

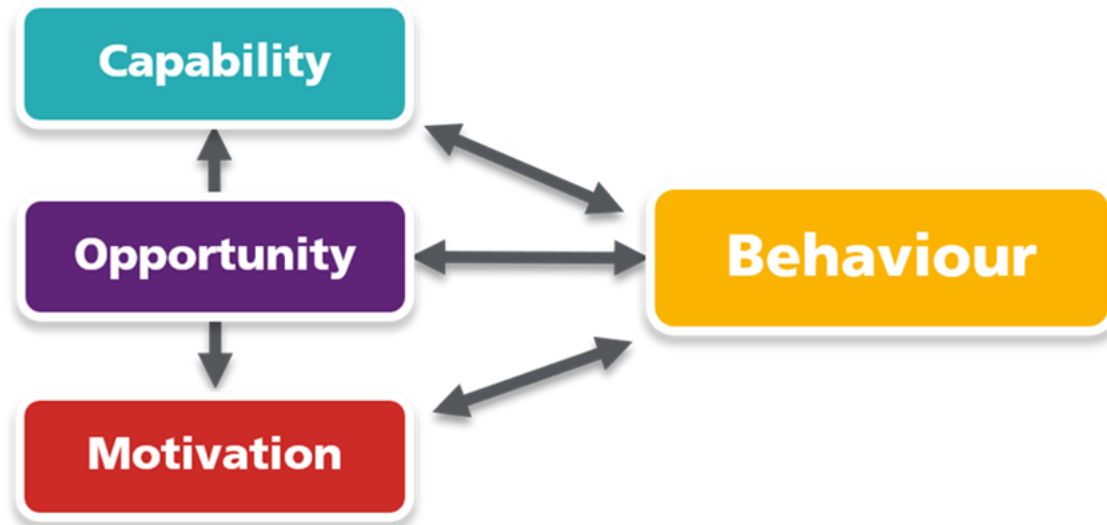
Top tips for accessible communications.

Fiona Simmons-Jones

Public Health Specialty Registrar (ST5)

What does accessibility mean?

Ability to access and **benefit** from a service/ offer/ information...



- Can you physically access it?
- Can you understand it?
- Can you use it?



Content

Can you understand it / use it?

- Readability- check!
- Language- simple, colloquial e.g. stool/faeces= poo.
- Short sentences.
- Avoid abbreviations.
- Avoid values based language e.g. “obviously” “**good** hand hygiene” – be descriptive about what this means.
- Give examples.
- Get feedback.

Format

Can you understand/ use it?

- Keep. It. Simple.
- Colour- choice, **EMPHASIS** and **contrasts.**
- Font- size and type. Times New Roman
- Spacing.
- Bullet points.
- Screen reading.
- Paper, digital, email, verbal, images.

Arial

Dissemination

Can you access/use it?

- Languages, sign language, braille.
- Easy read.
- Clear/ easy to find website.
- Easy to find **on** the web- count the clicks.
- Links in digital copies.
- Trusted source- person rather than organisation.
- Version control and dates!

Context

An additional consideration with targeting communications.

- What are the particular communication needs of this group?
- How do we best communicate?
- Are needs met by standard messaging?
- What could be more impactful?

Any specific cultural considerations?

E.g. relatable examples, representation in images, community leaders, naming conventions, cultural meanings of colours, sources of support/ information, social media.

Example in practice

Topic	Readability score		
	ECAS	UK Government	Difference
Bereavement and funerals	14-15	College graduate (>22)	>8 years
Domestic violence	13-15	15-17	2 years
Coronavirus testing (April 2020)	12-14	College graduate (>22)	>10 years
Coronavirus testing and antibody testing	14-15	18-19	4 years
Support bubbles and meeting people from outside your household	14-15	18-19	4 years

Resources

- [Readability test](#)
- [Automatic Readability Checker](#)
- [Content Design London.](#)
- [Make your text and documents accessible - Help - University of Kent](#)
- [Designing for Web Accessibility – Tips for Getting Started | Web Accessibility Initiative \(WAI\) | W3C](#)
- [Colour contrast - why does it matter? - Accessibility in government \(blog.gov.uk\)](#)
- [Accessibility in government \(blog.gov.uk\)](#)
- [Color | Accessibility Guidelines \(carnegiemuseums.org\)](#)