Easy read
What? Why? How?

Today's session

We will talk about:

What is accessible information?

What is easy read?

How to make good easy read?

Most common mistakes when making easy read?

About us

We are a UK based national and international organisation led by disabled people.

This means that we have as trustees people with disabilities, and that they are deeply involved in all the work that we do and in how we do it.

About us

We create opportunities for people with learning disabilities to lead fulfilling lives as equal members of society.

We employ people with learning disabilities in key roles on equal pay to co-produce accessible information, co-deliver training and co-run projects.

What do we mean by accessible information?

What is accessible information?

What do we mean by accessible information for people with learning disabilities?

Everyone with a learning disability is different and people with learning disabilities have varied communication needs.

What do we mean by accessible information?

But accessible information does not only support people with learning disabilities.

What do we mean by accessible information?

It has been proven that it also supports people who:

• do not speak that language as their first;

• struggle with literacy;

• children and young people;

• people trying to survey complex information quickly.

What do we mean by accessible information?

Types of accessible formats:

- Braille and Moon

- Large print

What do we mean by accessible information?

Types of accessible formats:

- Audio formats
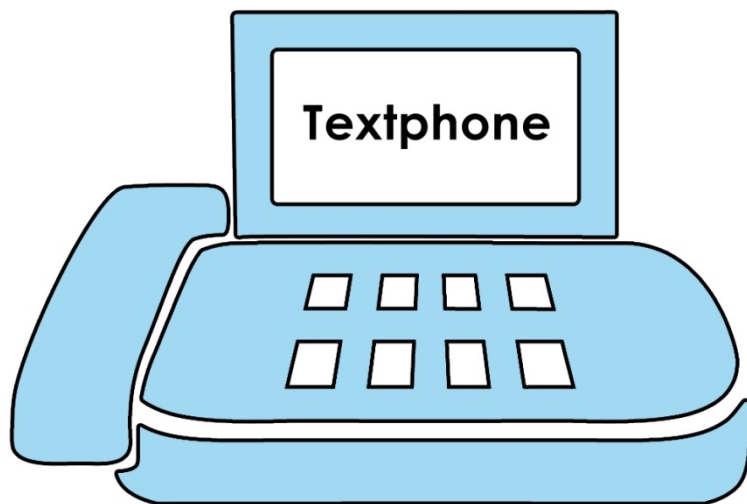
- Video (includes animations)

What do we mean by accessible information?

Types of accessible formats:

- Sign language

- Easy read

What do we mean by accessible information?

Types of accessible formats:

- Subtitling

- Textphone

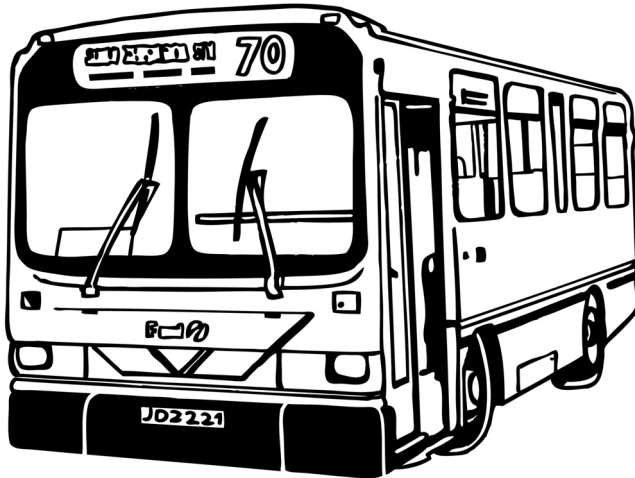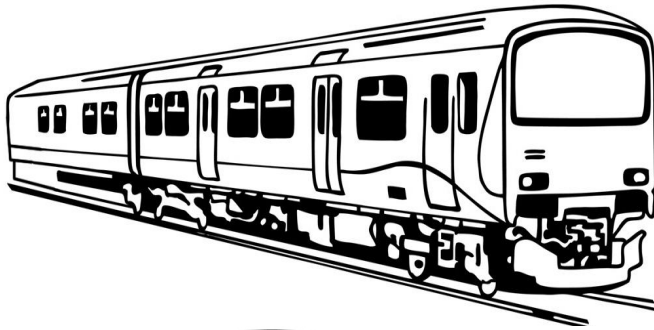# What do we mean by accessible information?

There should be standards for different types of accessible information.

There is no recognised standard for easy read.

This means there is good quality easy read and poor quality easy read being made and given to people.

What do we mean by accessible information?

How does it feel not to understand information?

Think of getting public transport somewhere.

- How do you know which train to take? What platform to go to?

- How do you know where to buy your ticket from?

What do we mean by accessible information?

"THE WORDS look like ANTS ON The page.:))

What do we mean by accessible information?

How can we make information more accessible?

We can make sure that accessible information is available to all those who need it.

Ask people how they want their information.

What do we mean by accessible information?

We must understand that accessible information is not just easy read.

Speaking in a plain language with good eye contact and taking your time is an example that is just as important.

What do we mean by accessible information?

Why is it important?

What do we mean by accessible information?

Choosing the right format means your resource will be useful to people, making it worth the time and money.

Access to the right type of information means people can make informed and independent choices about their lives.
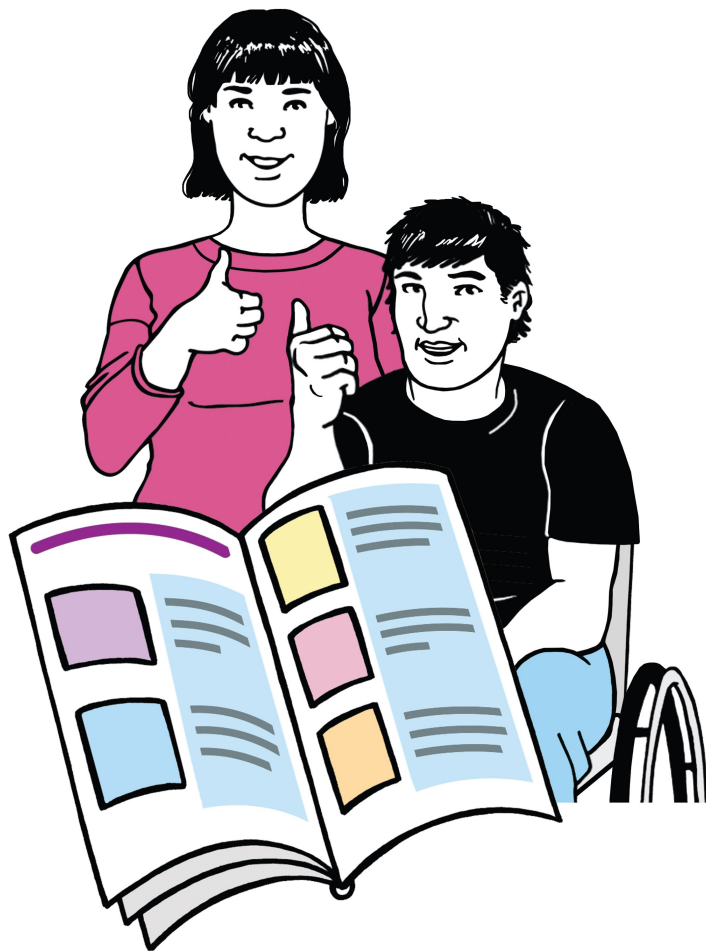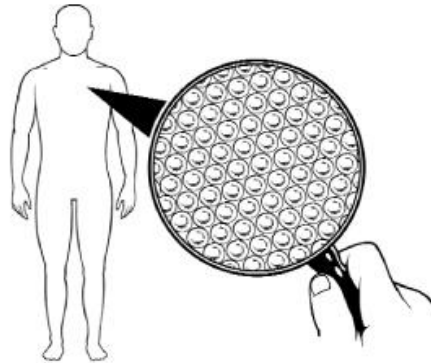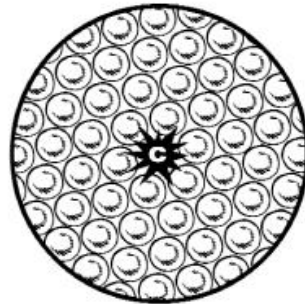
What is easy read?

What is easy read?

Easy read is an accessible format that uses simplified text paired with images to convey messages in a clear and easy to understand way.

What is cancer?

Your body is made up of lots of tiny pieces called cells.

Sometimes these cells can go wrong.

One cell might go wrong which can affect other cells and turn into a lump. This is called a **tumour**.

What is easy read?

Key elements of an easy read document

Design

Images

Text

What is easy read?
- Working with text -

Good

Bad

What should the text be like?

What is easy read?
- Working with text -

'Jargon' and 'Hard Words'

Professionals use jargon words to communicate with each other:

Investigate   - test
Examine   - look at

What is easy read?
- Working with text -

'Jargon' and 'Hard Words'

Hard words are words that are not used in everyday conversation:

Review   - check
Contemplate   - think about
Annual   - every year

What is easy read?
- Working with text -

Pick out jargon and hard words.

- Do you need to rephrase the sentence to make it simpler?

- Do you need to explain jargon or hard words with examples?

What is easy read?
- Working with text -

Text can:

• Explain things in great detail

• Give people a lot of information

• Limit misunderstandings and leave little room for different interpretations

What is easy read?
- Working with text -

Your information should try to limit or avoid:

What is easy read?
- Working with text -
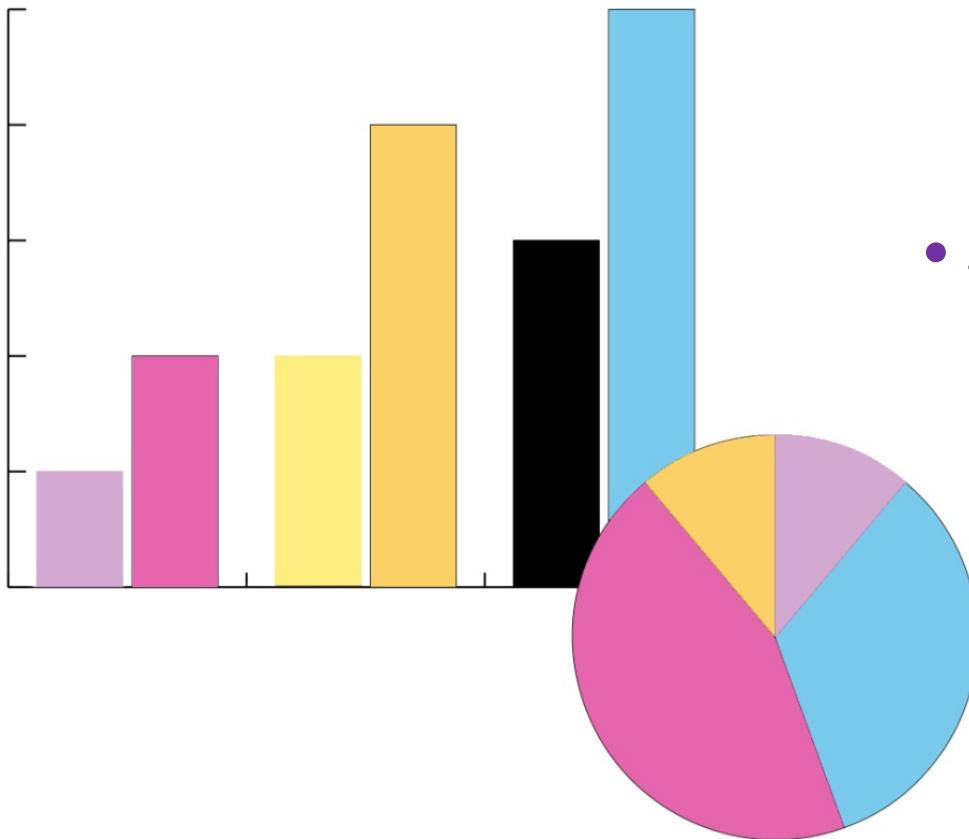
- Detailed background information

What is easy read?
- Working with text -

- Multiple points of view

What is easy read?
- Working with text -

- Statistics and data

What is easy read?
- Working with text -

- Detailed explanations

What is easy read?
- Working with text -

- Discussions and debates

What is easy read?
- Working with text -

- Subtle variations on the same theme

What is easy read?
- Working with text -

A few tips for creating accessible copy

What is easy read?
- Working with text -

You could donate clothes you no longer need to a charity shop. The clothes you donate should be in good condition. The charity shop will not be able to sell clothes that are badly worn.

✔

You could donate clothes you no longer need to a charity shop. The garments you donate should be in good condition. The charity shop will not be able to sell attire that is badly worn.

✘

- Be consistent with the words you use

If you refer to the same person or object several times in your text, always call them by the same name.

What is easy read?
- Working with text -

Your doctor might ask you to go to the hospital. At the hospital someone will take an x-ray of your chest. An x-ray is like a photograph. It allows the doctor to see inside your body.

✔

Your general practitioner might refer you to the hospital to have an x-ray of your chest taken.

✘

- If you have to use a hard word or a jargon word, make sure you explain them clearly in easy words.

- You could also try adding an illustrated word bank at the end of your document.

What is easy read?
- Working with text -

The name of the play is A Midsummer Night's Dream. It is showing at the London Theatre. The play will be on every Tuesday and Thursday at 4 pm and at 8 pm. On Tuesday the 12ᵗʰ of August the play is not showing.
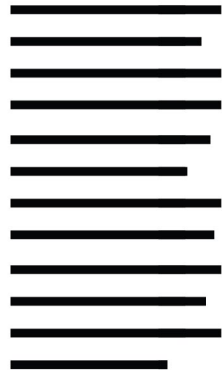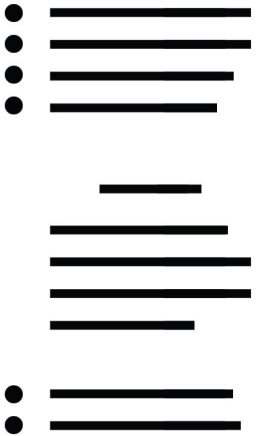

The play, A Midsummer Night's Dream, is showing at the London Theatre every Tuesday and Thursday this month and will be on at 16.00 and the later time of 20.00, except Tuesday the 12ᵗʰ of August.

- Try not to put more than one piece of information in one sentence

What is easy read?
- Working with text -

- Use bullet points and sub-headings to break up text and organise information.

This will make it easier for people to pick out and remember the facts.

What is easy read?
- Working with text -

You should not make the decision without reading the information. If you can not understand what is says, ask for support.

✔

You shouldn't make the decision without reading the information. If you can't understand what is says, ask for support.

✘

- If you are writing in a language that uses apostrophes or dashes for contractions, try to use the while words instead.

In English for example you would say "do not" instead of "don't".

What is easy read?
- Working with text -

You should bring the books back after 3 weeks. You can not take out more than 6 books at a time.

✔️

You should bring the books back after three weeks. You can not take out more than six books at a time.

❌

- In general people find it easier to read numbers in the form of figures, not spelt out in letters.

What is easy read?
- Working with text -

Next month the service and maintenance charge will go up by 10 percent to 45 pounds. It will not rise again till next year.

Next month the service/maintenance charge will go up by 10% to £45; it will not rise again till next year.

- Be careful when using symbols, rare characters and certain types of punctuation in your text

  Characters like the ampersand (&) or the percent sign (%) might be unfamiliar to some readers.

What is easy read?
- Working with text -

Your CCG will have information booklets around health. CCG means Clinical Commissioning Group. This is your local health authority. For example they will have booklets on cancer and healthy eating.

Your PCT will have information booklets around health. E. g. booklets on cancer and healthy eating.

- Be careful when using acronyms and abbreviations.

Unless an acronym is very common, always explain what it stands for.

Instead of using abbreviations, spell out the words.

What is easy read?
- Working with text -

- Do not allow sentences to stretch from one page to another.

What is easy read?
- Designing your document -

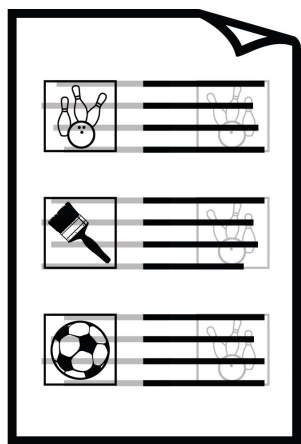**General design tips:**

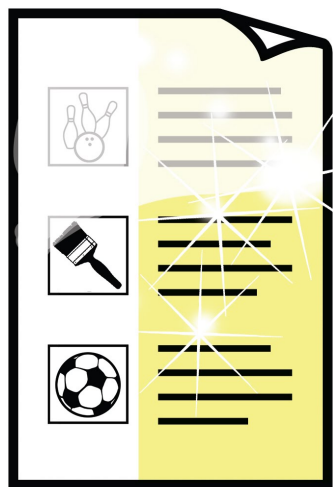Good

Bad

What is easy read?
- Designing your document -

- Use a pastel shade as background for your text (different people prefer different colours).

- When using a toned background, make sure there is still enough contrast.

- Do not use patterns, faded images or gradient colours as background.

What is easy read?
- Designing your document -

• Don't print on shiny paper, or paper that is too thin.

This can be confusing and distract from the document, especially if the reader has a visual impairment.
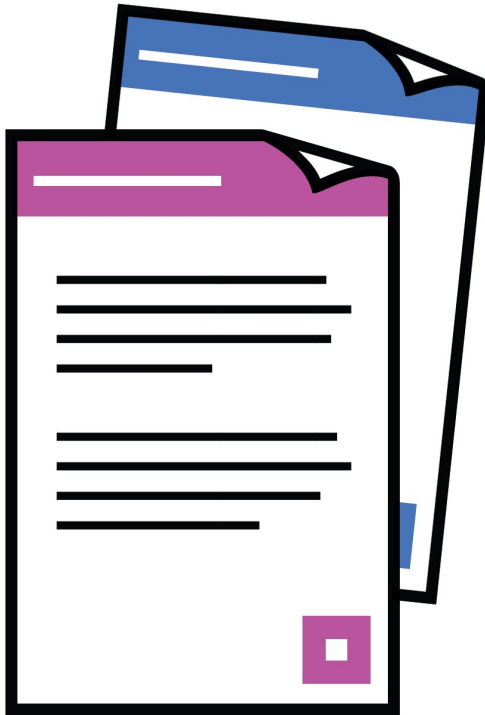
What is easy read?
- Designing your document -

- Do not rely on colours alone to convey meaning (red = bad, green = good)

Your readers may be colour-blind or reading the document from a black and white copy.

What is easy read?
- Designing your document -

• When you are creating larger documents, colour code chapters for easier navigation. Introduce the colour codes in the beginning of your document and explain that you are using different colours for every chapter.

This is especially helpful in longer documents.

What is easy read?
- Designing your document -

- Use a binding style that allows your document to be opened flat.

- Don't distribute your documents on loose pages, even if they come in the same envelope or if there are only a few pages.

This is because sheets can easily get lost or get out of order.

What is easy read?
- Designing your document -

8 cm

• Give pictures at least 8cm space.

The pictures are just as important as the words for understanding the document, so make sure they are big enough to be clear.

What is easy read?
- Designing your document -

- Most people prefer images to the left of text.

- Make sure it is very clear which image belongs to which part of text.

What is easy read?
- Designing your document -

cat

font without serifs

serif

cat

font with serifs

- Use a clear and easy to read font, at least 14pt in size.

- Arial or similar sans serif fonts like Verdana or Tahoma are easier to read as they have clearer letter shapes than serif fonts like Times New Roman.

What is easy read?
- Designing your document -

word word

word word

word

pretty PRETTY

- Anything that interferes with the shape of the letter makes it harder to read.

This includes putting shadows or outlines on your text, using gradients or multiple colours, italics, or strikethrough.

This also includes writing in capitals, even if you are using them for emphasis. They change the shape of the text and make it look too uniform.
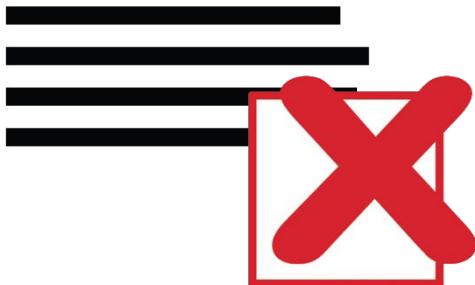
What is easy read?
- Designing your document -

• Make sure you leave enough space between lines.

This makes the text look less cramped and makes it easier to see the shapes of the words.

1.5 line spacing is generally a good setting.

What is easy read?
- Working with images -

What can pictures do?

What is easy read?
- Working with images -

Pictures can:

- Be understood by anyone, no matter what language they speak or how good they are at reading;

- Show a specific person, object or place as well as an action;

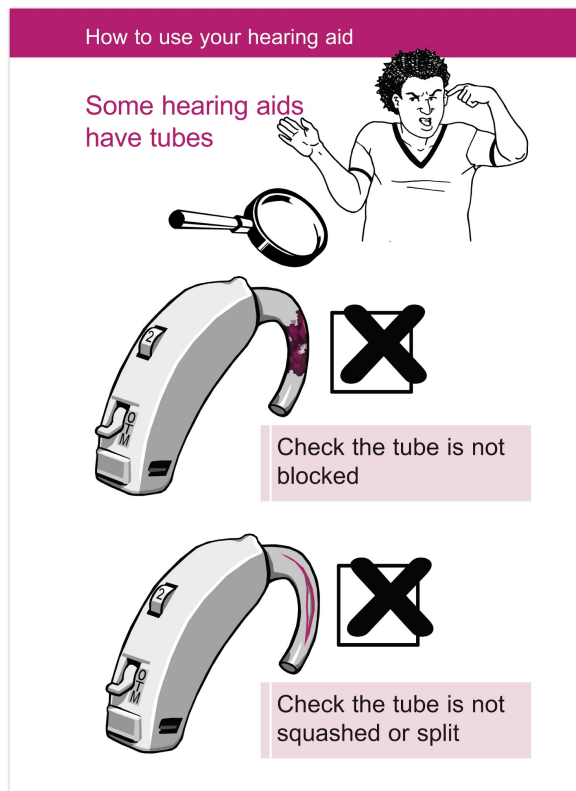# What is easy read?
- Working with images -

Pictures can:

- Look more interesting and less off putting than plain text;

- Give the reader a good idea of what the text is about before they start reading.

What is easy read?
- Working with images -

How to use your hearing aid

Some hearing aids have tubes

Check the tube is not blocked

Check the tube is not squashed or split

Pictures can:

• Help the reader better understand difficult text or specific words;

• Be specific and detailed enough to give non readers an idea of the main points made
in the text;

What is easy read?
- Working with images -

Pictures can:

- Make the text look less intimidating;

- Use up space on a page in order to limit the information on a sheet.

What is easy read?
- Working with images -

Think of the image as a headline. A headline usually includes keywords from the text and sums up what the text is about. A picture should do the same.

What is easy read?
- Working with images -

Some text is simpler to illustrate. This usually refers to:

- specific actions or processes
  E.g. What happens during a mammogram

- instructions (especially do/do not instructions)
  E.g. How to use a bank machine

- lists of things, places or people
  E.g. What types of leisure activities are available

What is easy read?
- Working with images -

More complex text requires a more imaginative use of images. Such text can be about:

- Debating or discussing ideas
E.g. Should there be a new set of guidelines on best practice

- Concepts and abstract themes
E.g. Gender identity, legal capacity

- Statistics
E.g. Breakdown of the results as an opinion poll

What is easy read?
- Working with images -

To make sure your images work, consult with your target audience!

What is easy read?
- Working with images -

Choosing the right images

Pick out the key word of your sentence – that is the key focus of your image!

Then make sure the image reflects the statement around your key word.

What is easy read?
- Working with images -

Example
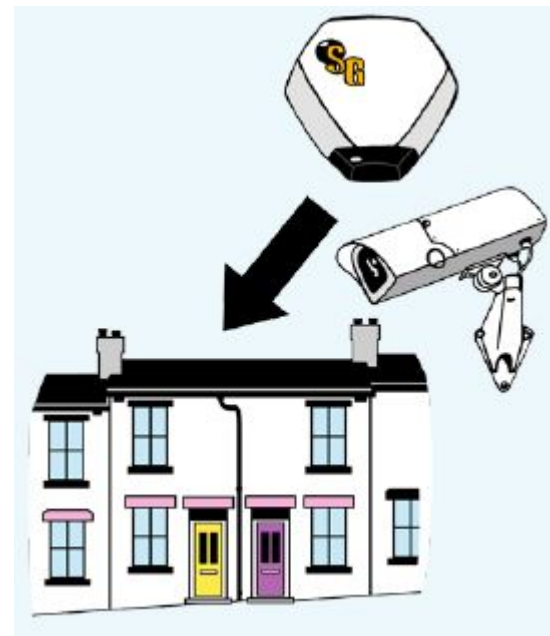
"Many people in the area said they are afraid of their house being burgled."

What is easy read?
- Working with images -

A lot of times, there's more than one solution!

'This is why we will support people to look at how they can make their homes safer.'
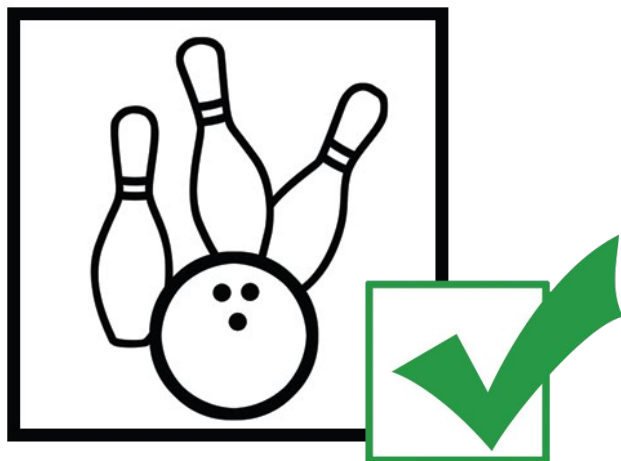
What is easy read?
- Working with images -

General tips around
good image use

What is easy read?
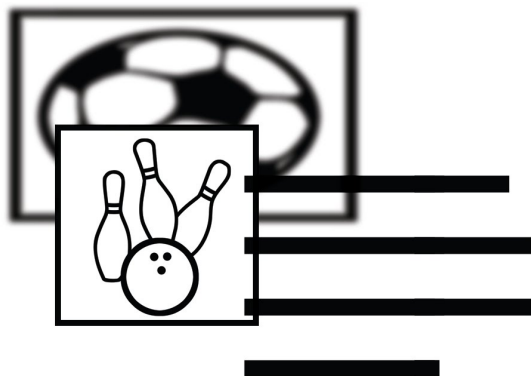# - Working with images -
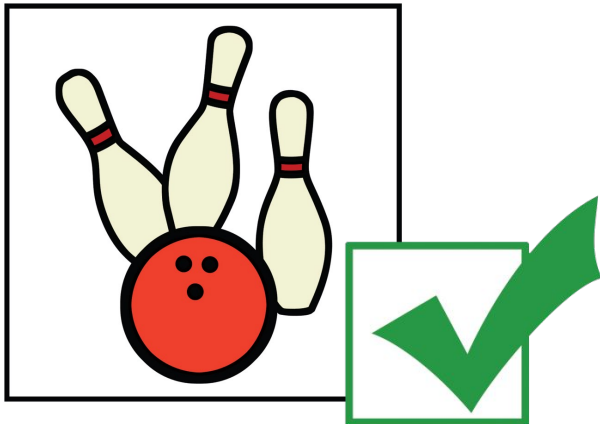
- Make images as big as possible.
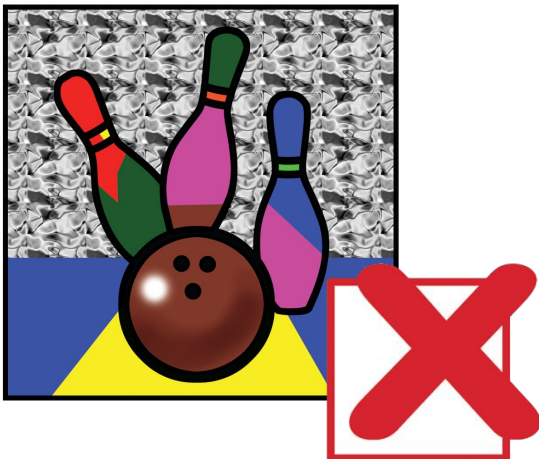
What is easy read?
- Working with images -

- Make sure the image is not blurred, distorted or overlapping something else.

CHANGE

What is easy read?
- Working with images -

- If you use colour images, make sure the colours don't make the image look confusing.

Think about how your readers will get the document, and if it will still be in colour
when they do.

What is easy read?
- Working with images -

• Try and avoid symbols, symbolic pictures or abstract graphics.

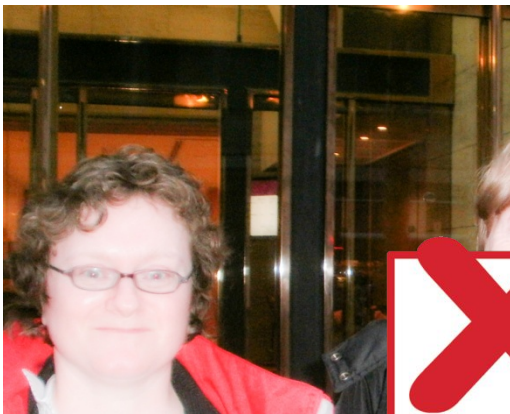They can be confusing because their meaning has to be learned.

What is easy read?
- Working with images -

- When using a photo instead of an illustration, make sure you follow the same rules.

  Also, make sure the photo is clear and is not too busy or confusing.

What is easy read?
- Working with images -

Composite images

Compositing images means to add things to your image to give it a new meaning.

What is easy read?
- Working with images -

- Add speech and thought bubbles (with images in them, not text), ticks and crosses, arrows, and thumbs up and thumbs down.

What is easy read?
- Working with images -

- Put two images together to create new meaning and illustrate more complex ideas.

What is easy read?
- Working with images -

- Use arrows and colours to point out important parts of the image.

Quality checking your easy read

Work with people representing the audience of your easy read to make sure the documents are fit for purpose.

Listen to their opinion, take their advice on board, **amend, amend, amend**!

Quality checking your easy read

A simple way of checking if images work is by covering the text and seeing if the images tell the story.

Questions?

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NAUJI
STANDARTAI
DISKRIMINACIJOS MAŽINIMUI

Kuriame
Lietuvos ateitį
2014–2020 metų
Europos Sąjungos
fondų investicijų
veiksmų programa

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