

**As the result of an agreement with the National Confederation of the Deaf**

## **ESTEVE will translate drug package inserts into Sign Language**

**The purpose is to facilitate access to this information by deaf people**

**This initiative will be launched in collaboration with Visualfy, a Valencian company engaged in the development of software and technology accessible to deaf people**

**9 January 2018.-** The National Confederation of the Deaf (CNSE) and ESTEVE have signed a collaboration agreement whereby drug package inserts will be translated into Spanish Sign Language. By simply watching a video, deaf people will be able to access the information contained in the drugs and thus prevent possible health problems.

The lack of accessibility to healthcare-related information and communication involves serious difficulties for the deaf and has a direct impact on their health. One of the barriers faced by this group is the appropriate understanding of drug package inserts. In Spain, more than one million people (2% of the population) have varying degrees of deafness, and a high percentage of these present with reading and writing difficulties.

In view of this situation, the CNSE and ESTEVE have decided to launch this initiative in collaboration with Visualfy, the only international platform engaged in the development of software and technology accessible to people with hearing loss.

As a first step, a text will be prepared where the essentials of a package insert and the sections thereof will be described. This text will provide the basis for the preparation of a video with its translation into Sign Language, available at the Spanish Drug Agency (AEMPS) website. Also, ESTEVE is preparing a glossary of terms commonly used in a package insert. The same process will be followed to translate ESTEVE drug package inserts, which will be updated in a timely manner by ESTEVE with the support of the CNSE.



### **About ESTEVE**

ESTEVE ([www.esteve.com](http://www.esteve.com)) is a leading chemical-pharmaceutical group in Spain with a strong presence worldwide. Founded in 1929 and presided over by Joan Esteve, the Company currently employs 2,473 people, has a presence in Europe, USA, Mexico and China, and had a sales revenue of 813 million Euros in 2016. ESTEVE is firmly committed to excellence and uses its best efforts to promote health and improve people's quality of life. Research being ESTEVE's hallmark, a portfolio of highly innovative projects ultimately aims to provide response to unmet medical needs. Because ESTEVE is a socially responsible Company, it ensures that all projects entered by it align with its CSR vision. You may follow ESTEVE on Twitter [@ESTEVE\\_news](https://twitter.com/ESTEVE_news) and Instagram [https://www.instagram.com/esteve\\_news/](https://www.instagram.com/esteve_news/).

### **About the National Confederation of the Deaf**

The National Confederation of the Deaf (CNSE) is a social, nonprofit, statewide NGO founded in 1936. It fights for equal opportunities of the deaf through policies aiming to suppress barriers that prevent us from exercising our rights. Ever since its creation, the CNSE has engaged in political advocacy to gain full citizenship of deaf people and in the development of assistance and service rendering programs through its federations and associations of deaf people. The CNSE consists of 17 Autonomous Federations (one in each Autonomous Community) and the Association of the Deaf of the Autonomous City of Melilla. In turn, these Federations include more than 118 provincial and local associations of deaf people. The CNSE also collaborates with different parent associations of deaf children and young people.

### **About Visualfy**

Visualfy is a Valencian company composed of both deaf and hearing people engaged in the development of technological solutions for the accessibility, autonomy and quality of life of people with hearing loss. In recent months the company has developed a system that is able to recognize sounds of the home environment and send them in a visual and sensory fashion to smartphones, smartwatches or any other connected device. Deaf person can thus hear a sound through touch or sight. In addition, the company is working on a similar solution to offer accessibility in public and private spaces such as hotels, hospitals, city halls, train stations, airports, etc. As part of the company's philosophy, action is taken to promote the use of Sign Language.

### **For more information, please contact:**

Olga Cajal, Communication ESTEVE, Tel. 93 446 62 60, [ocajal@esteve.es](mailto:ocajal@esteve.es)  
M<sup>a</sup> José Egea, Atrivia, Tel. 93 419 06 30, [megea@atrevia.com](mailto:megea@atrevia.com)