



WATCH TOWER

BIBLE AND TRACT SOCIETY OF BRITAIN

THE RIDGEWAY LONDON NW7 1RN

TELEPHONE 020 8906 2211

SDB:SSC March 8, 2010

TO ALL BODIES OF ELDERS OF SIGN-LANGUAGE CONGREGATIONS
AND THOSE SPONSORING SIGN-LANGUAGE GROUPS

Re: Service campaigns in the sign-language field

Dear Brothers:

As you are aware as time passes more publications in DVD format are being produced in British Sign Language. Therefore, thought has been given as to how best to use these publications in the field so that deaf persons have the opportunity of receiving a thorough witness. This letter should be retained in the congregation file with other letters related to the multi-language field.

We are pleased to announce that from May 1, 2010, the branch office will provide information on which BSL publications in DVD format should be featured in the sign-language field in Britain. Please see our letter SDB:SSC March 9, 2010, for a schedule of service campaign offers for the months of May to August 2010.

The Watchtower, August 15, 2009, on page 24 states that “the vast majority of the deaf struggle with reading.” Why is this so? The article shows this is because reading involves inherent knowledge of a spoken language, something practically impossible for deaf persons who have never heard the spoken word. Therefore, we want you to encourage publishers involved in the sign-language field to use the publications specifically designed for the field.

Introductions, questions, scriptures for presentations can all be taken directly from the BSL publications, much as you would when offering an English publication. Highlighting the title, a paragraph, or a scripture allows the publication to speak to the individual. (Heb. 4:12) With this in mind, we will provide some suggested presentations that can be used during these service campaigns.

During the Service Meeting publishers should be encouraged to first view and become familiar with a publication before offering it in the ministry. Demonstrations featured at this meeting should be practical and highlight how to employ the DVDs in the ministry, as opposed to using English publications that are not available in sign-language. The use of a DVD player or similar device at the doorstep has proven effective worldwide. In addition some publishers have been able to use PDA's or phones with video capabilities for informal witnessing. Publishers will become effective teachers in the ministry when they are taught how to study using DVDs.

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With regard to featuring magazines in the sign-language field, generally speaking, the circumstances of the deaf householder will determine whether they will benefit by reading our printed literature. While some deaf individuals are inclined to read printed material, many deaf persons struggle to comprehend clearly the printed text. While we do not recommend making hard and fast rules in this regard, generally, it would be better if deaf persons can take in information in their natural language by means of DVDs. When a Service Meeting part includes demonstrations for the magazines, the BSL literature offer for the month should be demonstrated instead.

Jehovah has kindly arranged for the deaf to have literature available in their own sign language, and we feel sure that by implementing the above-mentioned service campaigns more deaf persons will be able to hear “about the magnificent things of God.”—Acts 2:11.

Please be assured of our warm Christian love and best wishes.

Your brothers,

Watch Tower B. & J. Society
OF BRITAIN

cc: Travelling overseers