

How To Plan Story-Driven And Inspiring Stewardship Journeys

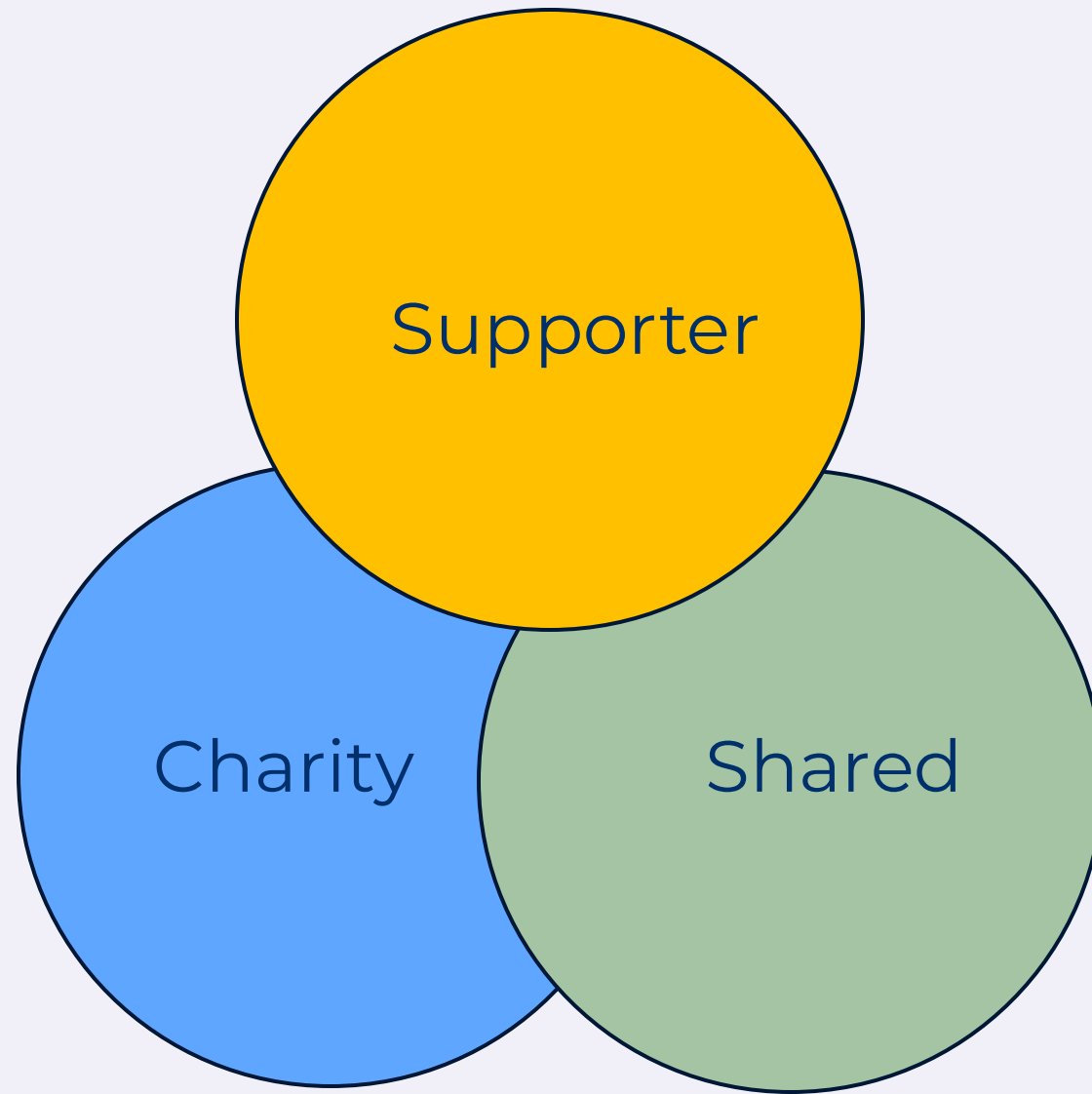
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Stories



Video





GEORGE CROCKFORD
National Deaf Children's Society

George Pig gets a hearing aid: Gladiator Jodie Ounsley tells us what this means for little ones



If Peppa Pig showed deafness when I was growing up, my family's story would be very different

As Peppa Pig's little brother George is revealed to be deaf, National Deaf Children's Society CEO George Crockford writes about the importance of TV representation

GEORGE CROCKFORD | 5 Feb 2026



SHOWBIZ

Peppa Pig's brother George diagnosed as deaf and fitted hearing aid

New episodes, created in partnership with the National Deaf Children's Society (NDCS), aim to help families better understand childhood deafness



STANDARD

PEPPA PIG GLADIATORS' STAR FEATURES IN DEAF STORYLINE

HUFFPOST

POLITICS ENTERTAINMENT LIFE PARENTS SHOPPING

Peppa Pig's New Deaf Storyline Hits Home For Parents Like Me

"Watching George go for a hearing test and start using a hearing aid is the kind of story I wish I'd had when my son was little."

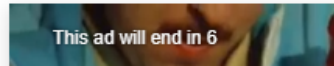
News > Real Life > Real Life

Grimsby family's inspiring journey with hearing loss mirrors new Peppa Pig storyline

Four-year-old Ralph's parents say 'difference isn't a disadvantage'

Peppa Pig's Brother, George, Will Receive a Diagnosis—and It Means Everything to Families Like Mine

New episodes of 'Peppa Pig' will bring attention to hearing loss in kids. Here's why it matters.



This ad will end in 6

“

My little girl has mild to moderate hearing loss and she was absolutely MADE up to know that one of her favourite programs had a character in that was just like her. She too, wears hearing aids and lights up anytime anyone else wears them. I adore this, I am so grateful that this is being highlighted.

”

Journey



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Listen → Understand → Connect → Inspire → Recognise → Empower

I wanted to get in touch to say thank you for the incredible support NDCS has given our family this year. Quite remarkably, our daughter's diagnosis came in the same week that George Pig's hearing loss story was launched. As a little girl who has grown up loving Peppa Pig, seeing a character she recognises begin a similar journey has been genuinely powerful. It has helped her feel seen and normalised something that could otherwise have felt daunting. Thanks to the information and support from NDCS, we've also been able to work closely with her school so she can remain in the setting she loves, with staff better equipped to support her needs.

Journey



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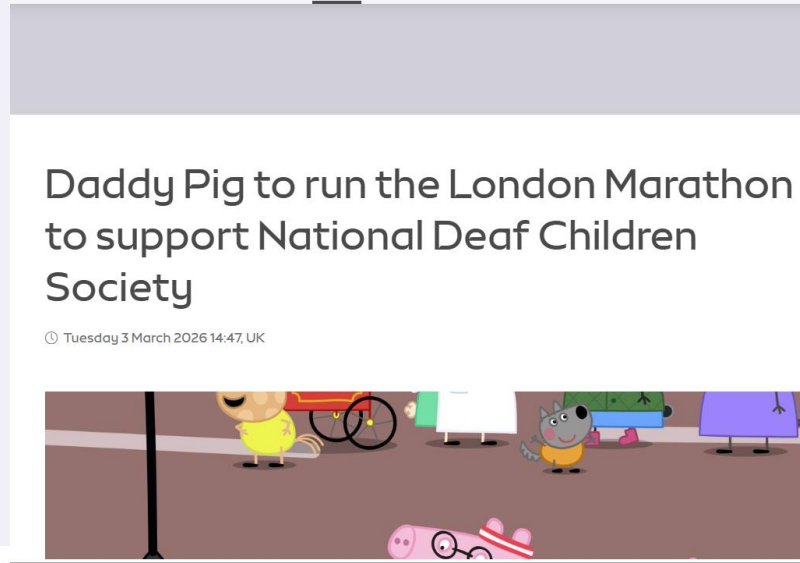
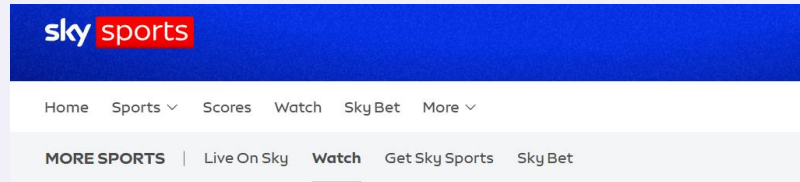
Belong



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Such a fantastic storyline, raising the profile of deafness. I wish there had been more deaf representation like this when I was a kid – this is such amazing work! Well done!



SHOWBIZ

Who was running the marathon as Daddy Pig? Harry Styles rumour flies amid online conspiracy theories

Joe Wicks teased who could be under the Daddy Pig costume after running alongside the cartoon character in the race

Daddy Pig is running the London Marathon

newsround

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Mini London Marathon



Marathon day





100 mile challenge



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Celebrate with a limited edition medal!



100 mile challenge

© 2026 ABD Ltd/Hasbro/HCPL Ltd.



Celebrate with a limited edition medal!



100 mile challenge

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The marathon was just the beginning! Take on our 100 mile challenge.



100 mile challenge

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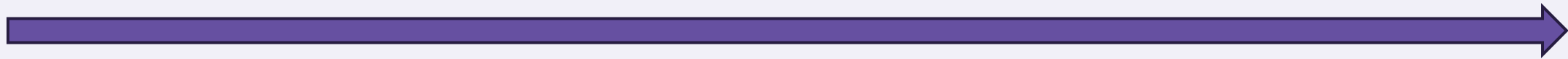
Walk, run, or trot 100 miles this May.



100 mile challenge

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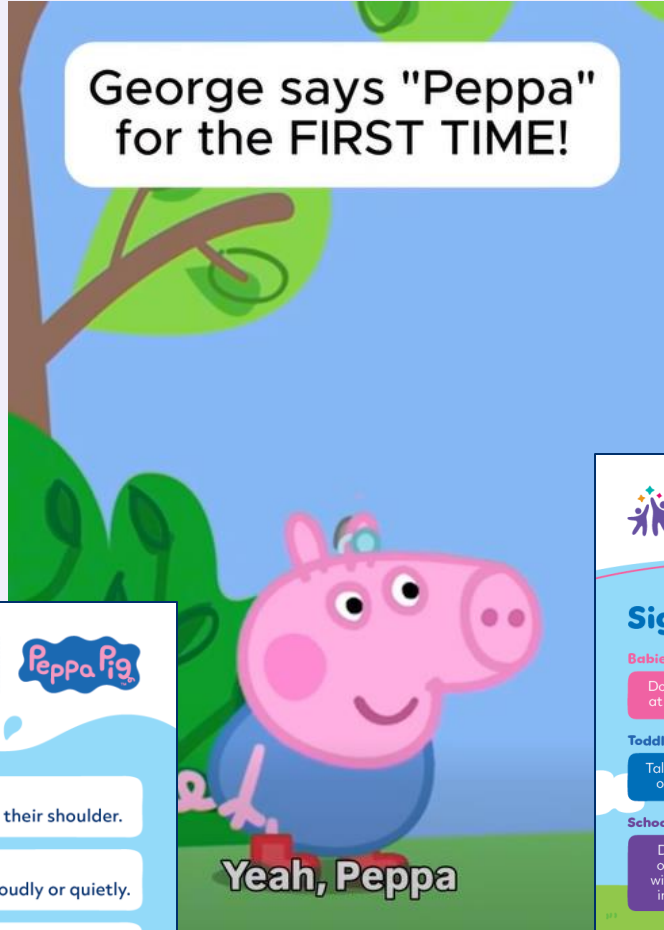
Listen → Understand → Connect → Inspire → Recognise → Empower

*Absolute inspiration [Daddy Pig]!
Doing it for all the deaf children in the
UK! My child was so excited to see
you! Thank you!!!*

*My son was so excited with the
footage on TV... amazing way of
teaching kids about charities... we had
some great conversations as a result
today. Thank you. This stuff matters!!*



George's story



Talking to your deaf friends

Peppa's brother George has moderate hearing loss in one ear. These tips help him feel included.

Some deaf people speak, some use sign language and some use both.

Find out what your friend prefers.

- 1 Get their attention.** Try waving or tapping their shoulder.
- 2 Speak normally.** Don't talk too slowly, loudly or quietly.
- 3 Ask, "Am I in the right place?"** Face your friend, or stay on the side they can hear you best.
- 4 Keep trying.** Use your hands, or point at what you're talking about.

Home > Advice and support > All advice and support topics > Deaf awareness > George is getting his first hearing aid!

National Deaf Children's Society Peppa Pig

George is getting his first hearing aid!

Learn more about childhood deafness, including ways to support deaf children like George.

Deaf Child Worldwide Peppa Pig

Signs of hearing loss

Babies

- Doesn't startle at loud sounds
- Doesn't respond when called
- Doesn't babble or coo

Toddlers

- Talks too loudly or too softly
- Has delayed or unclear speech
- Often needs things repeated

School-age children

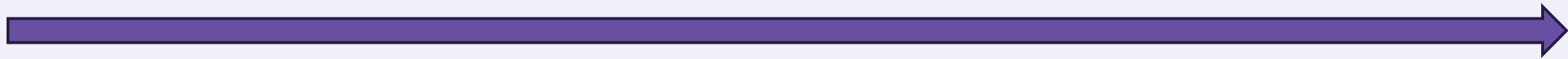
- Daydreams or struggles with following instructions
- Is easily tired, frustrated, inattentive or withdrawn
- Watches what others are doing before doing it themselves

These could all be signs of childhood hearing loss.

Peppa's brother George has moderate hearing loss. By spotting the signs early, his family can make sure he gets the right support.



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