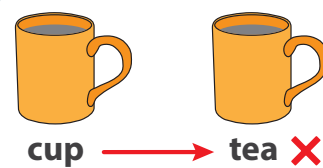
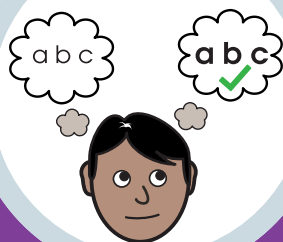


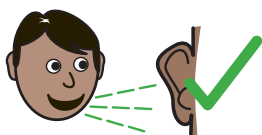
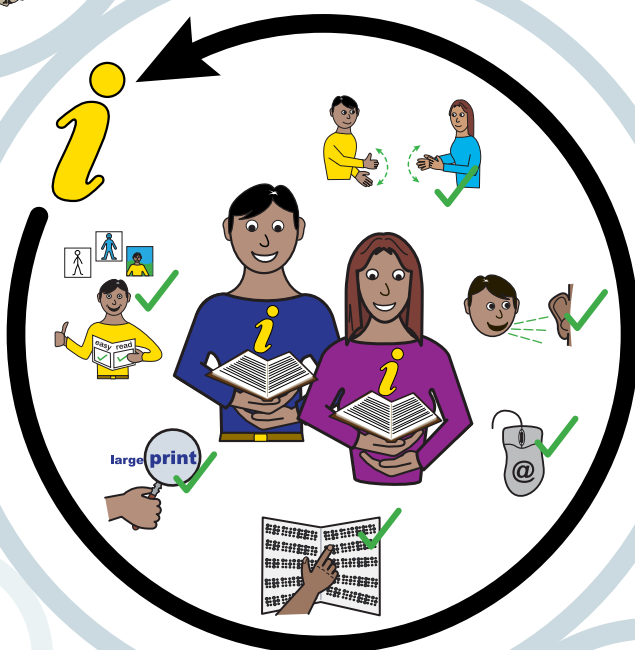
# Accessible information and easy read



by Mark Wallis & Sally Pater with James Bailey

2016

# Accessible information



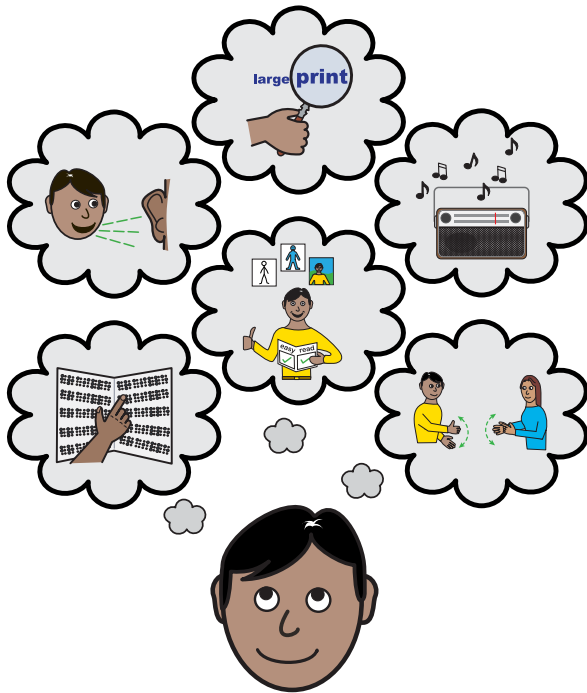
A short introduction to accessible information  
and the Accessible Information Standard



## Who is this guide for?

**This guide is for everyone, and will help you**

- understand accessible information
- create your own easy read information
- help more people access your service
- communicate with more people



## What is accessible information?

It is information that everyone can understand.

**Here are a few ways that accessible information may be provided**

- spoken words
- large print
- information provided on CD or MP3
- Braille
- easy read including pictures
- Makaton



## Why make accessible information?

**So everyone can understand**

Including 1 and a half million people with a learning disability in the United Kingdom.

**And these rules tell us we must**

- The Disability Discrimination Act
- Human Rights Act
- Accessible Information Standard



## What is bad information?

Information that is **not** provided in a way the audience can understand is bad.

### Ask yourself these questions

- who is the information for?
- will the information be useful to them?
- how should the information be provided?



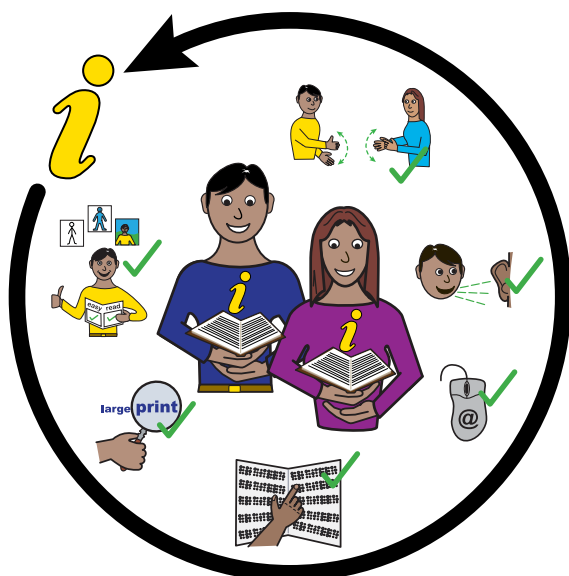
## How do people feel?

We asked people with learning disabilities how they felt about bad information. Here are a few of their comments.

They are being rude to me

I don't feel like I am respected

I feel stupid but I know I'm not



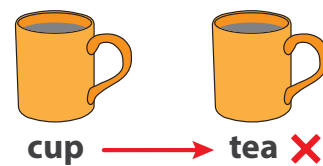
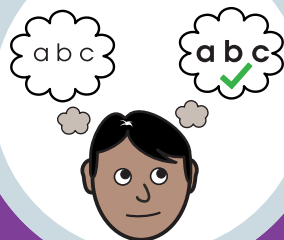
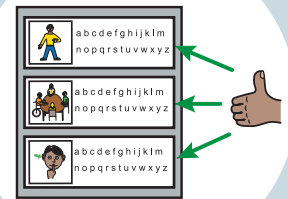
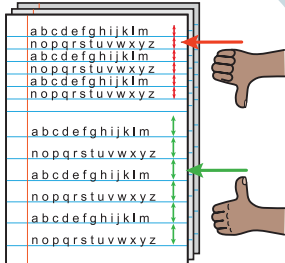
## The Accessible Information Standard

The Accessible Information Standard is a legal requirement.

NHS and adult social care organisations must make sure people get information in different ways.

This means people should get information they can use and understand.

# How to make easy read



## Help with your easy read layout, text and images



## Presentation

Information that is presented well can make easy read even easier to read.

In this part of our guide, we will show you how to present your easy read information.



## The easy read layout

It is important where we place our pictures and text.

Pictures always go on the left, like we have over there



And the text always goes on this side.

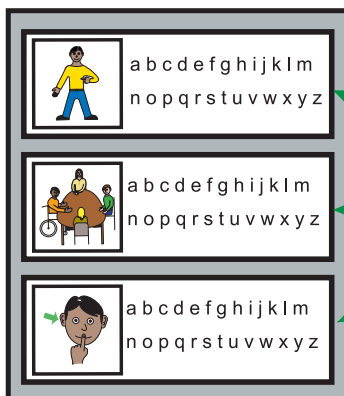
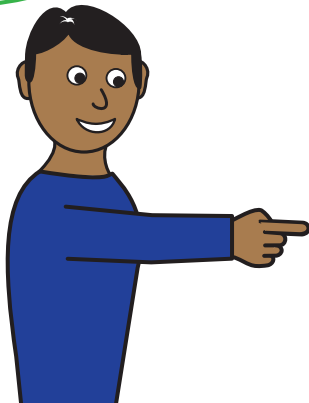
Keep your text to the left in your text area, this is called left aligned.

Left aligned text

But titles or headings can be centre aligned.

**Centre aligned title**

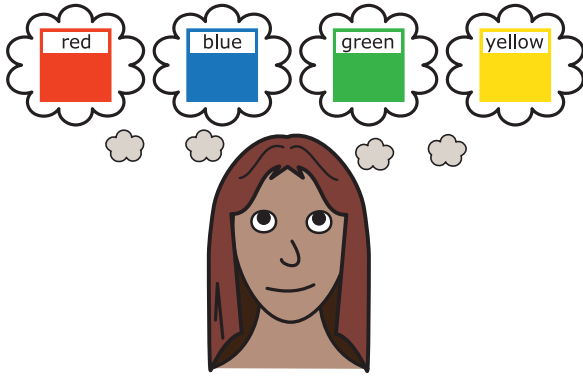
We chose to keep our titles left aligned in this easy read guide.



## Use boxes to separate

Having lots of information close together can be confusing for the reader.

Using boxes can be a good way to separate different parts of your information



## Use colour

Using colour can be useful to separate different parts of your information.

Adding colour behind your text can also help people with dyslexia which is a reading disability.

People with dyslexia can find it hard to read black text on a white background.



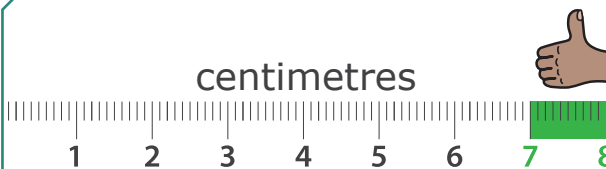
## How to display a list or a group

Using bullet points can be a really good way of grouping a list together.

You may have noticed that we have used what we call bulleted lists on page 2.

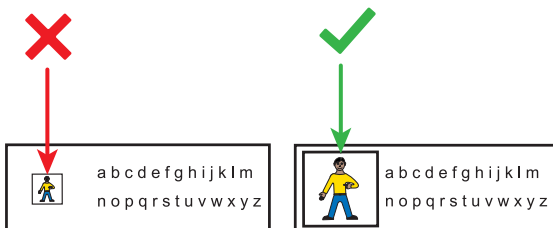
Below is an example of a group of fruits in a bulleted list.

- apple
- banana
- melon
- orange

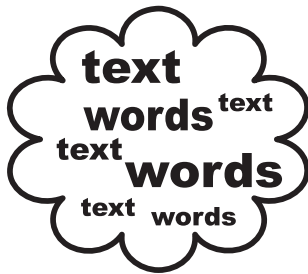
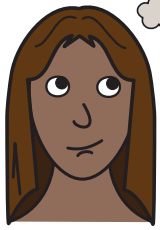


## What is a good size layout?

We recommend a space between 7 and 8 centimetres wide for pictures.



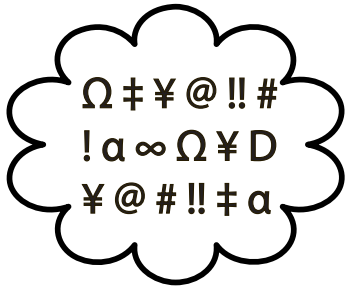
This allows you to have a large picture, and also keeps your lines of text shorter.



## All about words and text

Finding the right words and typing them in a way the reader will be able to understand can be difficult.

Following these tips will help you make your information accessible to more people.



## Try to use easy words

Try not to use long or difficult words, they may confuse the reader.

Think of easier words that say the same thing, like our examples below.

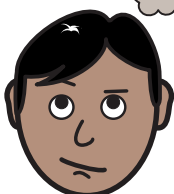
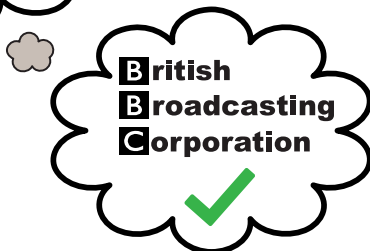
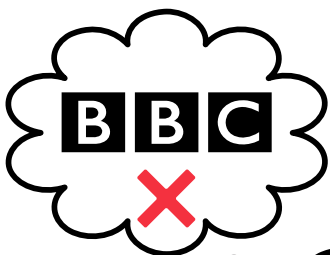
Here are 4 hard words made easy.

**manufactured** ❌ ➡ **made** ✅

**allocate** ❌ ➡ **give** ✅

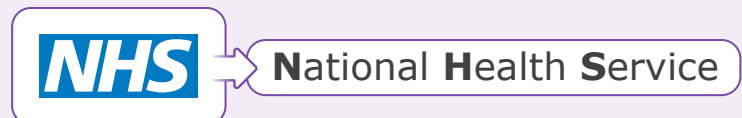
**endeavour** ❌ ➡ **try** ✅

**commence** ❌ ➡ **start** ✅



## Try to avoid shortened words

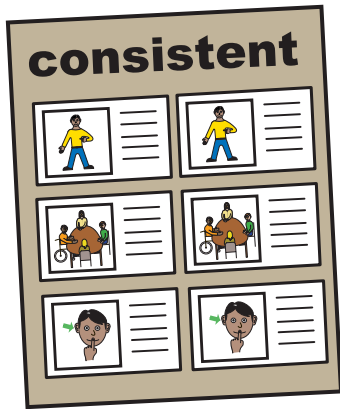
The reader may know what they mean.



But sometimes, shortened words may confuse the reader.

If you use shortened words, explain what they mean.



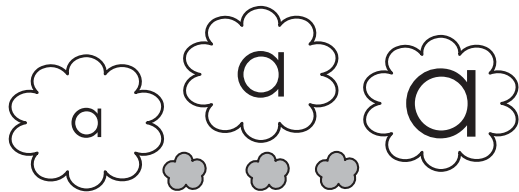


## Be consistent

Make sure you use the same wording all the way through your information.

### Example

Do not talk about a meeting, then call it a review later in your information.

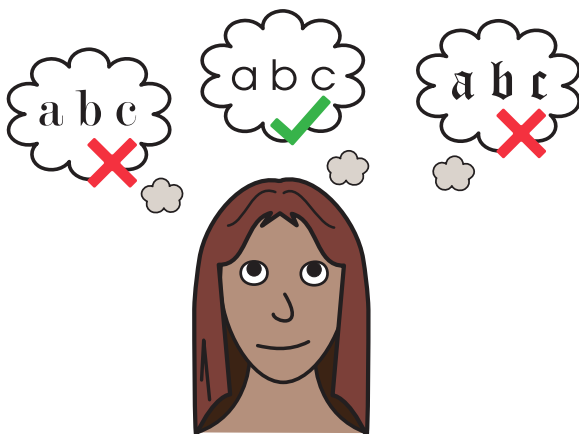


## Font size

Keep your font size to 14 or above.

People with a visual impairment or poor eye sight may have trouble with smaller fonts.

Try to keep your titles or headings even bigger to help them stand out like we have.



## Font type

Try to use fonts that are easy to read and do not look too fancy.

Below are 4 examples of bad fonts and 4 examples of good fonts

Times New Roman ❌

Arial ✅

Lucida ❌

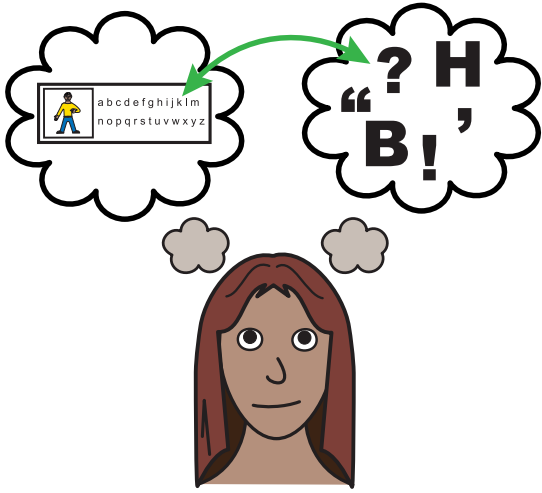
Comic Sans ✅

Edwardian Script ❌

Verdana ✅

Vijaya ❌

Tahoma ✅

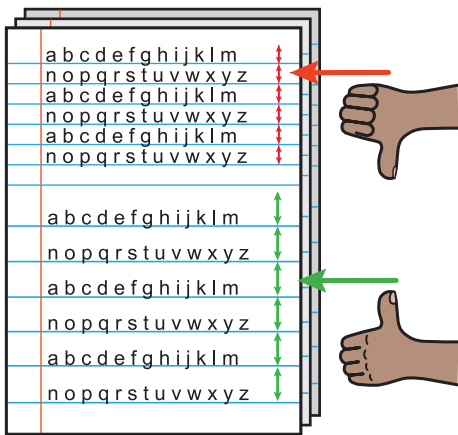


## Avoid these → (“/ ‘: !; ’ \”)

Try to avoid punctuation as it can look very complicated to some readers.

Keep your lines of text short.  
It will help to remove punctuation.

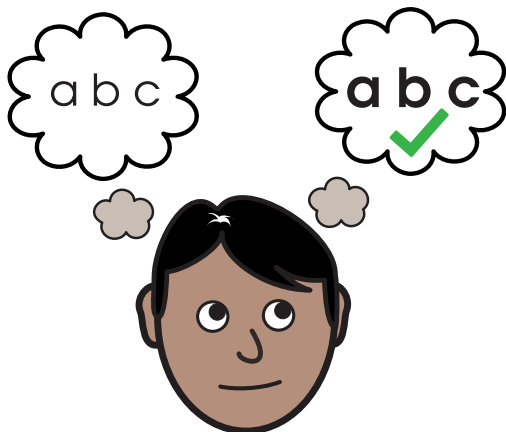
When you **really** need to break up text you can use commas, and full stops.



## Line spacing

Try to keep a large gap between lines like we have here.

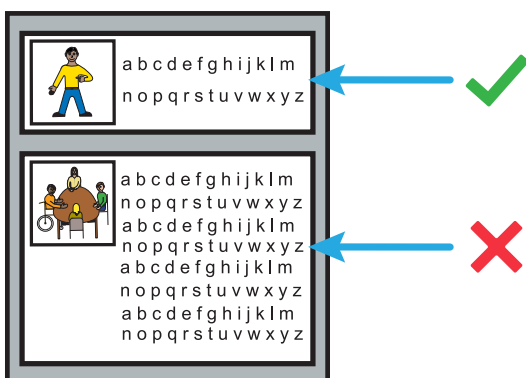
Doing this helps the reader move from one line to the next.



## Use bold text

Using bold text can help make parts of your text stand out from the rest.

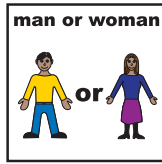
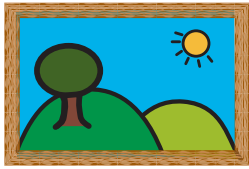
The titles and headings in this guide are written in bold text.



## Not too much text

Keep each sentence as short as possible.

More than 15 words in a sentence is hard to read. It can confuse people.



## Pictures, symbols and photos

Pictures, symbols and photos are very important in easy read.

If used correctly, they will make the words easier to understand.



cup



cup



cup



tea



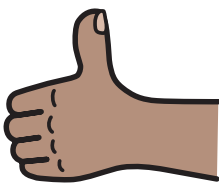
## What does your picture say?

Try not to use one picture for more than one meaning.

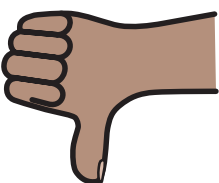
One picture meaning more than one thing can be very confusing for the reader.



Try adding arrows and speech bubbles to help explain your picture even better.



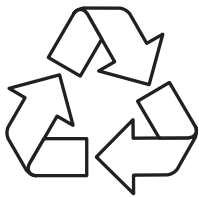
A tick or thumbs up can say this is good or the correct way.



A cross or thumbs down can say this is bad or the wrong way.



I loved my holiday



## Pictures and symbols

Pictures and a symbols can be a great way to describe something.

A picture can tell a story.

A symbol can give a direction or instruction.

For example,  
the **recycling** symbol tells people what they can put in their green bin.

The **no smoking** symbol tells people **not** to smoke where they see this symbol.



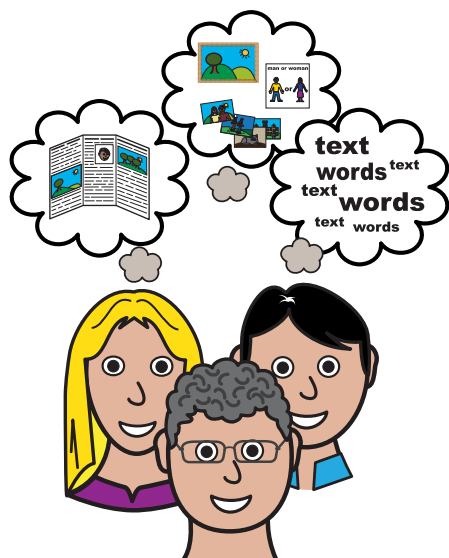
## Using photos

Sometimes a photo can be the best way to explain what is being said.

A photo can show a particular person or an object helping to explain perfectly.

But be careful, not everyone may know the person or object in the photo.

# Thanks to



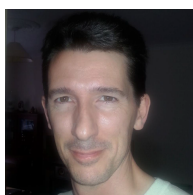
**Mark Wallis**

Supported by Hft  
Guide Creation



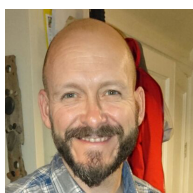
**Sally Pater**

Supported by Hft  
Guide Creation



**James Bailey**

Hft  
Guide Creation and Graphics



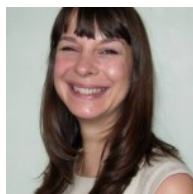
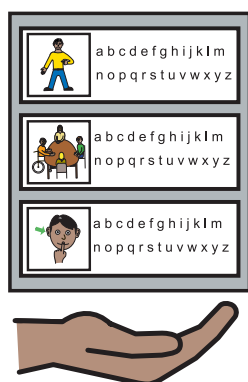
**Dean Milner-Bell**

Easy on the i  
Graphics to Support Text



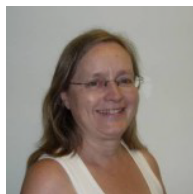
**John Burley**

Easy on the i  
Guide Creation Support



**Sarah Wheatley**

Connect in the North  
Guide Creation Support



**Cathy Wintersgill**

Connect in the North  
Guide Creation Support



[www.easyonthei.nhs.uk](http://www.easyonthei.nhs.uk)  
[twitter.com/easy\\_on\\_the\\_i](https://twitter.com/easy_on_the_i)



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