

Five principles for producing better information for disabled people

Supporting public sector communicators and practitioners

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Office for Disability Issues

HM Government



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*Pictured: Anne McGuire
Minister for Disabled People*

Foreword

Public services need to respond to the challenges and demands of today's society. They have to be focused around the needs of service users, pupils, passengers and public who need to have a greater say in the design and delivery of the services they use. Good quality information provision is an essential part of helping us provide these services.

If our customers are not aware of the service, the criteria needed to qualify for it, and how it can benefit them, we will fail the very people we seek to benefit. We cannot provide responsive services unless people have a bigger say in what they receive and the places where they live.

Disabled people are a particularly important group of customers. Not only do over 10 million people have rights under the Disability Discrimination Act, but as the population continues to age this group is likely to get larger. No public body serious about its role in delivering services to people can hope to meet their wider strategic objectives without first thinking explicitly about the impact upon disabled people.

The Disability Equality Duty (DED), which came into force in December 2006, now requires all public bodies to look at the impact on disabled people of everything they do. Such an approach will benefit the service provider as well as the customer. An inclusive approach to developing the service will not only benefit disabled people but all customers. It is important when designing your service to think about how your customers will get to know about it; and that you consider explicitly disabled people's needs.

You should think about all of the information you provide, whether in the form of websites, events, leaflets, booklets or even through another organisation. By considering disabled people's needs from the outset you can channel your resources more effectively and

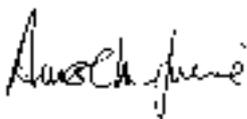
make a much bigger impact. However, to really know whether the approach you take is working, you still need to consult with users.

Your approach should not just focus on the format in which information is provided. You should seek to gain an understanding of how disabled people need and use services. Like all people, different groups of disabled people may require different information to others. A person with a severe learning disability may require a very different approach to someone who is visually impaired. A disabled person who does not speak English as their first language may have particular needs.

Having said that, there are some guiding principles which should always be applied and we highlight these in this document. These principles have come about as the result of work co-ordinated by the Office for Disability Issues (ODI).

This work marks the mid point in a project that seeks to improve the way information is provided to disabled people. The ODI will continue to work with specific government departments and local public bodies to test and further develop the principles in this document. We are keen to know what is being done in practice in this area and would like to hear from you if you feel you are applying good practice. Please contact us at office-for-disability-issues@dwp.gsi.gov.uk

Those of us involved in the design and delivery of services need to make a reality of the principle of inclusive and universal public services. We are all busy people but to achieve our wider objectives, it is crucial that we involve service users and disabled people in particular. This document is intended as a first step in a process of identifying the right approach but we hope at the very least it will get you thinking creatively about how you provide information to disabled people.



Anne McGuire
Minister for Disabled People



Introduction

Did you know that:

- One third of disabled people face difficulties in accessing goods and services.¹
- There are about 10 million adults in Britain who are likely to have rights under the Disability Discrimination Act² (*see glossary for more details*).
- Getting information for disabled people right will help you meet your wider objectives around customer engagement.
- Research demonstrates that improving information to disabled people can help to improve their satisfaction with public services.
- The Disability Equality Duty is now law. It requires all public bodies – including central or local government, schools, health trusts or emergency services – to pay ‘due regard’ to the promotion of equality for disabled people in every area of their work (*see glossary for more details*).

High quality public services are inclusive and accessible. Good quality information is essential to the delivery of effective public services.

Disabled people are a particularly important customer group. They tend to rely disproportionately on public services which often play a critically important role in improving their quality of life. It is essential therefore that they are aware of services and know how to access them. Meeting the needs of disabled people is an essential part of effective information and service provision. In addition, good information and service delivery for disabled people often also delivers effective services and information for everyone.

This document sets out five principles that can support you in designing and improving information for, and communication to, disabled people. However, it is not definitive and further advice is signposted where appropriate.





The information challenge

The public sector provides services that are essential to enabling disabled people to live independently as respected and equal members of society. However, providers often concentrate on establishing and developing services, but give less thought to how disabled people find out about and access them.

All too often, disabled people have unsatisfactory experiences when receiving or trying to obtain information on public services. A recent comprehensive ODI³ review of information provision for disabled people shows that:

- While disabled people are often involved in research and consultation, there is little evidence of them being directly involved at the start of the service and information design process.
- Information provision is often fragmented because services and programmes for disabled people are generally designed by central government in individual departments. Meanwhile, policy is implemented on the ground by a 'mixed economy' of public, voluntary and private sector bodies.
- The voluntary sector often tries to fill the 'information gap' by providing more cross-service information in some areas. However, government and local authorities are not usually linked into this voluntary sector information (and vice versa).

Many of the challenges identified have a critical impact on disabled people's access to services and experiences of them. We believe they can often be avoided with:

- effective planning; and
- delivery of improvements to information provision including:
 - involving disabled people from the start;
 - signposting information between local services;
 - a customer-focused approach, organising information around user experiences and issues;
 - taking a centralised approach to information design (enabling people to receive comprehensive information at a single point or enabling them to move from one service to another);
 - providing clear information links and signposting between national programmes and local implementation; and
 - improving links between the voluntary and public sector.





Five key information principles

The following five core information principles have been developed from the findings of the ODI's review. They are essential to underpinning good service and information design and delivery.

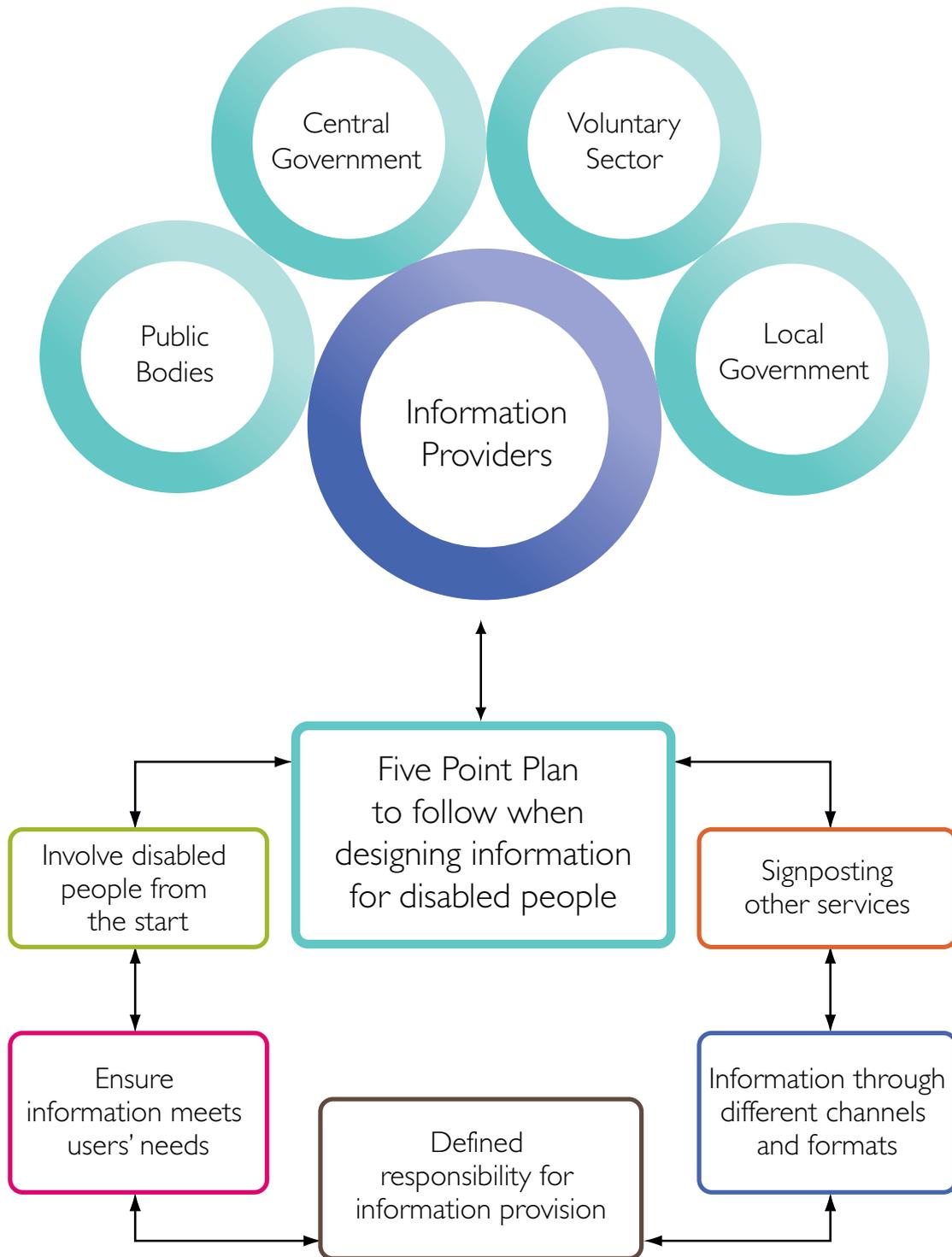
1. Ensure that disabled people are involved from the start
2. Provide information through a range of channels and formats
3. Ensure your information meets users' needs
4. Clearly signpost other services
5. Always define responsibility for information provision

The five principles interrelate to reinforce each other, so ideally they should be approached as a package rather than in isolation. They can be applied to:

- large-scale projects such as service designs, re-branding, positioning exercises and public consultations; and
- smaller information initiatives such as the design of leaflets, posters, advertisements, films, events, websites or newsletters.

It is never too late to incorporate these principles into your work. But if you use them to drive service and information development from the outset, this will help to maximise coherence, use of resources and overall effectiveness.

Figure 1: Five Point Action Plan





Putting the principles into practice

Principle 1: ensure that disabled people are involved from the start

- Directly involve disabled people right from the start
- Allow enough time to involve disabled people thoroughly
- Involve disabled people with a range of impairments and other characteristics to get a clear idea of their needs
- Act on the outcomes of involving disabled people

Public bodies that invest resources in understanding how disabled people like to get information can be more effective in meeting their needs. Directly involving disabled people can support you in offering them a choice of receiving information through a number of different channels. Information and services should be focused on meeting the needs of the ‘information user’ rather than the service provider. This approach should also benefit other audience groups.

Ideally you should seek to involve disabled people right from the start, however, it is never too late. Direct involvement should include asking users and carers for views:

- on the information and services you currently provide;
- how they would like to receive and access information and services; and
- how information and services can best be made accessible.

For practical examples of involving disabled people, refer to Surrey Adult Linked Disability Registers, Cheshire Older People’s Network, HousingCare or the London Borough of Hammersmith and Fulham in Appendix I.

There are a number of other ways to discover the views of disabled people on information, for example:

- **Local and national voluntary sector organisations** are often closely connected to disabled people so there may be benefits from asking them for support. Organisations run by disabled people are particularly well placed to offer support and expertise.
- It can be effective to appoint disabled people as **‘champions’** to ensure that their views are fed into service design and information provision decisions.
- If you have not already set up a focus group as part of the Disability Equality Duty, you may want to **create a forum of disabled people** in your local area whom you can consult on projects, current requirements and future needs. Focus groups are one way of understanding the information needs of disabled people and the extent to which they are being met.



Principle 2: provide information through a range of channels and formats

- Consider your audiences' access requirements
- Consider using a range of channels and formats for information
- Ensure your information is clear
- Keep your messages simple and avoid using jargon

It is essential to engage directly with disabled people and involve them in designing the information that is used by them. Easily accessible information that meets the needs of disabled people is essential to enabling people to make choices about the way that they want to live their lives.

Many disabled people will access information in the same way as anybody else. However, some groups of disabled people will have specific needs and so consideration should be given to making information available through a number of channels and formats to ensure that everyone can access it. These may include:

- print;
- phone (including textphone);
- DVD or CD-ROM;
- face-to-face;
- website; and
- email.

For practical examples of utilising a range of information channels, refer to Directgov, Surrey Adult Linked Disability Registers, Cheshire Older People's Network, HousingCare or the London Borough of Hammersmith and Fulham in Appendix I.

Consideration should also be given to the range of accessible formats that are required by users. These may include:

- large print;
- clear standard print;
- audio tape or CD;
- Braille;
- easy read;
- Makaton or another symbol system;
- video with audio description, subtitles and/or British Sign Language; and
- accessible websites.

While accessible formats play an essential role in ensuring some disabled people can access information, they are not an end in themselves. Ensure you speak to disabled people and organisations run by disabled people to identify what their specific needs might be.

Further advice for public sector communicators is available in the 'tools and resources' section of the **Images of Disability website** at: www.imagesofdisability.gov.uk

This includes information on:

- accessible formats;
- language;
- typesize and legibility; and
- use of images.

Strategies for improving and widening the range of information delivery channels should focus on offering individuals a cross-service route to information they need, for example:

- national websites that provide links to local services, for example Directgov – **refer to the practical example in Appendix I**;
- websites that provide information on a range of services through a single entry point (or portal); and
- literature that is consistently branded and provides the reader with clear information on:
 - the service being offered;
 - how to access help or assistance for a fuller explanation;
 - who the services are designed to help; and
 - provider’s contact details.

It is important not to make assumptions about disabled people’s needs so remember **Principle 1 – ensure that disabled people are involved from the start** – when planning information provision.





Principle 3: ensure your information meets users' needs

- Clearly identify your key audiences and their needs
- Consider structuring information by topic, around life events or by target group
- Clearly label information so it is easy to find
- Involve users and test your materials to ensure they meet their needs

It goes without saying that in any communication it is important to think carefully about who the information or service is aimed at. Organising information provision around the user's needs rather than your own pre-existing organisational priorities will help to make it more accessible to disabled people.

Disabled people are not a homogeneous group and different people will require information to be provided in different ways. However, if you get your approach right for disabled people you are also likely to benefit other groups such as older people or people from ethnic minorities.

You may want to consider organising information under:

- issues such as finding work or leisure activities;
- target group, for example, young disabled people, over 50's, carers, disabled people;

- key life transitions, for example, from childhood to adulthood or retirement; and
- life events such as marriage, travel and holidays, financial support, onset of a disability, buying a house, education or employment.

For practical examples of organising information for the benefit of the user, refer to Directgov, Surrey Adult Linked Disability Registers, Cheshire Older People’s Network, HousingCare and the London Borough of Hammersmith and Fulham in Appendix I.

You may want to consider developing a central information point that can direct people to the information they are after. Gateways can be provided through a variety of channels, such as websites⁴, a dedicated email address or telephone helplines.

Labelling and titles are also very important in enabling disabled people to access relevant information. Titles and text should accurately reflect the intended audience and the information content and should describe:

- the nature of the service(s) available;
- eligibility;
- the application process;
- key facts; and
- how to access further information.

Undertaking an audit of all your current information should help you to identify alternative ways of organising and signposting it according to need. Running focus groups with disabled people will help identify demand and priorities. Bear in mind that many people with long-term health conditions or disabilities might not necessarily regard themselves as disabled people, so think creatively about how you engage your audiences.

It is important not to make assumptions about disabled people’s needs so, again, remember **Principle I – ensure that disabled people are involved from the start** – when deciding how to organise information.



Principle 4: clearly signpost other services

- Provide advice on where to go for other information
- Develop your links with the voluntary sector
- Use all opportunities to signpost and link to other information

Effective signposting of other information or services is essential to making information accessible to disabled people. This might include:

- Adding contact information for providers of other services to existing information sources, where users find this relevant and helpful – **refer to the Directgov, Cheshire Older People’s Network and the London Borough of Hammersmith and Fulham practical examples in Appendix I.**
- Developing close links with organisations run by disabled people and the voluntary sector. This can be crucial in effectively signposting information. Voluntary sector bodies are often a key supplier of information to disabled people and their families or carers. They are therefore able to bring together a range of local information about a particular topic or service, including signposts to service providers, voluntary groups and health professionals. Improved partnership working in this area will not only improve the experience of service users but can also improve value for money by avoiding duplication of information provision across multiple sources.

- Collating and distributing existing information about the service and 'repackaging it' so that it specifically meets the users' needs; for example, you may have a number of leaflets aimed at the audience which could be repackaged into one document – **see Principle 3.**

Comprehensive signposting can be provided through a variety of channels, for example:

- online via the internet; and
- in print, through a single source of comprehensive information about local services.

You may also want to refer to the Surrey Adult Linked Disability Registers and HousingCare practical examples in Appendix 1.

It is important not to make assumptions about disabled people's needs so, again, remember **Principle 1 – ensure that disabled people are involved from the start** – when deciding how to signpost information.





Principle 5: always define responsibility for information provision

- There needs to be a corporate commitment and accountability to improve information for disabled people
- Resources should be clearly identified and allocated

Disabled people perceive a lack of ownership and confusion among providers about who is responsible for providing information about both local and national initiatives and policies. There is a need to think strategically about what information is provided and how. Developing a framework for information provision based on the three key steps of design, dissemination and delivery may help to support you in achieving this.

It is vital that:

- There is a corporate commitment within public bodies to provide good quality information for disabled people.
- Responsibility for improving information provision is well defined – refer to **Cheshire Older People's Network practical example in Appendix I.**

- There are effective working relationships and clear lines of responsibility between public, private and voluntary sector partner organisations regarding information provision at local and national levels. This will help identify and fill any gaps in information provision and ensure that the information provided is consistent.
- The resources required to provide information to disabled people have been identified and allocated within all organisations and processes put in place for producing and delivering that information – **refer to the HousingCare and London Borough of Hammersmith and Fulham practical examples in Appendix I.**

These responsibilities should be outlined in your Disability Equality Scheme and action plan and will be subject to regular review.

It is important not to make assumptions about disabled people's needs so, again, remember **Principle 1 – ensure that disabled people are involved from the start** – when deciding what resources are required and how they should be allocated.





Next steps

Organisations can provide high quality information to disabled people with only modest investments of time and resources. Applying the five key information principles to your information and service planning should help you to enable disabled people to access information and services more effectively.

You can get more information at:

- **www.drc-gb.org** – the website for The Disability Rights Commission (DRC), an independent body established in April 2000 by Act of Parliament to stop discrimination and promote equality of opportunity for disabled people.
- **www.cabinetoffice.gov.uk** – aims to help government work better. Of particular interest are archived documents on the principles of customer feedback, measuring customer satisfaction and the drivers of customer satisfaction.
- **www.imagesofdisability.gov.uk** – this website provides advice on developing and delivering communications activities and products that include disabled people.

The ultimate measure of success is that disabled people experience positive, practical outcomes. Building in clear evaluation, which involves consulting with users, should be an essential part of any service.



Project background

This document is based on evidence drawn from a project focused on improving information provision to disabled people. The project is being undertaken by the ODI. A summary report of the first phase of this project which focussed on public service information provision has recently been published.⁵

The first phase of the ODI project reviewed available evidence about the views and experiences of disabled people when they access information across local and national services.⁶ The evidence reveals:

- A lack of, or misleading, information is an important factor in preventing people from accessing the services they need.
- Disabled people and carers place a priority on the need for information about a wide range of services at the onset of disability, and often experience difficulties accessing it.
- Disabled people have a particular need for information during life changes; for example, starting school or entering adulthood.
- Disabled people and carers often need different forms of support from public bodies; and information about how to access that support is often fragmented.

- Greater cooperative working between central government departments is urged by many disabled people, particularly between the Department of Health (DH) and Department for Work and Pensions (DWP).
- There is a need for greater 'tailoring' to ensure personalisation of information content.
- Disabled people perceive a lack of ownership and confusion among providers about who is responsible for providing information about national initiatives and policies.

The ODI thanks all those organisations who participated in the first phase of this project and contributed to the development of the five principles.

Appendix 2 lists these organisations.

ODI is currently undertaking a further phase of work on the information needs project. This includes work with a number of public sector organisations to test and further develop the five principles set out in this report.

For further information about the information project, the practical examples set out in this guide, or the work of the ODI, please contact us.

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Appendix I:

Applying the five principles: examples

Directgov: 'disabled people' and 'caring for someone' sections

Background

- Directgov is the most comprehensive government website for the public – it includes a section for disabled people and another for carers.

Challenge

- To enable disabled people and carers to access public information and services in one place online.

Solution

- Information contained on the website is supported by films, downloadable leaflets, forms and interactive services. Information from the website is also provided on mobiles and digital television – **Principle 2.** ○
- The 'disabled people' and 'caring for someone' sections of the Directgov website contain comprehensive disability and carer information within one easily searchable site – **Principle 3.** ○
- Information is easy to access, and organised by themes such as 'disabled parents' or life events such as 'adjusting to disability'. Research is conducted to look at how users search and respond to information. Ongoing assessments are also conducted on feedback from users at events, conferences and by email. This helps ensure that information continues to be organised to maximise accessibility – **Principle 3.** ○

- The website also acts as a gateway to other sections of the Directgov website and has over 300 links to disability charities and organisations – **Principle 4.** ○
- A dedicated web-editorial team is responsible for researching, writing and reviewing information on the ‘disabled people’ and ‘caring for someone’ sections to ensure that they are accessible, topical and up-to-date – **Principle 5.** ○

Outcomes

- Year on year, the number of site visitors increase. There has been a 1,300 per cent increase in visitors between October 2004 and November 2006.
- The ‘disabled people’ and ‘caring for someone’ sections are now the fifth most visited on the Directgov site (there are 18 sections in total).
- Feedback on the range, quality and accessibility of information from users has always been, and remains, positive.
- The number of links with user-led charities and independent organisations continues to grow.

For further information go to www.direct.gov.uk/disability and www.direct.gov.uk/carers



London Borough of Hammersmith and Fulham

Challenge

- A best value review of services for children highlighted that information was very disparate and a need for more accessible information. Service users said that they wanted to be able to get joined-up information on services all in one place.

Solution

- An Information and Development Officer was appointed to coordinate the production of a directory of services for families of disabled children and carers and a range of service information. The post was funded by the Hammersmith and Fulham Children's Fund partnership (2002–06) which aims to support vulnerable children aged 5–13 years – **Principle 5.** ○
- The London Borough of Hammersmith and Fulham produced a guide for families and carers. The guide was developed with involvement from parents and carers of disabled children and representatives from the local education, health and voluntary sectors – **Principle 1.** ○
- Information was focused on the needs of the user and was organised by themes such as 'your rights', 'pre-school', 'school age' and 'leaving school' making it easy to access – **Principle 3.** ○
- The guide was made available in print (hardback booklet) and online. In both formats other services and information for disabled children, parents and carers are signposted – **Principles 2 and 4.** ○○

Outcomes

- Demand for the booklet was high and all 600 copies, printed as part of the first print run, were distributed on request.
- An updated version is planned in 2007.

Further information is available at www.lbhf.gov.uk

Surrey Adult Linked Disability Registers

Challenge

- Following the Government's white paper 'Valuing People', Surrey County Council needed to find out how many people living in their area had a learning disability to ensure that local agencies had an accurate picture of social care, health, housing, education and employment needs.

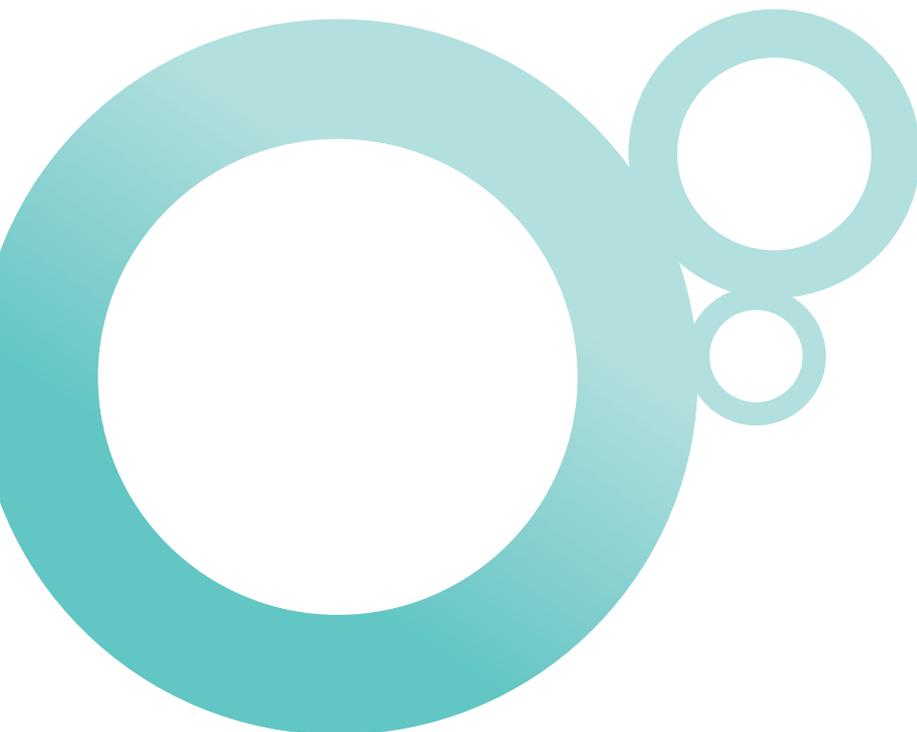
Solution

- The project engaged with service users and carried out a robust consultation with disabled people in their area to understand their needs. The consultation identified areas where there were gaps in service provision and identified that a series of registers, not just a learning disability register, was required – **Principle 1.** ○
- A series of registers for different impairment groups were set up, designed and tested by users to ensure they met their needs. Membership is voluntary and if people decide to leave or do not want to join the service it does not affect their eligibility for services – **Principles 1 and 3.** ○○
- The disability registers team provides registered local disabled people with information, focused on their needs, about services and organisations via the web, leaflets, books and CDs – **Principles 2 and 3.** ○○
- Adults with a disability who register receive a directory of support services and a registration card which makes it easier to get concessions across Surrey – **Principle 4.** ○

Outcomes

- There are over 5,000 people registered. The number of people registered has increased by 4,000 per cent between 2004 and 2006.
- A large sample of 3,000 service users' views are sought on a regular basis and the steering group (including users) continues to monitor and evaluate the service, carrying out improvements in line with good practice guidelines – **Principle 1.** ○
- The registers have provided an accurate picture to the county council's health and housing services of people's social care, health, housing, education and employment needs. This has ultimately helped these services improve their planning and provision of specialist services.

Further information is available at www.saldr.org.uk



HousingCare

Background

- Since 1985, Elderly Accommodation Council (EAC) has run a national telephone advice line delivering information and advice to around 8,000 people a year.

Challenge

- The telephone advice line was receiving a high volume of calls. With limited resources in place, EAC wanted to ensure that those users who could not get through to their advice line were able to access an alternative source of information.

Solution

- The HousingCare website was set-up to support the advice line and provide older people and their carers with an alternative source of information on housing and care. It was designed and tested by HousingCare users – **Principles 1 and 2.** ○○
- The website includes several new information databases covering topics such as sheltered and retirement housing, care homes, home improvement agencies and specialist advisory agencies. They were designed specifically to enable users to easily search for the information they need – **Principle 3.** ○
- The website supports users in making choices about their care provision – both in their own home and if they want or need to move out. There are also search facilities for individuals, advisors and providers – **Principle 3.** ○
- Information is easy to access and organised by themes such as 'Are you thinking about options for the future?' and 'Do you need answers to problems?' A 'postcode' search facility was set-up following requests by users who wanted to search for houses and services within a certain radius – **Principles 1, 3 and 4.** ○○○

- The site also hosts a Directory of Advice Services with links grouped by 'service type/problem' – **Principle 4** ○
- Users can suggest improvements to the website and provide personal feedback through the advice line. All responses are dealt with on a personal basis – **Principle 3** ○
- HousingCare will shortly be launching an 'extra care housing' website, which will focus on that subset of sheltered/retirement housing where care services are provided. There is a commitment from within the organisation to improve the way information is delivered to its users and EAC wants to ensure that it specialises in areas where there is a demand from its users – **Principles 1 and 5**. ○○

Outcomes

- Around 2,000 people a day now use the HousingCare website. This figure doubled during 2005–06 and January 2007 saw an average increase of 25 per cent.
- Users of HousingCare also include staff in other specialist advisory services, who browse the site in order to assist their customers.
- Feedback received is positive and users have described the website as 'excellent', 'invaluable' and 'extremely useful'. Several housing providers and the Scottish Executive have commissioned EAC to deliver content from HousingCare into their own websites.

Further information is available at www.HousingCare.org

Cheshire Older People's Network

Challenge

- One of Cheshire County Council's (CCC) priorities is to provide services that meet the needs of and improve the quality of life of its older citizens and carers. In order to prioritise the development and delivery of key services, CCC needed to ask older people about the support and services they need now or might need in the future.

Solution

- The Older People's Network (OPN) was set up by CCC Social Services (now CCC Community Services) to involve Cheshire's older citizens in service delivery and planning. Membership is open and free to any interested individual and the network currently works closely with a broad range of services including health, social care, the police, fire service, transport co-ordination, housing providers and local voluntary organisations – **Principle 1.** ○
- OPN is publicised through a variety of channels including CCC publications, CCC website, relevant events, conferences and workshops – **Principle 2.** ○
- Local OPN subgroups are developing and hold regular meetings to discuss and address local issues. These groups are encouraged to elect representatives on to the OPN core group who volunteer themselves to work in a more participatory way. There are currently 25 core group members, some of whom are disabled – **Principle 1.** ○
- The OPN is highly regarded by elected members and officers from both the county and borough councils. Core group members:
 - regularly engage at a strategic level with senior managers within older people's services. The 'core group' members also meet with the county council's chief executive and management board – **Principles 1 and 5;** ○○
 - form part of the editorial team for the quarterly OPN newsletter

which updates all members on the previous quarter's activities and any local or national issues that are relevant to older people –

Principle 3; ○ and

- are currently involved in working with older people's services' managers to develop an older people's information strategy. The first outcome of this work will be an information booklet aimed at those aged 50+, which will signpost readers to a wide variety of locally provided services – **Principles 3, 4 and 5.** ○○○

Outcomes

- Originally formed in 2000, OPN now has over 500 members.
- Working closely with Cheshire County Council, OPN has an influential voice in initiatives and decisions that the local authority takes, for example, OPN has:
 - challenged the county council on the cost of social care, resulting in the lowering of the social care charges that were originally proposed;
 - campaigned to improve public and community transport – OPN is currently making recommendations to improve the 'Dial-a-Ride' service;
 - campaigned for new road crossings, levelling kerb stones and pavements, drop pavements for wheelchair/scooter users. Thanks to their work, visitors to the centre of Frodsham have a new puffin crossing; and
 - been actively involved in discussions with professionals and other volunteers across Cheshire in deciding what outcomes for older people can and should be achieved as part of the local area agreement for healthier communities and older people.

Further information is available at www.Cheshire.gov.uk

Appendix 2: organisations who contributed to this document

- Cheshire County Council
- Directgov
- HousingCare
- Surrey County Council
- London Borough of Hammersmith and Fulham



Appendix 3: further reading

Department for Work and Pensions, ***Review of disability estimates and definitions***, 2004 (www.dwp.gov.uk)

Office for Disability Issues, ***Improving Information for Disabled People***, 2007 (www.officefordisability.gov.uk)

Prime Minister's Strategy Unit, ***Improving the Life Chances of Disabled People***, 2005 (www.strategy.gov.uk)

Office of Communications, Media Literacy Audit: ***Report on media literacy of disabled people***, 2006 (www.ofcom.org.uk)

The majority of national voluntary organisations can provide a wide range of advice on making information accessible and their websites are a good place to start. For example, you may want to look at:

- RNIB's See it Right and Web Accessibility guidance at www.rnib.org.uk:
- Mencap's accessibility guidance at www.mencap.org.uk; and
- The United Kingdom Disabled People's Council's transcription services at www.bcodp.org.uk.

Glossary

Channels – the ways information is communicated (for example, leaflets, the internet and helplines).

Disability Discrimination Act (DDA) – The Disability Discrimination Act is a Government measure intended to reduce discrimination against disabled people. For further information go to www.drc-gb.org

Disability Equality Duty (DED) – the Disability Equality Duty requires all public bodies to pay ‘due regard’ to the promotion of equality for disabled people in every area of their work. For further information go to www.drc-gb.org

Disabled people – refers to all people with any physical or mental impairment. Although recent research⁷ has found there is no single ‘gold standard’ measure of disability, the definition used in this document is consistent with the Disability Discrimination Act 1995 – ‘physical or mental impairment which has a substantial and long-term adverse effect on (a person’s) ability to carry out normal day-to-day activities’.

Provider(s) – anyone who provides a service(s) for disabled people (including management and front line staff); or information about that service.

Service – any public service (including those sub-contracted), programme, scheme or benefit.

Signposting – information which points service users to other related services, or services which might be of use to them; including contact information or a description of the service.

Transitions – life events, which involve a change in circumstances or ‘life stage’ over time, such as moving from secondary education to higher education or employment; or moving from the family home to personal accommodation.

Footnotes

¹ONS Omnibus 2005

²Family Resources Survey 2002/03

³Findings are based on a review of available evidence on the accessibility of information for disabled people in the public sector. The full findings are available in: Office for Disability Issues, *Improving Information for Disabled People*, February 2007

⁴The Connexions service is aimed at all of those aged 13–19, including disabled people (www.connexions.gov.uk)

⁵Office for Disability Issues, *Improving Information for Disabled People*, 2007 www.officefordisability.gov.uk

⁶Office for Disability Issues, *Improving Information for Disabled People*, 2007 www.officefordisability.gov.uk

⁷Department for Work and Pensions, *Review of disability estimates and definition*, 2004 www.dwp.gov.uk/asd/asd5/ih2003-2004/IHI128.pdf



Office for Disability Issues

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A copy of this report is also available in audio and easy read. If you would like a copy in either of these formats, please contact the Office for Disability Issues on 020 7962 8799. People with speech or hearing problems using a textphone can dial 020 7712 2332. Or you can email us at: **office-for-disability-issues@dwp.gsi.gov.uk**

You can also download the report from our website in English, Welsh or easy read.

If you would like to let us know what you think about this document please email: **office-for-disability-issues@dwp.gsi.gov.uk**

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