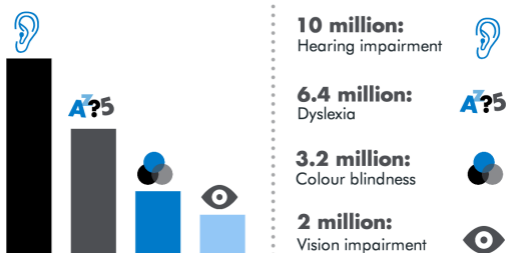


Depending on the type of impairment or condition a disabled person has, they will have a different set of needs when it comes to communications.

Type of disability (total number in the UK)



Solutions to aid communication with people that have...

Dyslexia:

- Accessibility software.
- Copies of written material in advance of meetings & events.

Visual impairment:

- Screen readers.
- Braille communications.
- Audio channels.

Hearing impairment:

- Subtitles.
- Transcripts of audio material.
- Access to a British Sign Language interpreter.

Colour blindness:

- Accessible website with option of toggling font and background colours.
- Accessibility software.

The dos and don'ts:

Using text, images and colour in your communications.

Do use:

- ✓ Sans Serif fonts such as: **Arial | Calibri | Candara**
- ✓ **Bold text** when emphasising words, instead of using colour, italics or underline.
- ✓ Clear headings and sub-headings in all communications - not just reports.
- ✓ Sentence case, **not** title case. Example: This Is Title Case.
- ✓ A minimum of: **12 pt font, or 14 pt font for Easy Read.**
- ✓ **Left-aligned text.**
- ✓ Most importantly - always write in plain English.

Don't use:

- ✗ Serif fonts, or hard to read fonts such as: ***This, THIS OR this!***
- ✗ Cursive script or joined-up writing: **Example: cursive script**
- ✗ **Small print.** Not even when publishing 'fine print' details like terms and conditions.
- ✗ **UPPER CASE.** Using upper case can cause problems with screen readers.
- ✗ Text speak, too many abbreviations, or too many hashtags on social media.
- ✗ Images that rely on colour for meaning.
- ✗ **Negative images of disability:** An example would be an image of a wheelchair user sitting outside a group.
- ✗ Text over images.

References

- [1] Business Disability Forum, 'Top tips for accessible communications': <https://www.disabilitystandard.com/resource-category/resource/top-tips-for-accessible-communications/>
- [2] RNIB, Key information and statistics: <http://www.rnib.org.uk/knowledge-and-research-hub/key-information-and-statistics>
- [3] NHS, Dyslexia: <http://www.nhs.uk/conditions/dyslexia/Pages/Introduction.aspx>
- [4] Action on Hearing Loss, 'Statistics': <http://www.actiononhearingloss.org.uk/your-hearing/about-deafness-and-hearing-loss/statistics.aspx>
- [5] Color Blind Awareness, 'Colour Blindness': <http://www.colourblindawareness.org/colour-blindness/>

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For an accessible version of this infographic, please email media@businessdisabilityforum.org.uk