

SPEAK OUT



Advocacy Project

Making information easier to understand for people with learning disabilities



Guidelines



Why make information more accessible to people with learning disabilities



People with learning disabilities are not accessing the range of services in the city.



Only about 800 people of the estimated 6000 people with learning disabilities are getting support from social care and health services in Brighton and Hove. There are many more people who are not getting the support they are entitled to help them to lead a full an active life as a citizen of this city.



Many people with learning disabilities cannot read and may not have enough support to find out information.



We need to make the process of finding out information and getting help as easy as possible.





We need to make sure our service makes reasonable adjustments to make information accessible to everyone in line with the Disability Discrimination Act and the Equality Duty Act.

The Disability Equality Duty

Without access to information and services, people become vulnerable and isolated and lack self esteem.



We need to support people with learning disabilities to get the services and support they are entitled to, and lead full and active lives in Brighton and Hove, being valued for their contribution to our city.



How to make information more accessible

Finding out what people with Learning disabilities think

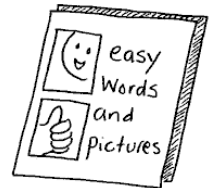


Get people with learning disabilities involved in helping you to make your information more accessible through consulting with an advocacy group or people using a local day centre.

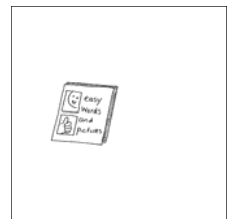


Layout

Short sentences or chunks of information are laid out alongside a picture relating to the information.



Leave enough space on right or left of the chunks of text for pictures



Use bullet points or boxes to make points clear and well spaced. Try not to put more than 6 points on a page. Put extra spaces between lines of text where possible.

- Make
- points
- clear and
- well
- spaced

Make layout of forms clear and easy to understand.



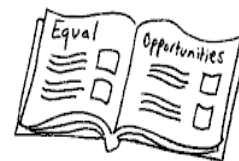
Make sure the phone number is easy to find and big, so people can get more information to understand your service.



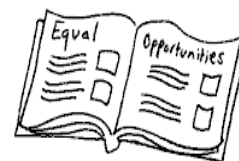
Do not break up words with a hyphen at the end of a line

Don't hyphenate!

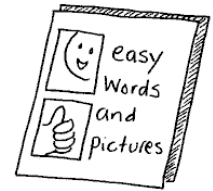
Always start and finish a sentence on the same page



In longer documents. Provide a clear contents list and section headings



Style



Use big typing at least 14 point. Arial font is clear.



Do not use fonts with serifs or stylised letter shapes. Plain fonts like Arial fonts are best

Arial

Do not use capitals, italics or underlining - they all make the words harder to read

No CAPITALS

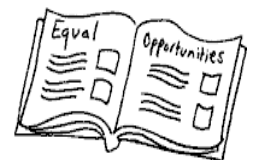
No Italics

No underlined

Highlight important words in bold

Use bold

Align your text to the left.



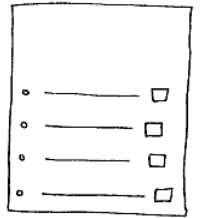
Help people to know your service by using same design and logo so it becomes familiar.



Words you use...

verbigerative
mendacious
brokerage
quotient
serpiginous

Pick out the important facts.



Use easy words and short sentences with pictures.
Try only to put one piece of information in each line.



Use an easier word instead of a more complicated one.

verbigerative
mendacious
brokerage
quotient
serpiginous

If you have to use a difficult word, explain it in a box at the side of the text.

G.P

G.P is the name for a doctor

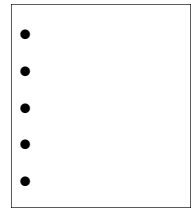
Be consistent. Always call the person, object, idea or place by the same word.

Refuse
Waste
rubbish

Use examples from everyday life to explain difficult ideas and words e.g using personal budgets to choose your own staff.



If there is a lot of information like in a report, break it into chunks, have a summary page or an easy read version which says what the main points



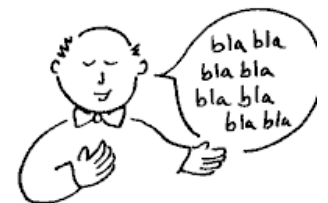
Don't use abbreviations like can't.

Can
not

Write numbers in figures instead of words.

6

Check that you are not using words only you can understand. No jargon and acronyms (initials used for words e.g. PCT). If you do really need to use jargon explain it.



Put in pictures



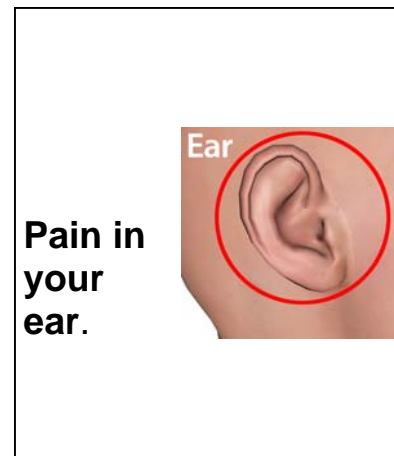
Use clear easy to understand pictures to help people understand what is written.



Make the pictures as big as possible



Make sure the picture is next to the text it is about.



Make sure the picture explains the text as best as possible.

Photos of the actual place, people, activity, action is the clearest way to communicate.



If the picture does not say what you want it to you can add speech bubbles with another image or text to help clarify.



Ticks and crosses, thumbs up and down can help People understand choices or opinions.



Having two pictures together may help explain what you mean



You can use arrows to draw peoples' eye to the important part of the picture.



Make sure pictures are not blurred or too busy, or too multicoloured. Keep images simple



People with learning disabilities may not understand common symbols, better to use words or drawing or photo.



Where to get your pictures

Paying for a Picture bank



If you are producing a lot of easy read information specifically for people with learning disabilities to access you may want to buy a picture bank.

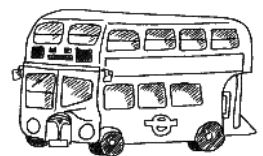
There are two main sources of picture banks used for easy read for people with learning disabilities.

- Photosymbols www.photosymbols.com
- Change picture bank at www.changepeople.co.uk



Both have a general picture bank covering a wide range of areas and then have separate smaller picture bundles on specific issues.

Pictures covers a number of areas including , independent living, education, law, employment, rights, government, people and relationships, health and well being.



Paying for a Picture bank



Photosymbols picture bank costs (july 12):

- £400 plus vat for single use
- £2000 plus vat for 10 computers
- £4000 plus vat for 110 computers.



Change general picture bank (1500 images.) costs (july 12):

- £175 plus vat for single computer
- £302 plus vat for 2-10 users
- £589 plus vat for 11-50 users
- £1161 plus vat for 51 plus users



They also do an employment picture bank of 500 images which costs between £60 for single user to £480 for 51plus users excluding VAT.

Free pictures



- Take photos and build up a bank of photos to show where, what, who your service does.



- Check if your department already has a license for photosymbols or changebank images. Some council departments e.g community safety, housing, learning disability, have bought picture banks from these organisations.



- There are some free photo and picture banks but these are limited in their breadth of image. [Www.techradar.com](http://www.techradar.com) give advice on 12 best Free sites for photos and advice on copyright Issues e.g www.freeimages.co.uk



- Google images. Copyright issues on using these.



Alternative Formats



Print onto yellow paper. This makes the typing stand out more for people with visual impairment and dyslexia.

Use yellow paper

Record information onto audio CD or make a film which will engage people with learning disabilities.



Offer larger print versions of your information.

Large Print

Have staff who will help people who do not have support workers to go through information and forms.



Make sure you reach people with learning disabilities by outreach to organisations who support this group and places where people go to.

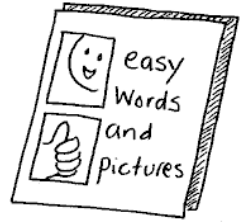


If you want to consult on your service please go out and talk to groups rather than do online consultations. People with learning disabilities have limited access to computers and skills. Allow enough time for them to talk about the issues.



Useful Resources

Further guidance on making information accessible.



How to make information accessible: a guide to producing easy read documents. Available to download from www.changepeople.co.uk

Am I making myself clear? Mencap's guidelines for accessible writing. Available to download on www.mencap.org.uk

Consulting with People with Learning Disabilities at Speak Out



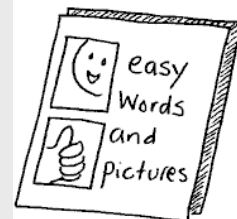
Speak Out is an advocacy project for people with learning disabilities.

Advocacy Project

There are 4 speaking up groups at Speak Out. You are welcome to approach the groups to ask for advice on making information more accessible or feedback on existing print.

If you would like to contact staff or groups please email: ingridashberry@bhspeakout.org.uk or Tel: 421921

Making information more accessible to people with learning disabilities



Think about the information your service produces:

- Fliers
- Posters
- Information Packs
- Forms
- Newsletters
- Letters
- Reports
- Signage
- Consultations
- Evaluation forms
- Complaints information



Thinking about the needs of people with learning disabilities for your service consider:

- How to prioritise accessible and easy read versions of this information
- Or Making new pieces of literature accessible
- Or designing one piece of information specifically targeted at people with learning disabilities.
- Consulting with groups of people with learning disabilities on your information.



Action Plan

Which documents do you need to prioritise to make accessible.



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What resources do you need to make these more accessible? Staffing, time, pictures, consultation etc.



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Make a plan with timescales of how you are going to go about making these documents accessible.

