**Type of disability (total number in the UK)**

<table>
<thead>
<tr>
<th>Disability</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hearing impairment</td>
<td>10 million</td>
</tr>
<tr>
<td>Dyslexia</td>
<td>6.4 million</td>
</tr>
<tr>
<td>Colour blindness</td>
<td>3.2 million</td>
</tr>
<tr>
<td>Vision impairment</td>
<td>2 million</td>
</tr>
</tbody>
</table>

**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:**

- **Sons Serif fonts such as:** Arial | Calibri | Candara
- **Sentence case, not title case.** Example: This is Title Case.
- **Bold text** when emphasising words instead of using colour, italics or underline.
- **A minimum of:** 12 pt font, or 16 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**

2. WCAG 2.0 Information and statistics: [http://www.w3.org/wai/standards-webcontent](http://www.w3.org/wai/standards-webcontent)
3. ALSA: [http://www.alsa.org](http://www.alsa.org)
4. ADMS: [http://www.adms.org](http://www.adms.org)

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