



ROMANIAN ASSOCIATION OF THE BLIND

BRASOV BRANCH

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Community awareness campaign regarding the visually impaired people

On Jun 30, 2006, at 14:00 hours, the Brasov Association of the Blind will release its brochure titled "How to guide a blind person", which contains guidelines offering suggestions for assisting people with sight problems, for the first time in Romanian. The event signals the start of a new awareness campaign of the Brasov Association of the Blind, aimed to increase the social integration of the visually impaired people from the county.

"Through this campaign we aim to provide clear information to the general public about visual deficiencies, to give ordinary people the ability to make the distinction between the visual and other physical or psychical disabilities. Within the campaign the release of this brochure represents a new step towards breaking the communication barriers between the majority of citizens and the visually impaired people, it opens new integration opportunities through knowledge and, why not, it is a challenge for everybody interested to cooperate with us for the development of a training manual for the future professional personal assistants for visually impaired people", stated Mr. Virgil Lazar, President of the Brasov Association of the Blind.

The brochure "How to guide a blind person" is not intended to be a training manual for the personal assistants of visually impaired people and is not targeting specialists. It is addressed to the general public, containing suggestions and useful advices for the ordinary citizen, to enable him to assist a visually impaired person in a public place, without having a previous experience or training, in a manner which would transform the event into a positive experience both for him and for the assisted person.

To cover the broader possible audience, the brochure will be released simultaneously in printed (A5, 24 pages), electronic (PDF file) and online versions (URL: www.nevazatoribrasov.ro/ghid), all of them made available for free. The printed version can be procured from the head office of the Brasov Association of the Blind, located in Brasov, 106 Castelului Street, until the exhaustion of the existing copies, while the electronic version is available for download on the address mentioned above, www.nevazatoribrasov.ro/ghid, or can be requested by e-mail, from bvanvr@gmail.com.

In the continuation of its campaign to raise the public awareness, the Brasov Association of the Blind is now in the process of preparing other informational and educational publications and is committed to be an active participant to all the upcoming local public events, like fares and exhibitions. Also the Association requested the help of some of its members who are comfortable with public speaking, to share their personal experiences with blindness. To accomplish this sharing, the Brasov Association of the Blind will contact the School Inspectorate and the Chamber of Commerce, to discuss the possibilities of making presentations for the local schools and business organizations.

The awareness campaign is based on the presumption that knowledge is the best way to eliminate prejudice and it is aimed to the education of the community regarding the visually impaired people, in order to facilitate the breakdown of communication barriers, discriminations and prejudices born out of lack of knowledge. The accomplishment of these objectives will lead to the achievement the Brasov Association of the Blind's main goal: the integration of visually impaired people in the economic, social-professional, cultural-artistic and sportive life of the county.

About the Brasov Association of the Blind

Established in 1961 as a branch of the Romanian Association of the Blind, the Brasov Association of the Blind is a non-governmental organization of public utility, with social-cultural, educational, sportive and humanitarian profile, based mainly on volunteering. Always promoting the principles of total freedom and democracy, the Brasov Association of the Blind acts for the integration of visually impaired people in the economic, social-professional, cultural-artistic and sportive life of the county. For more information access www.nevazatoribrasov.ro/en.

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