



Cheshire and Wirral Partnership
NHS Foundation Trust



Developing Information for people with Learning Disabilities

What is 'accessible information'

Making information easier to understand for people who have learning disabilities.

However.....

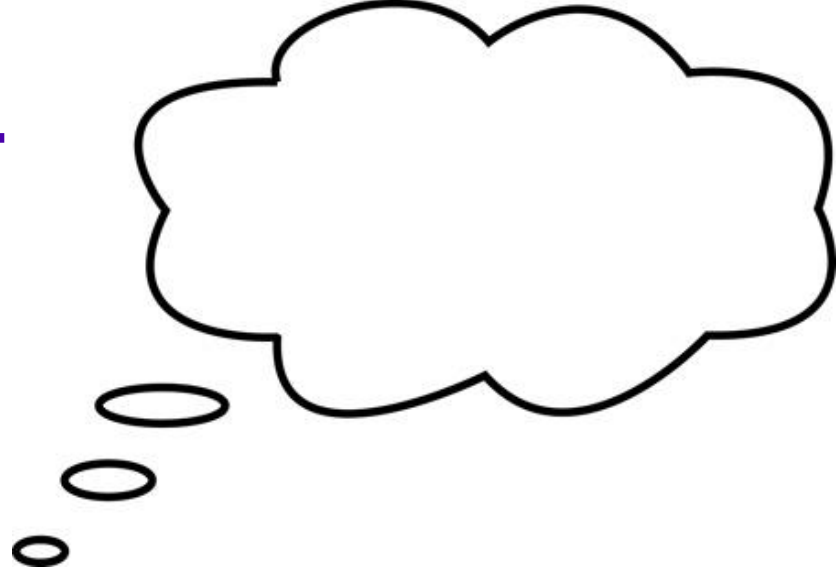
It is always important to remember that many people with learning disabilities cannot read or have difficulties with written information.

Simply adding pictures will not make information understandable.

But making the language simpler, adding meaningful pictures, and ensuring people have appropriate support will help people to understand the information you have to tell them.



Before you start.....



1) **Why** are you producing easy read information?

2) **Who** exactly is the easy read information for?



3) **What** is the easy read information for?

4) **How** will people with learning disabilities use the easy read information?



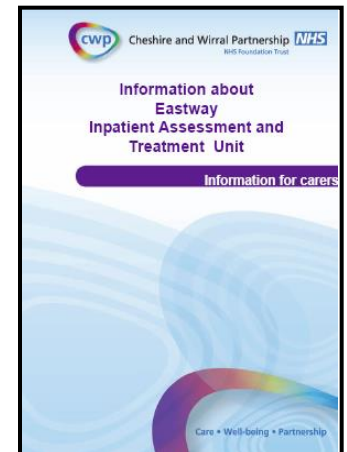
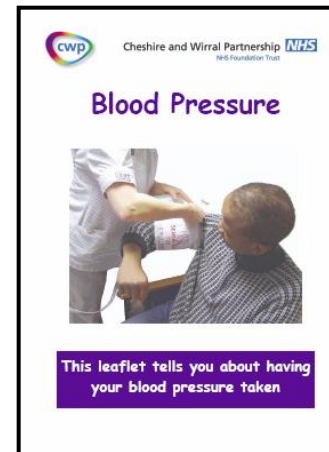
Making information within CWP

Developing information leaflet guidance

 Cheshire and Wirral Partnership  <small>NHS Foundation Trust</small> Code Ref: OUI Issue Number: 3	
Guidance for developing information associated with services, and/or care, treatment, procedures and therapies provided by CWP	
Lead Executive	Medical Director/Deputy Chief Executive
Author with contact details	Clinical Governance Manager, Tel: 01244 364198 Communications Manager, Tel: 01244 364212
Responsible Committee/Sub Committee	Clinical Standards Sub Committee
Document approved by & date	Clinical Standards Sub Committee 13 November 2009
Document consulted:	Discipline Support Team Communications Team Clinical Standards Sub Committee members
Patient and Public Involvement	To put in place assurance mechanisms regarding developing information for service users, carers, staff and the wider public.
What type of document is this (delete as appropriate)	Guidance
Document applicable to (identify by location and staff groups)	All Trust staff developing information.
If new document, reason for development	
Synopsis outlining document aim:	This document gives staff guidance regarding the process for development, consultation and approval of service user/carer information within the Trust.
Implementation Date:	1 October 2009
How will the implementation of this document be monitored and reported:	Implementation will be monitored by the Communications Team and Governance Support Team, who will maintain an information log and update it.
Review Date (delete 2 years):	1 October 2010
Document to be used in conjunction with:	Trust corporate branding guidelines.
Potential resource implications of this document and how these are going to be addressed:	Potential resource implication of printing/producing information documents.
Is this document carried out solely or in part by contractors, or organisations with which the Trust has a service level agreement, and if so state the relevant contractor	N/A

* Check with Clinical Governance/Risk Manager to ensure that there is not an external requirement that determines review date.
Clinical Governance Manager
Communications Manager
Page 1 of 18
26 October 2009
P:\Communications & PPI\Leaflet Templates, Translations & Policy\The Policy/Our Guidance for Developing Information Leaflets
15.10.09.doc

Templates for information leaflets



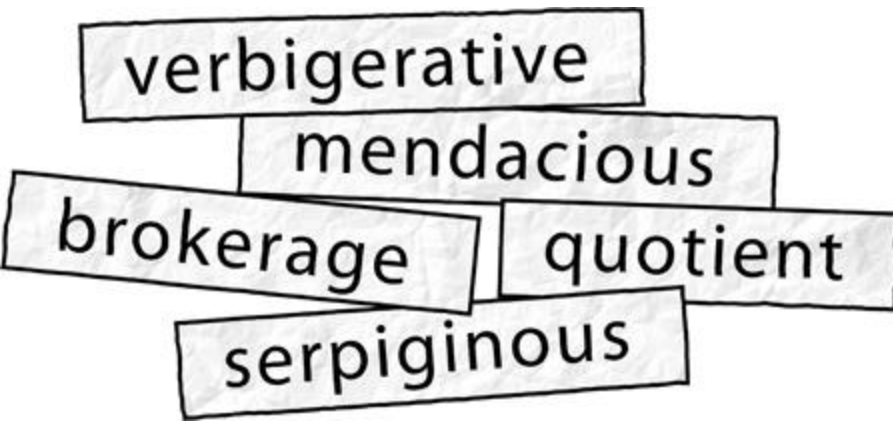
Words and Language

Use easy words and talk to your reader

- Words like 'I', 'we' and 'you' makes information seem easier and more friendly
- Read the words out loud to check they make sense and are easy to say
- Do not use jargon or abbreviations
- Be consistent with words and repeat words to help people remember them

Make your sentences plain, easy and short

- Have one idea in each sentence
- Write in active sentences – this makes the person feel involved in the information
- Write in positive sentences – negatives are hard to understand



- Use easy punctuation – only use full stops
- Write numbers as figures – 1 or 2
- Write time in the 12 hour clock

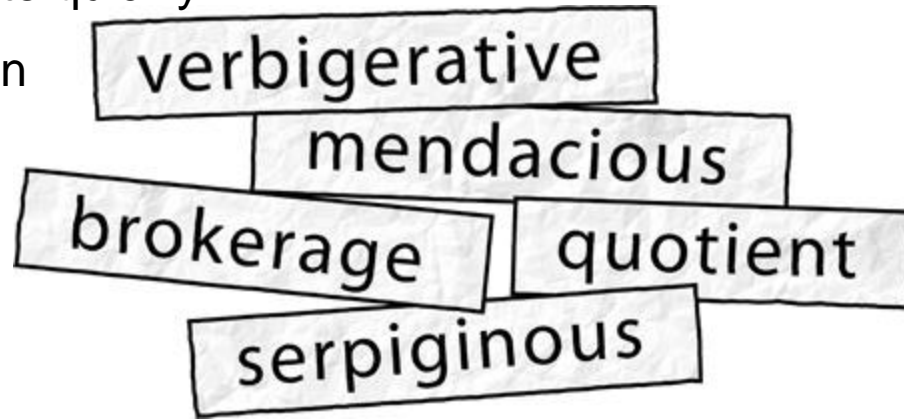
Words and Language

Give information in clear chunks and in the right order

- Each chunk should focus on one main idea
- Organise information in a way that makes sense
- Use headings, bullet points, lists and sections to break up text into chunks
- Write each new point as a complete sentence

Make sure information is interesting, useful and up to date

- Make it relevant to the person – this makes it easier to understand
- Keep information up to date
- Do not use examples that will go out of date quickly
- Include contact details for more information



Design and Layout

Information should be easy to use

- Easy for the person to pick up and handle
- Easy for the person to find their way around the information

Information should be printed clearly and boldly

- Use a clear font – Arial is the recommended font or FS Me
- Groups of numbers like phone numbers are better in bold
- Font should be at least 14
- Do not split words over two lines with a dash or hyphen
- Do not use *italics* or underlining – use **bold**
- Do not use ALL CAPITALS



Design and Layout

Information should be easy to see, read and follow

- Use plenty of space between lines and paragraphs – 1.5 spacing is ideal

Information should look good

- Think about the front page – relevant to the information
- Colour can make information more interesting – people with LD like colour!

Use pictures or photographs to get key messages across

- Using pictures/photographs makes information easier



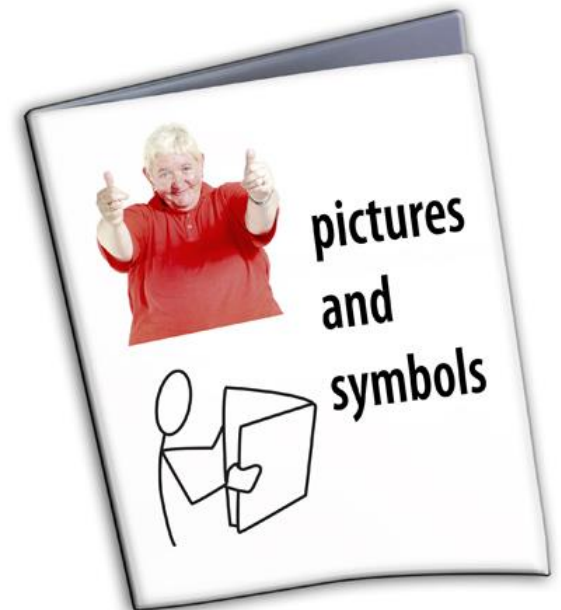
Using Pictures

Pictures can make your information easier to understand

- Pictures can help people remember what the information says
- Pictures can reinforce important messages
- Think about where the picture is best located on the page

Use different sorts of pictures

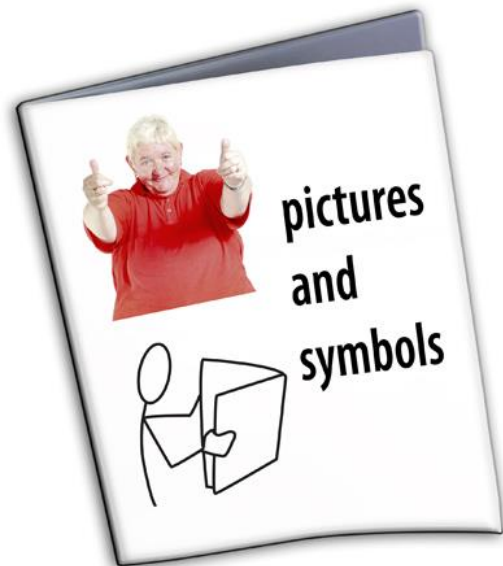
- Choosing the correct picture or photograph is really important
- Photographs can offer real meaning to people
- Keep photographs up to date
- Sometimes photographs contain too much information
- Remember consent is always needed for photographs
- Use your own pictures if this is more helpful
- Many people don't like cartoon pictures or stick people



Using Pictures

Use one picture for each important point

- Use a picture for key words or to sum up a whole concept or idea
- Do not use pictures because they look nice or fill a space on the page
- Using pictures as metaphors make things harder to understand – lightbulbs
- Make the picture big enough to see clearly
- Do not have too much detail in the pictures
- Keep your background plain



Pictures can mean different things to people

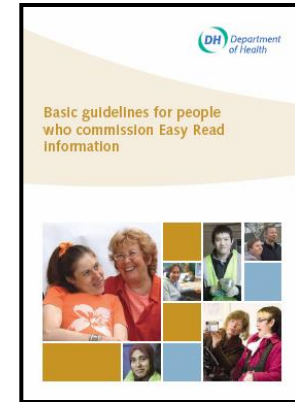
- People will need support with pictures
- Look for pictures that represent your audience
- Test your pictures out

Useful Documents



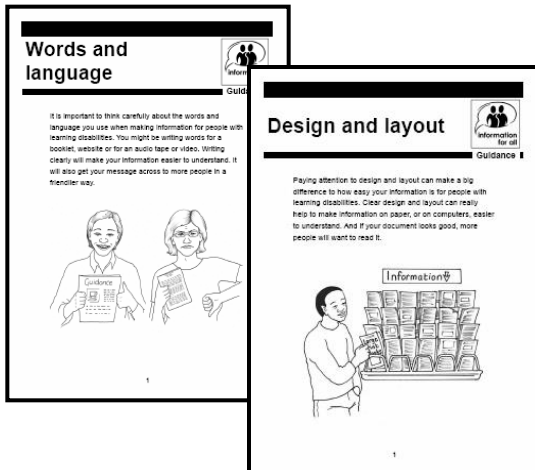
Make it clear

– a guide to making information easy to read and understand



Department of Health

– basic guidelines for people who commission 'easy read'

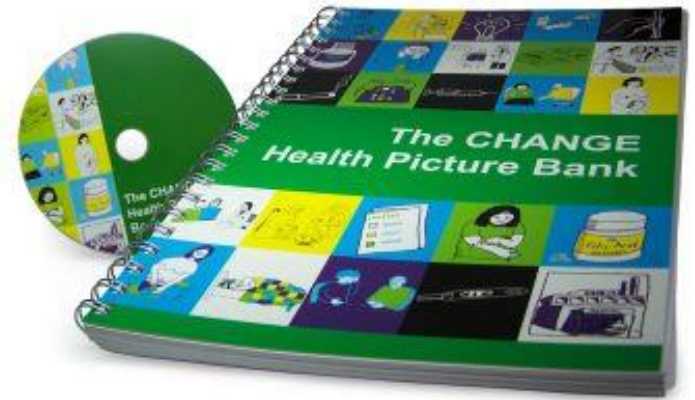


Easy Information

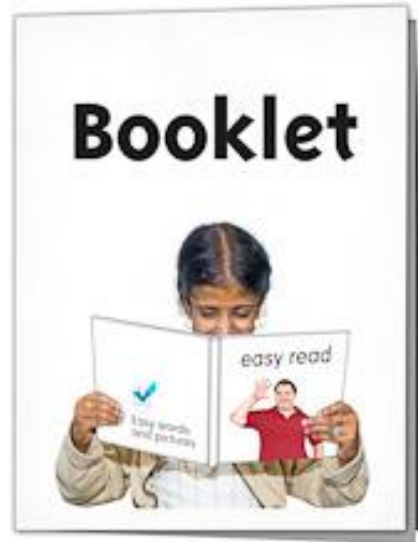
– Information for All Guides



Choosing Software



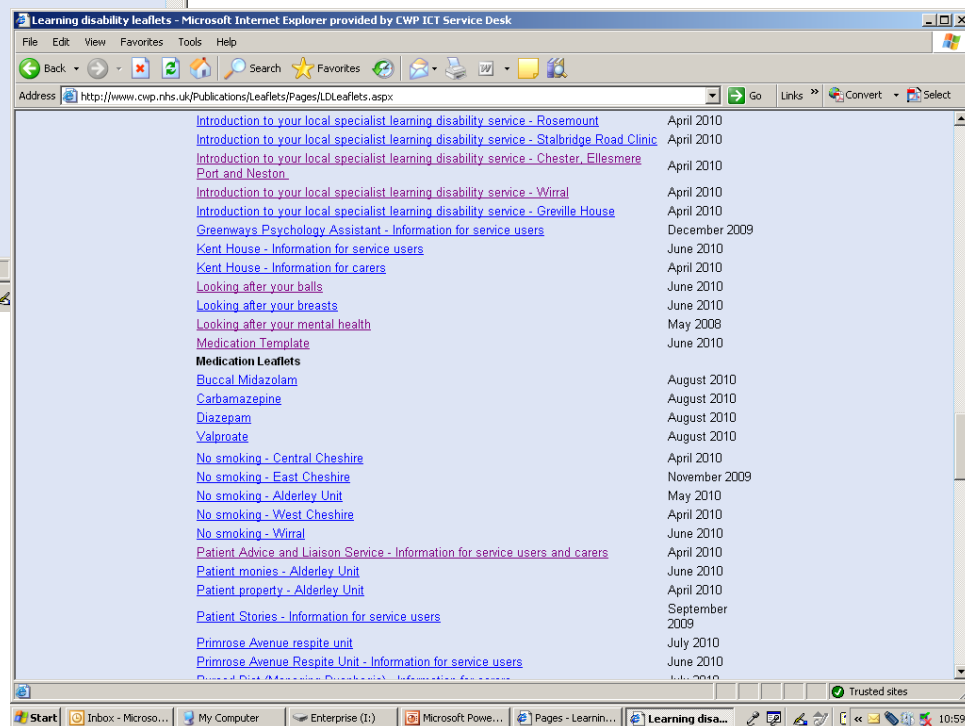
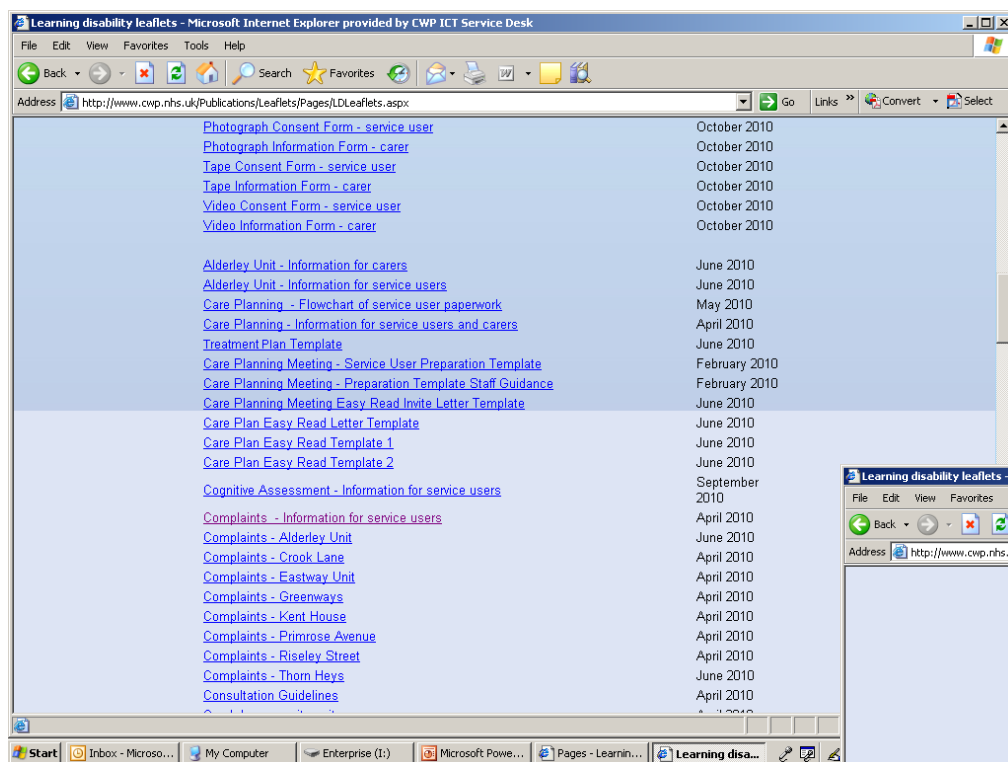
Easy Read



Or



Accessing your Information 1



Accessing your Information 2

Pages - LearningDisabilitiesLeaflets - Microsoft Internet Explorer provided by CWP ICT Service Desk

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail New Window

Address <http://www.cwp.nhs.uk/Publications/Leaflets/Idleaflets/Pages/LearningDisabilitiesLeaflets.aspx> Go Links Convert Select

Leaflets for people who have learning disabilities, and their carers.

Care Planning
Community Teams
Complaints
Respite
Physical Health
Information about You
Dementia Medication
Inpatient Services
Mental Health
Health Action Plan
Keeping Healthy
Medication
Consent
Expense Forms
Assessments
Back to leaflets
Home
Sexual Health

Physical Health

Health Action Plan

Mental Health

Keeping healthy

Medication

Consent

Assessments

Complaints

Community Teams

Respite Services

Inpatient Services

Care Planning

Sexual Health

Expense Forms (PPI)

Membership

<http://www.cwp.nhs.uk/Publications/Leaflets/Idleaflets/Pages/Assessments.aspx> Trusted sites

Start Inbox - Microsoft Outlook My Computer Enterprise (I:) Microsoft PowerPoint Pages - LearningD...

10:52

Accessing your Information 3

Physical Health - Microsoft Internet Explorer provided by CWP ICT Service Desk

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail New Tab

Address <http://www.cwp.nhs.uk/Publications/Leaflets/Idleaflets/Pages/PhysicalHealth.aspx> Go Links Convert Select

Care • Well-being • Partnership

Physical Health

- Learning Disabilities
- Leaflets Home
- Care Planning
- Community Teams
- Complaints
- Respite
- Physical Health
- Information about You
- Dementia Medication
- Inpatient Services
- Mental Health
- Health Action Plan
- Keeping Healthy
- Medication
- Consent
- Expense Forms
- Assessments
- Back to leaflets
- Home

Blood Pressure

Dysphagia

Epilepsy

Eye Examination

Health Check

Hydrotherapy

Rebound Therapy

Vascular Check

<http://www.cwp.nhs.uk/Publications/Leaflets/Idleaflets/Pages/Dysphagia.aspx>

Trusted sites

Start Inbox - Microsoft Ou... My Computer Enterprise (1:) Microsoft PowerPoin... Physical Health - ... 11:00

Getting Started



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Learning Disability Services



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