



DEAF
CULTURE,
HERITAGE AND
DIVERSITY

Deaf Studies workshop

Deaf Rights and Advocacy

Political Participation and Representation of Deaf People



Co-funded by
the European Union

Index

- Introduction
- Theory: Political participation + practical advocacy
- Activity: Campaign design
- Reflection





Introduction

- Who are you?
- Ice breaker question:



What comes to mind when you read
"activism in deaf community"?





DEAF
CULTURE,
HERITAGE AND
DIVERSITY

Introduction: aim

The aim of this workshop is to equip participants with knowledge, skills and tools to plan and present an effective advocacy campaign.



Co-funded by
the European Union



DEAF
CULTURE,
HERITAGE AND
DIVERSITY

What is activism and advocacy?

Discussion:

What is the difference?



Co-funded by
the European Union



What is activism and advocacy?



Figure 1
Advocacy vs. Activism [Diagram]. From *Advocacy vs. Activism*, by Grammar Stammer, 2025. Retrieved August 13, 2025, from <https://grammarstammer.weebly.com/words-to-the-wise/advocacy-vs-activism>



Levels of political participation



Figure 2
Fernandes, A. (z.d.). *Political participation*.
SlideShare. <https://www.slideshare.net/slides/how/political-participation-230156524/230156524>



DEAF
CULTURE,
HERITAGE AND
DIVERSITY

Example of Deaf activism:



Video 1:
Apple TV+. (z.d.). *Deaf President Now!*
Official Trailer. YouTube. <https://youtu.be/m-glp9CDFtM>



Co-funded by
the European Union



DEAF
CULTURE,
HERITAGE AND
DIVERSITY

Definition “Campagain”

Campaign:

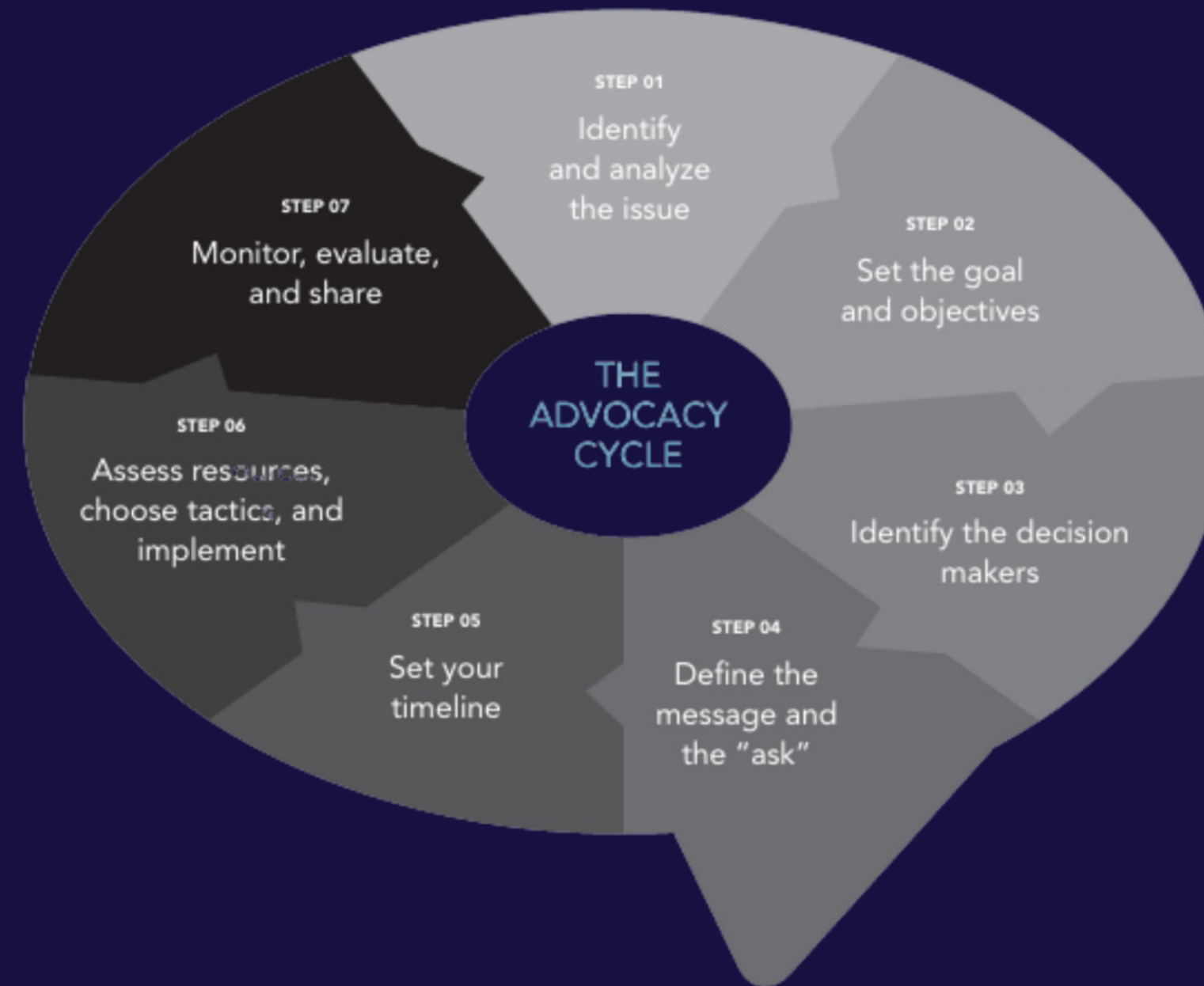
“a series of planned actions to reach a social, business, or political goal”



Co-funded by
the European Union



Campagain strategy





DEAF
CULTURE,
HERITAGE AND
DIVERSITY

Activity: Campaign design

Work in groups to design an advocacy campaign!

Make impact!



Co-funded by
the European Union

Reflection



- What did you learn?
- What surprised or challenged you?

Contact



<https://deafstudies.eu/>



Deaf Culture, Heritage and Diversity



@deafstudies.eu

TURKOOIS



Innosign

Witaf
Seit 1865 im Dienste der Gehörlosen



ISTITUTO DEI SORDI
DI TORINO