

For BSL [click here](#)

26 January 2024

To Whom it may concern,

### RE: Invitation to take part in the Go Blue for BSL/ISL Initiative

Welcome to a vibrant celebration of Sign Language Week (SLW) 2024, where we're shining a spotlight on British Sign Language (BSL) and Irish Sign Language (ISL) used in Northern Ireland. This year, we're rallying everyone to join the "Go Blue!" movement during Sign Language Week (18 – 24 March 2024), as a collective effort to showcase unwavering commitment to promoting BSL/ISL.

### Why Blue?

Wearing turquoise blue during Sign Language Week is more than a fashion statement; it's a symbol of unity, pride, and unwavering support for BSL and ISL. This choice of blue connects us to the Deaf Flag which was recently adopted in the summer 2023 by the [World Federation of the Deaf](#) (WFD), our international representative, which signals a beacon of strength, spirit, and unity in Deaf communities worldwide.



### A Call to Action:

Throughout the week, we encourage you to wear turquoise blue, not just in celebration of the rich linguistic heritage of BSL and ISL, but to also show support for the Deaf community through the endorsement of the #TakingBSLForward movement. This movement, aligned with the BDA's 10 Year [Strategic Vision](#), is at the core of our celebration. The strategic plan, developed after the historic legal recognition of our language with the BSL (Scotland) Act 2015 and the BSL Act (2022), seeks to

**British Deaf Association**

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**The BDA stands for Deaf Equality, Access and Freedom of Choice**

Chair: Dr Robert Adam Registered Office: British Deaf Association, St John's Deaf Community Centre, 258 Green Lanes, London N4 2HE  
Company limited by guarantee number 2881497 Registered charity number 1031687 (England and Wales) and SC042409 (Scotland)

empower, support, and nurture the UK Deaf Community across all stages of life—from cradle to grave. Let's turn the week into a sea of blue, echoing our collective commitment to the values represented by the Deaf flag and the goals of **#TakingBSLForward**.

### Social Media Engagement:

Join the conversation and showcase your blue looks on all social media using the hashtags **#BlueOutforBSL** or **#BlueOutforISL** and **#SignLanguageWeek** and tagging the **British Deaf Association**. Use the link below to download our “Go Blue!” assets to share your experiences, stories, and images of colleagues, family, and friends flaunting their best blue attire, as well as promote the initiative. Make your mark by infusing blue into Sign Language Week by adorning your home or office in blue decorations and lights, painting your nails, or even dyeing a strand of your hair blue.

By wearing blue, you're not just showcasing a colour; you're expressing your support for the rich tapestry of BSL and ISL and aligning with the **#TakingBSLForward** movement to empower and support the UK Deaf Community. Let's make this Sign Language Week unforgettable by going blue and making a lasting impact on the journey towards linguistic equality and inclusivity.

**#BlueOutforBSL #BlueOutforISL #SignLanguageWeek #TakingBSLForward**

Download our “Go Blue!” assets here (.zip): [Go Blue! Asset Download](#)

Yours sincerely,



**Rebecca Mansell**  
*Chief Executive Officer*

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