

# Accessible information is information that people can read, understand and act upon the first time they read it.

## Remember to:



- ✓ Use everyday language.
- ✓ Use words like 'we' or 'you' rather than 'patient' or 'user'.
- ✓ Use short sentences (no more than 15 or 20 words long).
- ✓ Use bullet points to break up text.
- ✓ Consider a question and answer format to help divide up text.
- ✓ Explain medical jargon e.g. ophthalmology (eye clinic).
- ✓ Use generic contact details or professional titles rather than staff names for contacts.
- ✓ Keep your design simple and uncluttered. White (blank) space makes information easier to read.
- ✓ Use an easy-to-read typeface such as Stone Sans, Arial or Calibri.
- ✓ Set all text in 12 point; if format and design permits, 14 point is preferable.
- ✓ Use **bold type** for emphasis.
- ✓ Use left aligned text; equal spacing between words is easier to read.
- ✓ Have a good contrast between the content and any background or paper colour; white or yellow paper with black ink works well.

## Avoid:



- ✗ Unnecessary information; keep it simple.
- ✗ Abbreviations and acronyms (words formed from initial letters of other words).
- ✗ Using *italics*, underlining, CAPITALS or *simulated handwriting*.
- ✗ Using serif typefaces such as Times New Roman.
- ✗ Using complicated tables; they can be confusing and cannot be read by computer programs for the visually impaired.
- ✗ Placing writing over images, graphics or watermarks.



## Clear to All

Creating clear information for everyone