

# Can You Hear Me?



## Official Media Pack

*An original song by*  
**Get Families Talking**  
**Powered by Smartlyte**



# One Song. One Conversation. One Community at a Time.

**Every day, people are expected to navigate an increasingly digital world.**

A patient trying to access an appointment. A grandparent wanting to stay connected with family. A job seeker completing an online application. Someone facing a screen and simply not knowing where to begin.

For many people, digital exclusion is not just about technology. It can affect confidence, independence, opportunity and connection.

Can You Hear Me? was created to bring those human experiences to life through music. Released by Get Families Talking, the original song explores what it can feel like to be left behind - and the difference patience, support and one person taking the time to help can make.

The message is simple: technology should connect people, not leave them behind.

Created in recognition of everyone working to build stronger, more connected communities, the project acknowledges the contribution of community organisations, charities, public services, businesses, volunteers, families and individuals helping people take their next digital step.

Powered by Smartlyte, Can You Hear Me? brings together lived experience, digital inclusion, storytelling and responsible innovation to start conversations that matter.

“Because every conversation has the **power to change a life.**”

**Title:** Can You Hear Me?

**Project:** Get Families Talking

**Powered by:** Smartlyte

**Primary theme:** The human side of digital exclusion

**Format:** Original song + official music video

**Creative approach:** Human-led storytelling with AI-assisted music production

**Location:** Birmingham / West Midlands, United Kingdom

**Song release:** 6th August 2026

**Official music video:** 13th September 2026

**Music video running time:** 4 mins 46 seconds

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# Meaningful change often begins with a conversation.

**Get Families Talking was created from a simple belief: stronger conversations can help build stronger communities.**

In an increasingly digital world, connection can sometimes be taken for granted. Yet for people who lack the device, data, skills or confidence to participate, everyday digital tasks can become barriers to healthcare, employment, education, services and relationships.

We believe those barriers are not solved by technology alone.

They are often overcome when somebody notices, listens and takes the time to help.

Get Families Talking uses conversation, creativity and practical action to explore issues that affect how people connect, participate and feel included.

Powered by Smartlyte, this work is informed by years of community-based digital inclusion activity and partnerships across health, community, education and the voluntary sector.

**Music** has become a natural extension of that mission.

Songs can reach people emotionally in ways that reports, statistics and presentations sometimes cannot. Can You Hear Me? uses music and storytelling to turn the experience of digital exclusion into something people can hear, feel and talk about.

It is one creative contribution to a much bigger conversation about digital inclusion, human connection and ensuring no one is left behind.





# The Story behind the song

## Music has the power to say what words alone sometimes cannot.

**Can You Hear Me? was created to give a voice to people who can feel unheard in an increasingly digital world.**

The song reflects familiar experiences: appointments moving online, passwords that become barriers, applications that require digital confidence, families connecting through screens and the frustration of being told to 'just click' when no one has shown you where to start.

But the song is not really about devices, apps or passwords.

It is about people.

It is about confidence. Independence. Opportunity. Family connection. And recognising when somebody may need a little more time, patience or support.

Rather than dwelling on the barriers, Can You Hear Me? moves towards hope. It shows how one small lesson, one friendly smile and one person willing to help can open a door.

### Why the question matters

The recurring question - 'Can You Hear Me?' - is deliberately open.

Are we listening to people who are struggling? Do we notice when digital change leaves someone behind? Are we designing services and communities in which everyone has a fair opportunity to participate?

The song asks us not simply to notice digital exclusion, but to notice the person experiencing it.

### A new approach to creativity

Can You Hear Me? also explores how emerging technology can support human creativity when it is used thoughtfully and responsibly.

The project combined human vision, original storytelling, lyric development, creative direction and AI-assisted music production.

Technology was not the story and it was never intended to replace creativity. It became one of the tools used to turn an idea into a piece of music capable of reaching a wider audience while remaining rooted in a clear human purpose.

That reflects Smartlyte's wider philosophy: technology should empower people, create opportunity and strengthen human connection - not replace it.

### Why it matters

Digital exclusion crosses ages, backgrounds and communities. Its consequences can be practical - difficulty accessing services, employment or learning - but they can also be deeply personal: loss of confidence, independence and connection.

Can You Hear Me? reminds us that meaningful change can begin with something very small: someone noticing, someone listening and someone taking the time to help.

***Every digital journey begins with someone caring enough to help.***



# Behind can you hear me?

## Different expertise. One shared purpose.

**Can You Hear Me? grew from the community and digital inclusion work led through Smartlyte and Get Families Talking.**

Hafsha Dadabhai-Shaikh MBE and Salim Shaikh bring different professional perspectives to the project, united by a belief that technology should strengthen human connection - not replace it.

### Hafsha Dadabhai-Shaikh MBE

*Community Leader · Digital Inclusion Advocate · Co-Founder*



**Hafsha Dadabhai-Shaikh MBE** has dedicated her work to improving lives through community engagement, digital inclusion and partnership working.

Awarded an MBE for services to Digital Inclusion,

Hafsha has worked with communities, healthcare organisations, charities and public-sector partners to help people overcome barriers to digital access and participation.

Her experience has shown that digital inclusion is rarely solved by simply providing technology. Confidence, trust, patience and human support matter just as much.

That human perspective sits at the heart of Can You Hear Me?

***Digital inclusion is about more than technology. It's about ensuring everyone has the opportunity to participate, connect and thrive. - Hafsha***

### Salim Shaikh

*AI & Innovation · Creative Direction · Co-Founder*



**Salim Shaikh** brings together an interest in artificial intelligence, innovation, storytelling and digital transformation with a passion for using technology for positive social impact.

As creative director behind Can You Hear Me?, Salim led the concept, storytelling, lyric development and creative direction of the project, exploring how emerging technology can support human creativity while remaining guided by empathy and purpose.

His approach is simple: innovation should not only create smarter technology; it should help create stronger human connections.

***Music can reach people in ways that reports and presentations often can't. If one song starts one meaningful conversation, it's already made a difference. - Salim***



# Join the conversation

## Every conversation starts with a single voice.

**Can You Hear Me? was created to start conversations about the human side of digital exclusion - and about the small actions that can help someone feel more confident, connected and included.**

Whether you listen to the song, share the film, use it to start a discussion or explore opportunities to work with us, every action helps the message reach someone else.

Every listen. Every share. Every conversation. Every connection.

Together, they help keep digital inclusion human.

### Listen

Stream Can You Hear Me? on your preferred music platform and watch the official music video.

### Share

Share the song or film with your networks and help the conversation reach someone new.

### Start a Conversation

Use Can You Hear Me? as a conversation starter in your family, workplace, school, community group or organisation. Sometimes the most important conversations begin with one simple question.

### Partner

We welcome collaboration with community organisations, charities, public services, educators, businesses and others working to create more inclusive, connected communities. Together we can explore campaigns, events, workshops, resources and creative collaborations that turn conversation into practical action.

### Media enquiries

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**For interviews, features, media requests, speaking opportunities or partnership enquiries:**

Get Families Talking | Powered by Smartlyte  
Birmingham / West Midlands, United Kingdom  
[getfamiliestalking.co.uk](http://getfamiliestalking.co.uk)  
[salim@smartlyte.co.uk](mailto:salim@smartlyte.co.uk) | 07748 783 579





# Watch. Listen. Share the Conversation.

One song. Real stories. A more connected future.

WATCH



## Watch the official music video

Can You Hear Me?  
Real people. Real stories.

[youtu.be/SV1bAg5tSCg](https://youtu.be/SV1bAg5tSCg)

LISTEN



## Listen to the song

Available on all  
major streaming platforms.

[bit.ly/4hedkO2](https://bit.ly/4hedkO2)

EXPLORE



## Explore the campaign

Discover the story behind  
Can You Hear Me?, watch the film  
and find ways to share the conversation.

[getfamiestalking.co.uk/can-you-hear-me/](https://getfamiestalking.co.uk/can-you-hear-me/)



## Download Media Assets

Everything journalists, broadcasters and  
partners need to cover or help share  
**Can You Hear Me?**

Press release · key messages · official lyrics ·  
campaign photography · cover artwork · logos  
and approved media assets.



## Download the Media Kit

[distrokid.com/hyperfollow/  
getfamiestalking/can-you-  
hear-me?ref=release](https://distrokid.com/hyperfollow/getfamiestalking/can-you-hear-me?ref=release)

## No one should be left behind.

**Can You Hear Me?** is one creative contribution  
to a much bigger conversation about digital inclusion  
— and the difference human connection can make.

**Listen. Connect. Share the conversation.**

