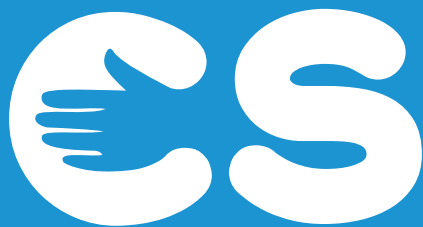


See
what Cued
Speech UK is
saying...



IMPACT REPORT
2020 - 2021

CUED SPEECH UK

Makes spoken language visible for
deaf babies, children and adults



Makes spoken language
visible for deaf babies,
children and adults

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Cued Speech UK

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Registered with the Charity Commission of
England and Wales No. 279523.

A Company Limited by Guarantee No. 1477997.





Makes spoken language
visible for deaf babies,
children and adults

INTRODUCTION

Covid 19 and its many variants changed the way that CSUK were able to deliver training and support to its beneficiaries in 2020.

However with an updated website, all of our administrative processes available through Office 365, our online Foundation Training available to download and all of our Regional Family Advisors able to use ZOOM, the CSUK Team moved effortlessly into home-working.



During the period of the first lockdown when children were sent home for 'home-schooling' before there were systems in place to support this, the incredible CSUK Team put together a plan supported by our Training Lead Cate Calder and our Lead Regional Advisor, Kathy Kenny and delivered sessions to children at home.



These included reading stories, enjoying music and engaging with games on-line. We continued to face-the-challenge throughout the year and when it was possible, taking into account Covid restrictions, we met with families in the park, in gardens and through every media app available.



OUR VISION

Our Aim is to ensure that all deaf children and adults are given the opportunity to access English or their home language through Cued Speech regardless of their hearing loss; with this they can develop their language and literacy skills to reach their full potential socially, emotionally and economically.



Learn to use Cued Speech.

www.cuedspeech.co.uk/learning-to-cue

email info@cuedspeech.co.uk

or call 01803 712853

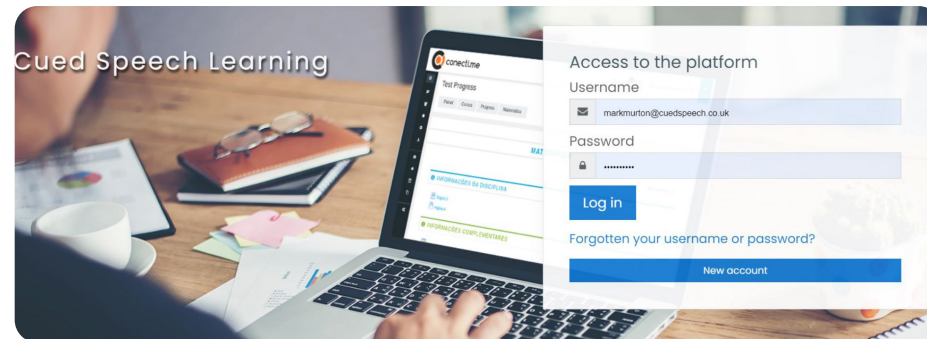




Makes spoken language visible for deaf babies, children and adults

WHAT WE ACHIEVED

- ✓ Delivered 741 online Cued Speech training and support sessions for families with a deaf child through Zoom.
- ✓ Worked directly with 80 deaf children one-to-one.
- ✓ Delivered Zoom and Teams sessions, home and outdoor visits by our Regional Family Advisors (RFA) to assess needs; promote positive parenting and attachment; provide information on deafness and language acquisition and training in Cued Speech.
- ✓ Created and disseminated Cued Speech games, songs and stories, Free to families.
- ✓ Created parent and child support networks, including a Dads' Cueing zoom club.
- ✓ Made 28 filmed everyday Cued wordbanks for the under 4s, and 10 more complex versions for the over 4s.
- ✓ Kept deaf children engaged with learning during lockdown via Zoom and Teams.



There has been considerable development of our online resources, resulting in excellent online engagement:

- ✓ 332 people registered on our Moodle website.
- ✓ 167 people registered for the self-study.
- ✓ 12 Group licences sold to professionals. (Group licences are for 10 people.)
- ✓ We increased our followers over all media platforms by 500%



Follow us on social media to stay updated with Cued Speech UK





CUED SPEECH INNOVATION

It's good to dream, to set your aspirations high and then make a plan to reach your goals.

In 2019, CSUK wrote a Five Year Plan with 6 key activities. The 6th one read as follows:

"Access to education – In collaboration with our technical partners we will develop and make available a media-based digital transliterating Cued Speech programme so that language and literacy can be accessed fully by every child in education."

In March 2020 this aspiration became a reality as we were introduced to an

incredible new software company, Robotica Machine Learning were inspired by the work of our Charity and thus began the work on Cassie – a 3d Avatar who listens as people speak and transliterates into Cued language in real time.

In addition to Cueing, she speaks in a neutral voice and her words are echoed as on-screen captions, with realistic mouth shapes for lip readers.

Cassie went through a few changes before revealing her final identity!



Cassie will be incorporated into digital multi-media Apps, of which we have plans for three:

Cassie I-Cue

Already designed and due for trials 2021 - 22, Cassie will provide transliteration for deaf people in any context including education, social and family settings and access to work for adults.

U-Cue

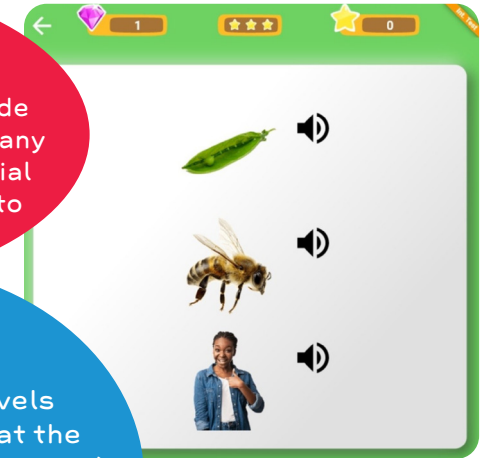
A digital literacy resource for three levels of learning, beginning at the Bronze Level (word recognition) which is already close to a release date, and leading on to Silver and Gold standards, (blending sounds and making spelling choices).

Love Reading for Deaf Children and Visual Learners:

A website supporting equal access for deaf learners to reading schemes and other stories using ebooks that have fully Cued and signed content.



I am Tim





WHAT IS CUED SPEECH?

Cued Speech is a way of helping deaf people see spoken language.

It is a visual/manual system that uses 8 handshapes in 4 positions close to the face to clarify what is being said with additional visual clues. This can allow a deaf person to see everything that you say, just as if you were adding subtitles to your speech.

Research shows that by adding the Cues, it becomes possible to lip read English with almost 100% accuracy.

You can help your deaf baby or child see every word you say as clearly as hearing people can hear it regardless of their level of hearing loss.

If your hearing family learns to Cue, you can ensure your deaf child develops a strong foundation in the home language. This will help them learn words for their thoughts, feelings and emotions, enable them to go on to access the language of education and achieve their potential.

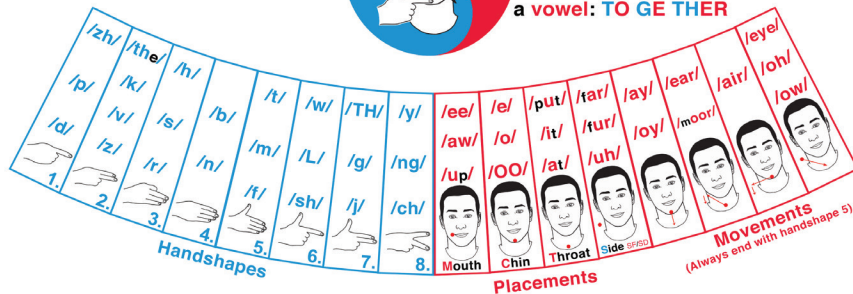
Cued Speech At-a-Glance Chart

Rule 1
Consonants on their
own: SIDE placement



Rule 2
Vowels on their
own: Handshape 5

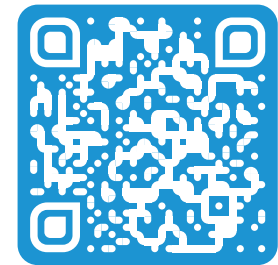
Rule 3
Consonant followed by
a vowel: TO GE THER



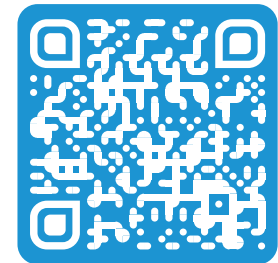
CUED SPEECH YOUTUBE CHANNEL

Scan the QR Codes to watch the full videos

What is Cued Speech - A Short Introduction



Cued Speech - The Vowel Song



Cued Speech - The Consonant Song



WHY WE NEED CUED SPEECH

- ✓ Cued Speech enhances the ability to lip read.
- ✓ With Cued Speech you can talk to your deaf child right from the start.
- ✓ Cueing the home language enables deaf children to be fully included in family life.
- ✓ Cued Speech provides access to a full and rich first language on which you can build other languages including British Sign Language.
- ✓ Cued Speech can be used in many languages.
- ✓ With Cued Speech deaf children can achieve age-appropriate reading levels.
- ✓ CSUK aspires to a model of deaf inclusion and equal opportunities where every deaf child and young person has the language and literacy to thrive at home, school and the work-place.
- ✓ Cued Speech can be learnt in 20 hours or less
- ✓ Enables two-way communication and can easily be used alongside signing
- ✓ Cueing will give you a safety-net to keep communication flowing while waiting for hearing aids or implants and at all those times when listening is not possible.
- ✓ Cueing can be used to support the development of good listening skills.
- ✓ Cueing can help the deaf child to pronounce words clearly and correctly.



We asked Ela to tell us why CS worked for her and her son Dominik..

"When he was a tiny baby I didn't really notice the impact of his hearing loss. It wasn't until he went to nursery that I noticed the difference between Dominik and the other hearing children and I realised how much his language was delayed."

"Dominik started school with single words, but now, after only one year at school and with me Cueing to him the change is unbelievable."

"With Cued Speech, Dominik has the language to communicate with his family and friends and he will be able to read books."

"His literacy and learning will not be compromised by his deafness, and he will have equal opportunities to live his life to the full like his friends who can hear."

"If I could go back to the beginning, I wish I had started to Cue right from the start and secondly, since his language has improved through Cued Speech, he is so much more confident."

"It's amazing! Language is for life, it is a right not a privilege and Cued Speech really does change lives."

REGIONAL ADVISERS AND FAMILY SUPPORT

CSUK continued to offer support online during every lockdown period. This was greatly appreciated by families in difficult times who were unsure how they would cope:

"It was very stressful and when you have a child with additional needs, you personally want to be able to provide the best possible support. I didn't want him to fall behind, or to waste the progress that he had made at school, so having Kathy (Lead Cued Speech Family Advisor) was so helpful."

With Kathy's support I was able to Cue favourite stories and books to Dominik and access all the Cued videos, stories and songs on the website so that Dominik was able to progress with his language and literacy during home schooling."

"It was so lovely to have contact with Sagira during lockdown. We didn't have much support from school and so we made learning to Cue a family activity."

"My older son Enoch aged 6, learnt to Cue too and is now able to Cue single words to his brother in both English and our home language Telugu, which is great fun for both of them. We are loving the 'phonic song' which we sing together."

Covid lockdowns have made us more aware that home visits giving personalised one-to-one support is an essential model of the very best provision and training for parents of deaf babies and children aged 0 – 4.



"Noah looked forward to Zoom calls; keeping him engaged with learning and reinforcing what he learnt in school, making sure that he didn't fall behind."

He felt less isolated during lockdown having the FSP weekly sessions and he always wanted Kathy about, as did the whole family!"

Our online CS child-centred family interventions contributed to some amazing outcomes for families. These interventions have been supported by online access to a library of CS resources including Cued word lists in themes such as 'in the bathroom,' or 'out for a walk,' as well as more Cued stories and songs.

During lockdown, learning to Cue could include the whole family practising together, with one Mum telling us that she can now play 'ready steady go' with J when he is on his bike. She Cues the words and he waits with great anticipation for - 'GO!!!'

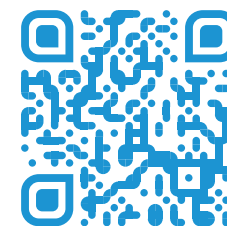
She has developed this game to include all her children and Cues single words so that J sees that he is getting the same instruction as his siblings.

Our practitioners were very creative in order to successfully engage deaf children via Zoom and our resource library has received much interest from deaf children of all ages.

"R has watched the 'gingerbread man' so many times he can say the chorus himself - he is totally enthralled. The whole family get involved speaking and Cueing with the chorus and it's great to see him so happy and for all of us to laugh together"



Little Red Hen



FAMILY RESOURCES

Cued Speech in Schools - During lockdown, our work within schools took on a new importance.

Having created a special working relationship with Eggbuckland School in Plymouth who have their own Hearing Support Service, our freelance staff were tasked with engaging the children who usually access this service through distance learning.

Lindsey Henderson - Hearing Professional:

"Using Cued Speech in school allows deaf children to access spoken English naturally, via their most proficient modality - Vision.

Revealing the whole phonemic structure of spoken English visually with Cued Speech provides the foundation in language deaf children need in order to learn to read and write, using the same techniques as hearing children (including phonics), helping them achieve age appropriate literacy and outcomes in line with their hearing peers."

"Joseph is doing brilliantly at Eggbuckland I wish he has started there sooner... Vicky Lowther is brilliant with him and he is also having Cued Speech and speech and language therapy twice a week."

Parent T

Teacher of the Deaf, Sarah Bradley, gave us an update on the importance of Cued Speech:

"We have a special group of Deaf children with complex learning needs who are making steady progress with English reading and writing through daily teaching of CS at a pace suited to their needs.

An approach of intensive CS teaching has paid dividends for this cohort of children and future planning of teaching timetables is to ensure all children have maximum time learning Cued Speech.

The impact of CS is measurable and is supporting Eggbuckland to fight the well-known fact that Deaf children continue to fail in UK education systems."

"Of all the support and methods we have used - the interpreters, the Communication Support Worker's, the visual phonics - it is Cued Speech that has had the biggest impact on the educational achievement of our deaf students."

Teach of the Deaf, Eggbuckland Vale

MAKING LINKS - UK AND THE WORLD - SPREADING THE WORD

It posed more of a challenge to reach people in 2020 and on reflection it made us realise the greater impact of attending events either with a Cued Speech stand, delivering work-shops and seminars or simply by attending and networking.

The Charity saved money by staying at home but there were fewer new referrals of children. The reduction of opportunities to meet in person coincided with the end of our Publicity and Advocacy post.

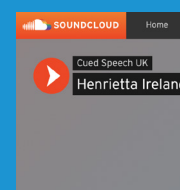
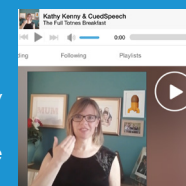
Held by Tobin Broadbent, it was a real loss to our team, Tobin was a fantastic

advocate and a valuable member of our team, and so I was delighted that he was offered a contract at Eggbuckland school where he is able to support children with both Cued Speech and British Sign Language.



To keep our profile high on the deaf agenda we gave two radio interviews.

Kathy Kenny appeared on the Totnes Breakfast Radio Show and if you want a brief clear summary of Cued Speech, our Charity and even Kathy's own family experiences of using Cued Speech with her daughter Megan: scan the QR code to hear the full interview.



Henrietta Ireland also gave an interview to BBC Radio Devon, telling them about our work with Children in Need and we have had an article published in the Teacher of the Deaf Magazine



TRAINING OF PROFESSIONALS

We aim to meet the training needs of every individual and service.

We want any professional who approaches us to quickly be able to understand what Cued Speech is and how it can transform deaf children's outcomes for the better. We know it is important that they feel confident to signpost families with deaf children to Cued Speech UK and we want every family to have the chance to make a fully informed decision for meeting their child's language and communication needs.

- ✓ As well as our website we provide:
- ✓ Online chats to answer any questions
- ✓ Online presentations and introductory talks
- ✓ Group seminars and workshops in person



"Once I was afraid, I was petrified, but now I've tried CS I feel so alive!"

(Teaching Assistant)

"I only have positive things to say about my learning experience with Cued Speech UK.

Not only have I felt that I received excellent tuition, but I also felt very supported throughout - and now actually miss my classes!"

(Communication Support Worker)

For those who want to take it further and become Cuers themselves, we provide:

- ✓ Online self-study Cued Speech Foundation Course, This is for complete beginners and will teach you all the basics of how to Cue any word in the English language. Once you've worked through this series of training videos and exercises you will simply need to practise to gain fluency and memorise the system.
- ✓ Online live classes with a tutor – one to one or small groups
- ✓ In person learn-to-Cue workshops

We can train people to exam level and offer two qualifications in Cued Speech Proficiency. Both of the exams can now be taken online.

We also offer regular online sessions to come and practise those Cueing skills and learn the art of Cue reading to each other: it is so useful to experience Cueing from the receiver's perspective.

About using CS with deaf students:

"I can see that they are so much more interested in English and vocabulary now. Their reading skills are also improving because of this."

(Communication Support Worker)

"How do you explain a word to a deaf child if they don't know the sign or if it's completely abstract?"

But with Cued Speech, M can see each word completely and isn't disadvantaged at all."

(Support worker)



FUNDRAISING AND PUBLICITY

Cued Speech UK have always been creative in how we get our message out there. In a normal year, conferences, workshops and Family Weekends would provide some of the opportunities to educate both families and professionals about what we do.

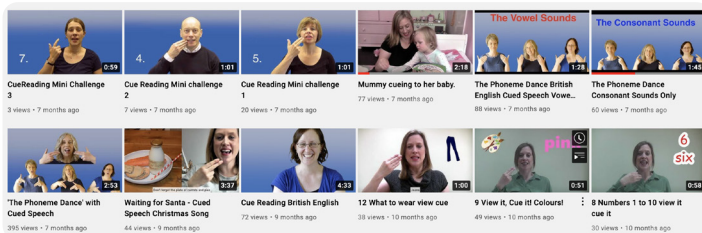
The pandemic created new challenges for us – but we have been up to the challenge!

We have become much more media savvy over lockdown increasing our social media followers by 500% in the last year.

Social Media

As an organisation that already has a strong presence on social media, we used the lockdown as an opportunity to create a range of stories, videos and challenges that families could take part in at home.

These were shared via our Youtube, Facebook and brand new Instagram feed to give the children we support something fun and educational to look forward to.



In the last year due to Covid, charities have experienced increased demands while income has decreased. We have faced the same challenges.

As a result, we worked twice as hard to ensure that we explored every available opportunity. We are delighted that our hard work has paid off, as we have been lucky enough to receive funding in excess of £250,000, which is a remarkable achievement by the whole team.

New Ideas

Raising awareness is an important part of what we do, but so is finding new ways to raise funds. As a result, we are constantly brain storming new ideas. And whilst these can seem inconsequential, we are always delighted to receive large grants from Trusts, receiving smaller donations such as the £181.41 from St Margaret's Academy's Mufti Day fundraiser for Cued Speech.



Christmas Cards - Large or small amounts – all donations are important to small charities and we now have our very own Christmas Cards! These have proven very successful which means they will become a regular fundraiser whilst also being another way we can raise awareness of our Charity.

Jam Making – One of our Trustees, Win Burton made 90 jars of Crab Apple Jelly to sell to her local community.



FUNDRAISING AND PUBLICITY

Wayne Kenny - 365 Swim

Wayne is a 47 year old father of three who is raising money for Cued Speech UK by swimming in the sea 365 day: "all weathers....no wetsuit!"

You may know Wayne from previous Impact Reports as he is a regular volunteer for Cued Speech and married to one of our very own team, Kathy Kenny.

"Basically, I have been swimming every day since August 7th 2020 in the dark, wet, windy-cold often on my own and sometimes accompanied by Kathy or one of our daughters..."

As someone who uses Cued Speech himself to communicate with his daughter Megan who is profoundly deaf, he is using social media daily not only to raise funds, but also to spread the word about Cued Speech:

"Basically, I have been swimming every day since August 7th 2020 in the dark, wet, windy-cold often on my own and sometimes accompanied by Kathy or one of our daughters..."

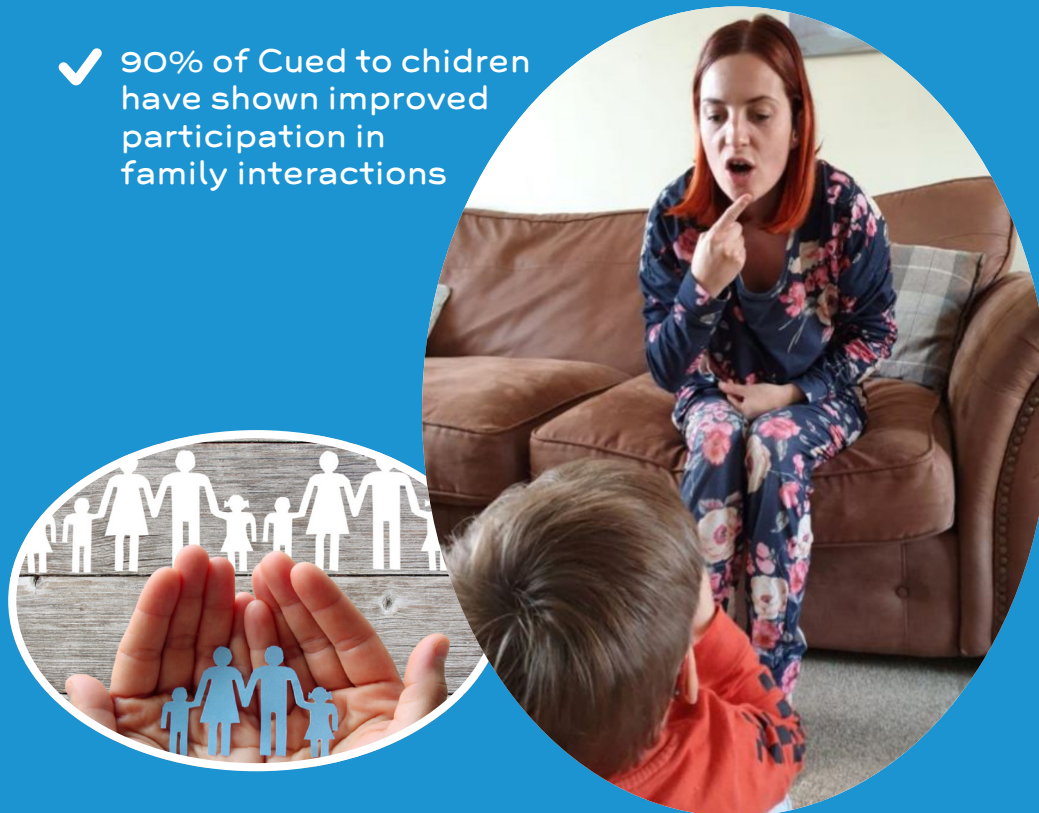


"Did you know that 96% of deaf babies are born to hearing parents?
"That is why I want to be heard, to get my message out there - because we want everyone to know about Cued Speech so that if they do have a deaf child, they have all the choices, all the tools to be able to communicate with their child."

OUTCOMES REPORT

We report on every child's individual progress and have measured the distance travelled of 314 deaf children who have been Cued to.

- ✓ 93% of Cued to children have reported positive progress in literacy
- ✓ 83% of Cued to children have shown greater confidence
- ✓ 90% of Cued to children have shown improved participation in family interactions

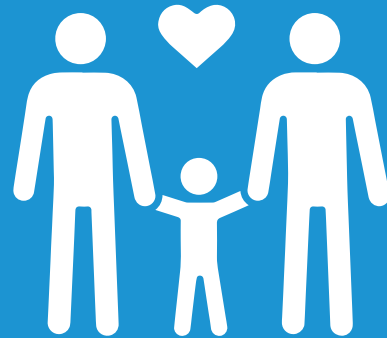


STATEMENT OF RIGHTS

CSUK believe that a deaf child or adult has a fundamental right to:

- language and communication.
- receive a full education.
- succeed to their maximum potential regardless of disability.
- be safe.

These rights fit with the United Nations Convention on the Rights of the Child and are fundamental to the mission and aims of CSUK.



Cued Speech Core Values

- C** - to **Collaborate** with agencies and services in order to meet the needs of deaf children and adults.
- U** - to **Understand** the specific needs of deaf children and the professionals and family that support the child.
- E** - to provide **Equal** opportunities in language access.
- D** - to continue to **Develop** the scope of our positive impact on the lives of deaf children and adults and their families.
- S** - to embed our **Safeguarding** principles throughout our practice.
- P** - to recognise the importance of **Parents** in their child's development.
- E** - **Early Years** - to recognise that language begins from birth.
- E** - to promote the use of Cued Speech in **Education** so that deaf children can achieve age appropriate literacy
- CH** - that parents deserve the **CHance** to choose to Cue.

Statement of Aims

Over the next 5 years CSUK aims to convert the Cued Speech Mission Statements into deeds and positive outcomes so that deaf children and adults have the greatest opportunity to fulfil their potential.

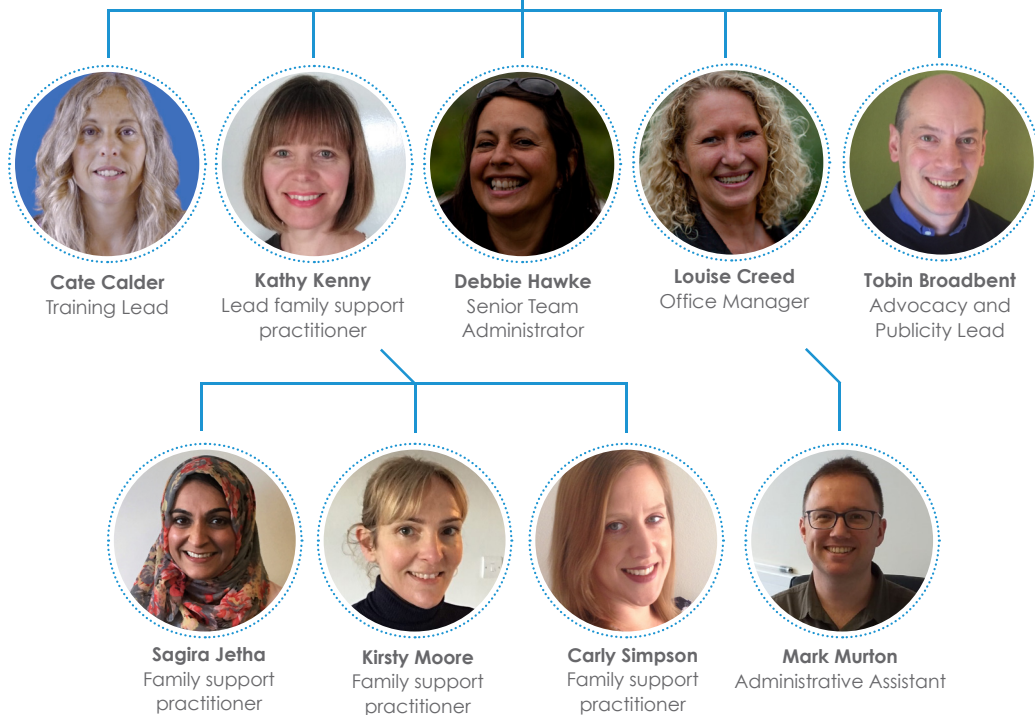


THE CUED SPEECH UK TEAM

CSUK have a highly dedicated and enthusiastic team who are committed to supporting parents and hearing professionals, and creating life-changing opportunities for deaf babies and children.



Henrietta Ireland
Executive Director



Cue Tutors:

Huge thanks to our expanding team of CueTutors, who are expertly supporting learners and responding to the demand for Cued Speech in the UK

Consultants:

Nick Gornall, Web Design
Harrison Pidgeon, Graphic Design
Nicki Bidgood, Human Resources

THE FINAL WORD

The greatest challenge for any Charity is raising funds.

2020/21 posed a greater challenge as some of our major funders – such as BBC Children in Need and the Lottery – changed their funding criteria. Many Charitable Trusts looked to support causes created through the impact of Covid such as children as victims to domestic violence and children suffering from economic deprivation.

Unfortunately deaf children were not a priority.

The overall impact of this has meant that CSUK were put into a vulnerable situation financially where we could not even stage fundraising events. I am determined not to let this happen again and with the support of the Trustees and the Team we have decided to create more opportunities for raising revenue.

All of our resources will remain free for families with a deaf child but for other learners or professionals we will be applying a small charge for:

- Foundation Training
- Access to Love Reading for Deaf Children
- Cassie I-Cue
- U-Cue

We hope this revenue will provide a strong foundation to fund key activities well into the future because we are passionate to help every deaf child reach their maximum potential and we know that our training and family support are life changing.

However, we would like to thank all those people who raised funds for us during lockdown.

Special thanks go to Wayne Kenny for his extraordinary efforts in the cold sea, Win Burton for her efforts selling Jam and St Margarets for choosing us as their chosen charity for their Mufti day.

Thank You



Win Burton



Wayne Kenny



CUED SPEECH UK

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info@cuedspeech.co.uk • www.cuedspeech.org.uk

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