Deaf Alerters. Every library should have one. It's for safety reasons as a lot of people are deaf."

Description

The scene closes.

Anna:

"Laura needs to identify the person who has the power to make changes. She contacted the information officer at the council. Councillor White was the person in charge of library services. The manager of the library, Mr Cross, could only spend small amounts of money."

On-screen title: Writing letters

Anna:

"Laura wrote to Councillor White for help. Most campaigns involve writing letters. E-mail is also a good way to contact people. Keep up with today's

technology and lifestyles. If not, type or write neatly. Handwrite the address on the envelope. Keep it short, clear and to the point. Always keep a copy."

Description

Laura is emailing Councillor White asking for help. Later Laura walks into Anna's room, throws down some papers on her bed and sits down.

Laura: "Councillor White sounds very rigid. She says they made all the changes for evacuating disabled people last year. She says it is good enough."

Anna: "Who decided the changes? Not someone who knows about the deaf."

Laura: "I'm fed up being blocked by procedure. I don't know the next step."

Anna: "Ask for the minutes of the meeting where the changes were decided. The changes obviously didn't go far enough."

Laura: "I'll write to the council for a copy."

Description

Both agree that this is a good idea, Laura leaves the room.

PART FOUR

On-screen title: Meetings

Description

Laura is sitting in the living room using a laptop. Anna comes in.

Laura: "They sent me the minutes. They even got the size right. It's all about evacuating people in wheelchairs! Must I sit in a wheelchair to feel safe in the library?"

Anna: "This is getting you down."

Laura: "Well, I wasn't going to be beaten. So I wrote to Councillor White. I asked her for a face-to-face meeting I thought it would help to persuade her."

Anna: "That's great! I knew you wouldn't give up."

Laura: "She said she couldn't meet me."

Anna: "What! How could she refuse?"

Laura: "Pressure of work! So I was even more determined. I wrote to Mr Blake our local councillor to ask for his help. He wants to meet me soon so we are meeting tomorrow."

Anna: "Great!"

Description

The scene closes.

Anna:

"Prepare for meetings. If it's possible, take someone with you to interpret. Dress smartly. Think about key points and arguments. Be polite, listen, don't dominate. Let people ask questions."

Description

Laura, Mr Blake and an interpreter are sitting in an office.

Mr Blake: "I can really see your point Laura. You should be able to study safely in your own local library. Unfortunately, I can't do anything about it. Councillor White is the person you need to get on board but she obviously does not think a Deaf Alerter is a priority."

Laura: "I'm not asking much, just precautions so I feel safe when I study."

Mr Blake: "I really want to help you. I could try to press her to look at the issue again. I can't promise anything she can be a bit touchy."

Laura: "Thank you! I Just wish it was you who was making the decisions!"

Mr Blake: "Off the record, if you accidentally got locked in the library and set off the burglar alarm the council might take more notice, when they have to pay a call out charge. If I were you, I'd use that argument over the fire safety one. It will have more influence on the council."

Laura: (laughs) "Part of me would love to show them."

Description

The scene closes.

Anna: "Laura has two strong arguments, to use in different situations. The DDA says the library should be accessible to everyone. Without a Deaf Alerter a deaf person might get locked in at closing time. The council would incur costs to get them out."

Description

Anna is in the kitchen. Laura walks in.

Laura: "Councillor White from library services has finally agreed to meet me! I bet that nice Councillor Blake persuaded her."

Anna: "I'd ask for a BSL/English interpreter as you haven't won her over yet. You will have a better chance of arguing your case. It's your right under the DDA rules so she should agree."

Description

The scene closes.

Anna: "She finally met Councillor White and you know what? She agreed to raise the issue at the next council meeting. Face-to-face meetings can get you what you want. Afterwards, write and thank the person. Remind them of any promises."

Description

Laura is typing a letter. Anna comes in.

Anna: "Can I look? Thank you so much for taking the time to meet me and for agreeing to raise the issue of the Deaf Alerter at the next meeting. I will be very interested to find out what is said. So I will make sure that I attend the meeting."

PART FIVE

On-screen title: Building Support

Description

Anna reads Laura's letter to Councillor White.

Anna: "It's great but don't raise your hopes too high. You know what formal procedure can be like. Why don't you get some more people involved and do some publicity?"

Laura: "I can't afford publicity on my benefits."

Anna: "Publicity need not be expensive if you do it the right way. Make some posters and leaflets and get them photocopied. You must know someone who will do you a favour."

Laura: "My friend Cathy helps lost causes. Their photocopier works for all sizes. I could ask her. The worst she can say is 'No!'"

Description

Laura creates a poster about the campaign and asking for support. She goes to Cathy's and photocopies the poster. She puts it up in local shops, cafes and other public places.

On-screen title: Public Speaking

Anna:

"Laura called a meeting to get more people involved. Always plan what you need to say and practice before the meeting. Say key points first. Keep it short and to the point. Allow questions at the end and listen to what is being asked."

Description

People are sitting in a meeting room and chatting. Laura goes to the front. Chatting stops as Laura presents.

Laura: "This affects us all. The campaign is for everyone's benefit. I put an advert on a local news website as well as lots of posters in the shops. My neighbour's children kindly delivered leaflets in our area. The more people involved the more likely we will succeed. Please tell your friends and write to your councillor. Ask them to support the installation of a Deaf Alerter system."

Anna: "Listen, have you seen this week's letters page in 'The Post'? There is a reply to Laura's letter in last week's edition. A fireman from Camden has pledged his support."

Laura: "Who will come to the next meeting so we know what is said? I have arranged for an interpreter so we will know what is going on. I had to get the access officer to intervene as they refused me one at first."

Description

Everyone raises their hands.

PART SIX

On-screen title: Working with the media

Description

Laura comes into a building with her interpreter. She is greeted at the door by a journalist from "The Post".

Journalist: "Hi! Excuse me! Are you Laura?"

Laura: "Yes that's right."

Journalist: "We're with *The Post*. Can we ask you a few questions?"

Laura: "I don't mind."

Journalist: "Can we take a photo first? I'll take one really quickly."

Description

The scene closes.

Anna:

"Laura's letters and publicity had got the local press involved. Press releases should be short and to the point. Use a catchy headline about the news or event. Journalists like quotes from those involved in the campaign. Give your contact details for more information. Laura kept repeating her killer arguments on what she wanted the council to do. Result! They agreed to look at the costs and decide at the next meeting."

On-screen title: Recognising Success

Description

Anna is sitting on the sofa, Laura comes in smiling with a bottle of wine.

Laura: I can't believe it! The council have approved it!

Anna: You have persuaded the council. That's marvellous! I'm so proud of you.

Laura: I had a lot of support. I'm going to write a letter to the newspaper to thank the council for providing me with a pager.

Anna: Let's celebrate! Got an opener and glasses?

Description

The scene closes.

Anna:

"Don't give up until you get what you want. Six months later after the right decision, still no Deaf Alerter in the library. One more letter was needed before the campaign was successful."

Description

Laura walks into the library.

Reception lady: "Hello Laura, how are you? Right I've got your alerter. You just need to sign."

Description

Laura signs for the alerter.

Reception lady: "There you go."

Laura: "You don't know how happy I am that this system is in place. I am in the final month of my exams so you will be seeing me every day."

Reception lady: "We'll look forward to it."

Description

The scene closes.

Anna:

"Don't forget to celebrate after you have won your campaign. Evaluate each step. Think, how did that go? What went well and why? What went badly and why? What will I avoid doing again? How could I have done better? Learn lessons for next time."

Sarah:

Thank everyone who helped and reward yourself for your hard work. Tell Sense's campaigns team. We will make sure that other deafblind campaigners can learn from your success.

On-screen text:

This film is based on a real campaign organised by a deafblind person.

Supported by Big Lottery Fund

Also thanks to The Rank Foundation and The Persula Foundation

For funding this campaign.

Laura = Sarah Beavoisin

Anna = Caroline Parker

Librarian = Ruth D'Silva

Mr Cross = Michael Wagg

Cllr. Blake = Harry Napier

Interpreter = Mark Cross

Thanks to Carole Levy and North Library and all who participated in the film.

Project Co-ordinator = Liz Ball

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A Minamon Film

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