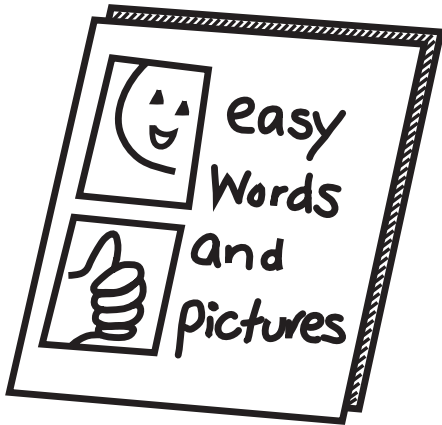


**Supporting Customers
with Learning Disabilities**

Easy Words and Pictures*

Supporting customers with learning disabilities



Easy Words and Pictures is a simple and graphical way of providing information for people with learning disabilities.



It can also be useful where English is a second language, and as a learning aid in schools.

* The information in this booklet is presented in an Easy Word visual style but the text is written for standard print. For more information and Easy Word samples please refer to the contact information at the end of this booklet. Images courtesy of Change Picture Bank

Everyone has a right to know what is going on



There are about 10 million disabled people living in the UK who spend an estimated £80 billion each year.

Like all consumers, they have the right to choose where they spend their money and the right to receive the same services as non-disabled people.



And that includes access to information.



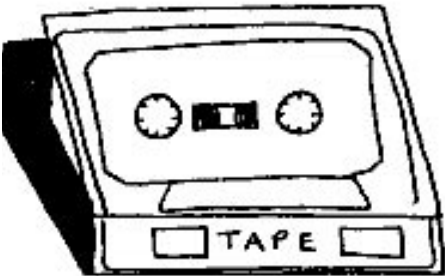
We need Easy Word because sometimes people use words that are hard to understand.

Easy Read is needed for lots of things



People need to be able to get help in Easy Read; leaflets, brochures, bank statements, utility bills and even signs.

Easy Speak is a simplified audio version to complement the words and pictures.



There should always be a tape or CD to go with complex information. The tape or CD must speak the words clearly.

The audio can take many forms: direct narration or as a question and answer dialogue, for example.

It's the law!



The 2007 amendment to the Mental Capacity Act, together with the Disability Discrimination Act, enshrines the rights of disabled people to be treated equally and fairly.



In the next five years, there will be an increasingly positive approach to social inclusion, more independent living for people with learning disabilities based on person centered planning – giving people more control over their lives.





More people will receive direct payments and benefits, having to control more aspects of their daily lives.



This includes paying for carers, housing rent, council tax and mortgages, shopping, utilities, transport and travel.

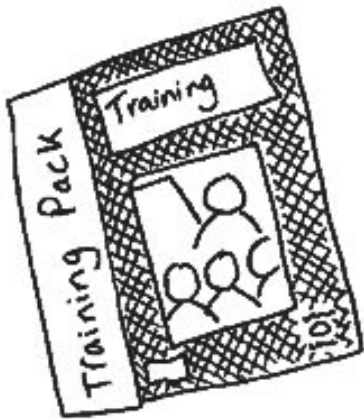


The nationwide closure of post offices and the need to have bank accounts available to receive benefits and pay bills etc. has made this more difficult.



Companies need to be aware that their information needs to be readily understood.

Everyday things require explanation; items such as education, training and employment; access to healthcare; benefits and entitlements; how banks work etc.



MPH Accessible Media already produces bank statements and utility bills in Easy Word for several of its clients.



To find out how you can support customers with learning disabilities call Alan Matthews on 0191 438 6063.



Europe's Leading Provider of Total Disability Services

Accessible Media

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