

Fill in the Gaps

Sense, the charity for deafblind people, invited us to create a new campaign aimed at highlighting the gaps in provision for deafblind people. We devised 'Fill in the Gaps', a theme to encourage social care teams to look out for the specific needs of deafblind people. By using simple messages that were partly obscured/faded, the campaign demonstrated that too many older deafblind people were missing out on the support they really need. A range of toolkit publications and advice/information material was created.

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