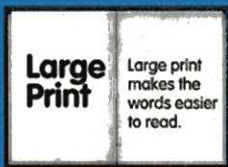




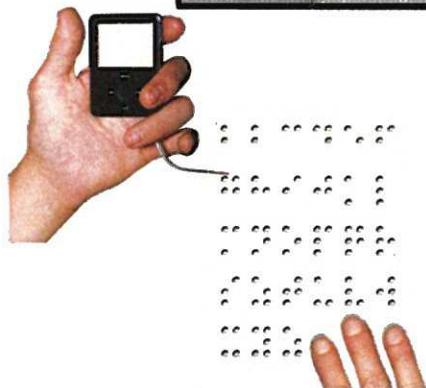
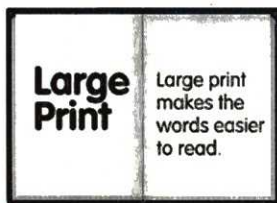
Accessible Communications Policy. How we communicate with people in a way they can understand.



Please contact us if you would like this policy in another format
(for example on CD or MP3)
communications@sefton.gov.uk.

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When we say **we** in this document, we mean Sefton Council.

Difficult words are in **green bold** and there is an explanation next to them.

Why do we have this policy?

We want to make sure people who use our services can

- Find the information they need.
- Get information in a way they can understand.
- Get in touch with us easily.

People in Sefton are all different.

Some people need to get information in a way that they can understand.

This means we need information in different formats.

This could be in

- Easy Read
- Large Print
- Audio - so people can listen to information (like on a CD or MP3)
- Braille - which is used by some visually impaired people.



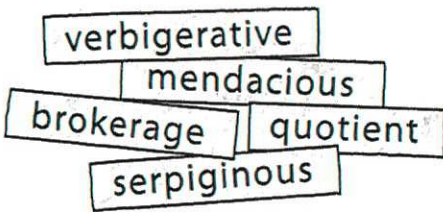
Why do we have this policy ?

Sefton Council wants to make all its information easy for everyone to understand.



We will do this by

- Writing in plain English and with clear and simple language.
- Getting rid of jargon and big words.
- Getting people involved in making the information for the public so it is done right.



If a person does not understand then they cannot make choices.



This policy says how we are going to do this.



The Law

The Equalities Act 2010 says we have to make **reasonable adjustments** for people with disabilities

A reasonable adjustment is a change that has been made to a service so that anyone with a disability can use them like anyone else.



The Care Act 2015 says

- Local councils must have good information to help people to understand their options and to choose the right care and support.



- The guidance says: councils must give information and advice to everyone who wants it, not just people who have their care and support paid for by the council.



The Law

NHS England - Accessible Information Standard 2016

The law tells us to make sure that disabled people have access to information that they can understand and any communication support that they might need.



The standard tells organisations how to make information accessible to the following people

- Patients
- Service users
- Their carers and parents

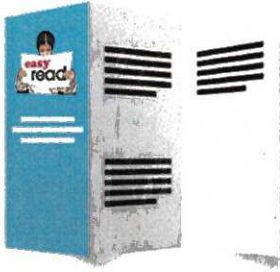


This includes making sure that people get information in different formats if they need it.

The Accessible Information Standard also tells organisations how to support people's communication needs, for example by offering support from a British Sign Language (BSL) interpreter, deafblind manual interpreter or an advocate.



Things we will do



- We will use clear language in all our publications and on our website.
- We will tell people on social media and in our buildings how you can get information in other formats.
- When we **consult** or ask for people's ideas for changes, we will make sure there are other formats so all people can get involved.
- When we publish important reports we will also make them in other formats.
- When we use images of people in our publications and on the website we will make sure it represents the **diversity** of everyone we serve. Diversity means a mix of different kinds of people.

Things we will do



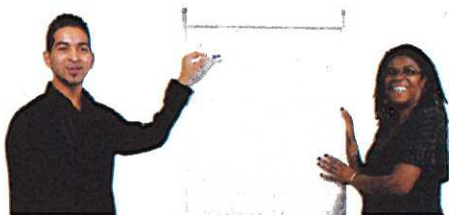
- We will make sure our website is as accessible as possible. We will test how it works with service users and make any changes we can.



- We will think about the reasonable adjustments that we can make. We will work with you to find the best way for you and us.



- We will tell people about our accessible communications policy, including our staff and outside of the council.



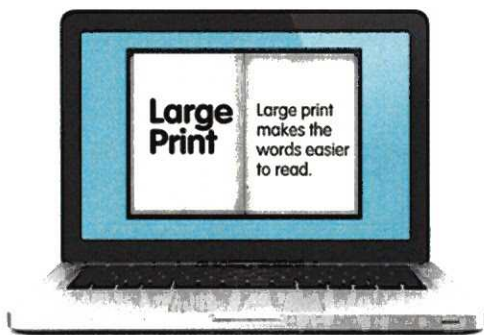
- We will talk, help and train our staff to produce information in accessible formats.

Training

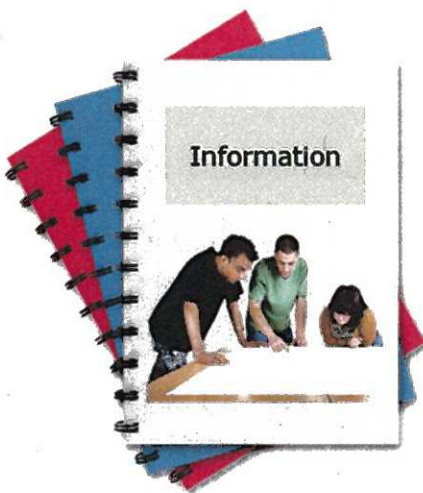
Things we will do



- We will have a group to make sure the information we make for the public meets the needs of all people. These will be our quality checkers.



- We will promote how you can get alternative formats on our website. We will tell people that they can also have paper copies if they prefer.



- We will convert our most used publications into most used alternative formats. Less used information may be changed on request.



- We will follow the recommendations of the Accessible Information Standard for people who use Adult Social Care service.



How we make decisions about producing accessible versions of information.

Sefton Council Information

Sefton Council has lots of different jobs to do. Things like

Sefton Council



- Bin collections
- Benefit advice
- Libraries
- Sports and leisure
- Parking, roads and travel
- Planning and building control
- Schools and learning
- Environmental protection
- Public health
- Children's and Adult social care
- **Councillors** - A councillor is someone you and people in your area vote for. They work for your local council. They make big decisions about your area.

People's lives involve some if not all of these things.

The information we give to people is important. We want to make sure that as many people are able to understand it.



The Accessible Information Standard covers Adult Social Care.

It says that we need to



1. **Ask** people if they have any information or communication needs, and find out how to meet their needs.



2. **Record** those needs in a set way.

3. **Highlight** a person's file, so it is clear that they have information or communication needs, and clearly explain how those needs should be met.







4. **Share** information about a person's needs with other NHS and adult social care providers, when they have given consent or permission.



5. **Meet** the need - make sure that people get information in an accessible way and communication support if they need it.





- 1 
- 2 
- 3 
- 4 
- 5 

The Council's Adult Social Care team will do as the Accessible Information Standard asks.

But we will also go further.

We will work to make all Sefton Council public information easier to understand.



It will take longer for all the older information to be changed.

All new information will be made in a way that more people can understand.



We will make sure that we put as much information onto the Council's website.



I am Brousaloud
....I read out any words from the computer.

This will help many people who use screen readers and software like 'Brousaloud' which reads the information on the screen out aloud.

Helping people tell us what they think



A group of experts are helping to guide us on how we can do this in the best way.

The group are people from Sefton who have different information or communication support needs.

These needs are related to or caused by a disability, impairment or sensory loss.



They tell us what information needs to be made into alternative versions.



They are working to make easy to understand versions of information that can meet the needs of lots of people.

This information can use technology to assist people understand.



They will tell us how to make the website easier to use and understand by all people with communication difficulties.