

## ILF make it crystal clear with easy-to-read guide

We are pleased to announce that our <u>easy-to-read</u> guide has now been published.

This guide is a shortened version of our accessible leaflet pack. The guide has also received the seal of approval from the Plain English Campaign and carries the Crystal Mark. The <u>Crystal Mark</u> has been awarded in recognition that the easy-to-read guide can be read, understood and acted upon by our users.

David Smith, Senior Communications Manager at the ILF said, "We already offer Braille, audio, and large print versions of all our literature as well as being able to translate into any language. The easy-to-read guide is the latest addition to the full range of accessible information we make available to our users."

The easy-to-read guide summarises all of the information we provide in the full accessible leaflet pack, launched in April 2007. The full accessible leaflet pack was produced in consultation with our users and disability organisations including Scope and Mencap. A survey issued to all our users following the launch of the accessible leaflets revealed a 93% satisfaction level with the information we provide.

The introduction of this new easy-to-read guide is an additional useful resource, which ILF users can choose to read alongside our full accessible leaflet pack. Our users or their representatives still need to read the full pack, which gives full information about their obligations and responsibilities.

In producing our information we follow the Office for Disability Issues' five principles for successful information provision:

- 1 Involve disabled people from the outset
- 2 Ensure the information you provide on your work is available in a variety of formats
- 3 Ensure communications are audience focused
- 4 Clearly signpost to further information in your consultations and on your materials
- 5 Be clear who is providing the information

The easy-to-read guide is available to download from our website or you can request a hard copy by calling our General Enquiries line on 0115 9450700 or 0845 6018815 (this is a local rate number but charges may vary according to your landline or mobile network provider).