

Say what you mean.....

Ellen Atkinson

Keep it simple

- We should never make assumptions about how much someone can understand
- Irrespective of background, ethnicity or cognitive ability, individuals may have difficulty with reading or understanding the written word

Keeping it simple...

- Deaf
- Blind
- Learning disability
- Different approaches needed

Keeping it simple...

- **Visual impairment**
- Braille
- Background colour
- Font
- Paper
- Pictures

Keeping it simple...

- **Deaf or hard of hearing**
- British sign language
- Written word
- Oral communication
- Interpreters

Keeping it simple...

- **Learning disability/difficulty**
- Leave out what you don't need
- Present in an order that makes sense
- Only include what is needed and what people need to know

Accessible information

- Use clear and simple text (plain English) with short sentences, simple punctuation and no jargon.
- Use larger print (at least 12 point), a clear typeface and plenty of spacing.
- Use bullet points or story boxes and fact boxes to make the main points clear.

Accessible information

- Put pictures on the left and word on the right
- Make sure the pictures help explain the writing and are not just for decoration
- Use pictures that will mean something to the person - everyday pictures
- Age appropriate
- Don't try to cover too many topics on one page

Useful links

- <http://www.mencap.org.uk/>
- www.changepeople.co.uk
- [http://www.fontsmith.com/fonts/fs-me.cfm.](http://www.fontsmith.com/fonts/fs-me.cfm)
- <http://www.cds.co.uk/Design/EasyRead/>