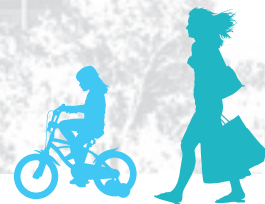




Making information accessible

Achieving access for all





Making information accessible.

Often people forget there are different ways of communicating and that the way we communicate is not necessarily accessible to everyone.

This guide outlines ways in which we can avoid causing embarrassment and offence as well as ensuring that information is accessible to as many people as possible.

There are many people who have specific requirements and includes those:

- with visual impairments;
- who are registered blind;
- who are hard of hearing;
- who use a hearing aid;
- who are profoundly deaf;
- with a learning disability;
- who speak English as a second language;
- with dyslexia;
- with other reading difficulties;
- with “colour blindness”;
- with mental health issues.

To make printed information more widely accessible remember to:

- Check with the person or group you are communicating with to see if there are any access requirements;
- Plan the text formats you will need before printing publicity;
- Always budget for accessible formats when preparing publicity;
- Seek advice from the person or group you are communicating with;
- Clearly display how to obtain text in alternative formats;
- Clearly display access facilities at reception desks, for example the availability of induction loop;
- Include a typetalk, minicom and fax number on information and publicity.

Detailed information on communicating with people who have a visual impairment is available free from the RNIB at: **www.seeitright@rnib.org.uk**.



Using alternative formats.

For anyone with a reading difficulty, consider alternative formats. For example:

- Using CDs for large amounts of text, or;
- Prepare text for use with text reading software.

When preparing text for text reading software;

- Use full stops after headings. This makes it clear there will be a voice pause and a drop in tone;
- Use punctuation after bullet points to separate each point;
- Number menu items to aid navigation;
- Don't use words in upper case as this may be read as individual letters;
- Only use essential punctuation and try to avoid using too many symbols such as asterisks or slashes as these will be spoken;
- Consider where abbreviations and acronyms need full stops.

Tables can be difficult to understand with a screen reader. They read down each cell going across the page from left to right. Consider whether you can use a different way of presenting this information.

Further guidance on making text accessible can be found on Card 6.

Further guidance on producing information in alternative formats can be found on Card 7.

