

British Dyslexia Association policy on Accessible Communications.

Background.

Up to three million children and adults in the UK are being denied the right to read because they have a sight problem, dyslexia or another reading disability. The British Dyslexia Association is a member of the Right To Read Alliance and supports its campaign to change this.

Policy.

To enable communications and printed material to be accessible to all, irrespective of a disability or specific learning difficulty, hidden or otherwise, The British Dyslexia Association calls for all organisations to ensure that all communications and publications are accessible, and available in alternative formats at the same time and at the same price.

Strategy.

The British Dyslexia Association encourages all companies and organisations to have a 'Communications and Printed Materials Accessibility Strategy' which details its vision for making its communications and printed materials accessible to all, and a 'road map' of how it intends to achieve that vision.

A Communications and Printed Materials Accessibility Strategy will demonstrate how the organisation is moving forward on improving accessibility to its communications and printed materials in the following areas:

- Communications and printed materials to conform to the British Dyslexia Association Dyslexia Friendly Style Guide available at <http://www.bdadyslexia.org.uk/about-dyslexia/further-information/dyslexia-style-guide.html>

For Web based communications and printed materials.

- All websites to have an on-line screen reading software available.
- All websites to inform site visitors on how to access web based materials and on-line documents using listening options and enhanced presentation features.
- All websites to conform to the Industry Standard for accessibility.

For printed publications.

- All printed publications to be available in alternative formats where possible (for example on CD, or in pdf and Word formats) at the same time and at the same price (if applicable).
- All printed publications to use a writing style that is simple, clear and is suited to screen-reading software. See Dyslexia Friendly Style Guide at <http://www.bdadyslexia.org.uk/about-dyslexia/further-information/dyslexia-style-guide.html>
- All printed documents will have the following note clearly visible and in 12 to 14 point type:

**"This document is available in an alternative format.
Please contact X (document author/organisation) to
discuss your needs."**

Publishing houses should have regard to more stringent standards.

The British Dyslexia Association will work in partnership with the Right to Read Alliance in pressurising publishers to make texts available in a range of electronic formats.

The British Dyslexia Association will continue to push for educational resources to be available in alternative formats by being a partner organisation on the Department for Children, Schools and Families funded project on 'Accessible Educational Resources for schools'.

BDA Education Director.

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