

# Glasgow Good Information Group



## Project Proposal

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# Executive Summary



## Background

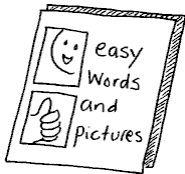
The Glasgow Good Information Group (GGIG) was set up in 2004. Its aim is to raise awareness about the need for service organisations to produce clear and easily understood information for people with learning difficulties.



In 2008, GGIG carried out research to find out what people with learning difficulties did when they received letters.

The results were produced in the Saying it Simply report.

## Project Proposal



GGIG thinks that it has been successful in raising awareness about the need for clear and understandable information to cater for the needs of people with learning difficulties.

Good Practice Guide

It now wants to build on this success by producing a **Good Practice Guide**. This will show organisations how to produce easy-read versions of their information.

## Methodology



- Desk research - Writing easy-read documents and producing other formats.
- Consumer –Testing of Symbol Sets with organisations and service users
- Seminar to launch DVD and raise awareness



## Outcomes

An Interactive DVD with results of consumer-testing of symbol sets and tutorials on how to work with pictures

## Background

The Glasgow Good Information Group (GGIG) was set up in 2004. Its aim is to raise awareness about the need for service organisations to produce clear and easily understood information for people with learning difficulties. The group is made up of service users and staff from a number of organisations (see back page) that support people with learning difficulties to live more independent lives.



In 2008, GGIG carried out research to find out what people with learning difficulties did when they received letters. This project was funded by the Scottish Community Action Research Fund (SCARF).



The results were produced in the Saying it Simply report.



This was launched in Glasgow City Chambers in July 2007.



This event was attended by people from public sector organisations like Housing Services and Health Boards.



After the launch, copies of the report were widely circulated across Scotland. It was also made available for download from members' websites.



GGIG members had a meeting with Glasgow City Council Equalities team to discuss the report. Copies were given to the Cross-Party Working Group on Learning Disability and Shona Robison, Minister of Health.



Further information about GGIG and the Research project can be downloaded from [www.ggig.org.uk](http://www.ggig.org.uk)

## Project Proposal



GGIG thinks that it has been successful in raising awareness about the need for clear and understandable information to cater for the needs of people with learning difficulties.



It now wants to build on this success by producing a **Good Practice Guide**. This will show organisations how to produce easy-read versions of their information.

Good Practice Guide

This Guide will be different from existing guides in several ways. It will be an interactive DVD and include :



- The results of consumer testing of different symbol sets.
- Practical advice on inserting images.
- Practical advice on storing images for future use
- Making easy read documents accessible to assistive technology.



The target audience will be large public service organisations across all sectors.



- central and local government
- health boards
- banks and utility companies

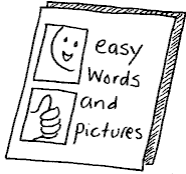
GGIG knows these organisations need to take a generalised approach to producing easy-read documents. They need to find images that can be universally applied. (This is different from organisations providing direct services to people with learning difficulties. These can respond to individual need and personalise information by using images unique to each individual.)



A House

~~My House~~

The **Good Practice Guide** will include the following sections:



Good Practice Guide

- Writing simple, direct but non-patronising text
  - type of language
  - punctuation
  - sentence /paragraph length
  - layout
- Images
  - Working with images
    - choosing
    - inserting
    - changing
  - Symbol Sets<sup>1</sup>
    - what is available for purchase and for free
    - copyright and licences
    - ease of use
    - results of consumer-testing
  - Building up a Picture Bank
- Ensuring electronic accessibility for assistive technology
- Consulting users
- Working with partners
- Good practice in producing other formats
  - Audio
  - DVD
  - Websites

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<sup>1</sup> **Symbol Sets** : Collections of images designed to be used in easy-read documents. These are often produced by user-led organisations.



## Methodology

This project will be carried out in the following ways.

### 1. Writing easy-read documents and producing other formats.

This material will be collected in the following ways:

- expertise of Group members.
- desk/internet searches for best practice.
- consultation with partner organisations
- consultation with service users.



### 2. Consumer –Testing of Symbol Sets

There are a number of symbols sets available for purchase. It is also possible to find images on the Internet.

Consumer-testing will be carried out with:

- **Service organisations.** People writing easy-read documents.
- **Service users.** People reading easy-read documents.



### Service Organisations

- Five different symbol sets will be purchased and loaded onto a laptop computer.
- 4 organisations will be asked to take part in the project, each for 4 – 6 weeks.
- 2 people from each organisation will be given a basic introduction to the principles of producing easy-read documents.





## Outcomes



Good Practice Guide

1. Large public sector organisations will have a comprehensive guide to producing easy-read documents. This will be produced as a DVD. It will include

- the results of the consumer testing to help with choosing different symbol sets.
- tutorials on
  - inserting images,
  - storing images, and
  - ensuring electronic accessibility.



2. Four organisations will have received basic training in producing easy read documents.



3. People with learning difficulties will have been given the chance to state their preference for different types of images.

4. GGIG members will have gained experience of carrying out research and report writing.

## People and Partners



The Project will be carried out by GGIG members supported by their support organisations. A free-lance contractor will be co-ordinate the Project. The See Change Media Project, managed by C-Change, will produce the DVD.



Other partners: Scottish Accessible Information Forum (SAIF); Scottish Consortium for Learning Disability (SCLD); and Family Advice and Information Resource (FAIR)



## Budget

Item	Detail	Cost
Laptop and Symbol Sets	Laptop Symbol Sets: Change Picture Bank, Photosymbols, Widgit, Valuing People, Boardmaker	£2,500.00
Consumer Testing Event for Service Users	Venue Hire/Catering	£1,000.00
Seminar for Service Organisations	Venue Hire/Catering	£1,500.00
Training Fees (GGIG members)	SCLD Training	£1,500.00
Consultancy	Input to Good Practice Guide, e.g. Electronic Accessibility, Consumer-testing Guidance	£1,000.00
Consumer -Testing Materials (Design & Production)		£750.00
Stationery/Travel/Subsistence		£500.00
DVD design & production		£6,000.00
Co-ordination/Report Writing		£5,000.00
<b>Total</b>		<b>£19,750.00</b>

Meeting rooms/staff time will be in-kind contribution from member organisations

Service user GGIG members will receive £5.00 for each day they work on the project. This will cover travel and subsistence costs.



## Timescales – this project will be completed in 12 months

Item	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th
Research and Write Background Material	■	■	■									
Design Consumer Testing with Organisations. Purchase laptop and symbol sets	■	■										
Carry Out Consumer Testing with Organisations			■	■	■	■	■	■				
Plan event for Service Users					■	■						
Hold event for Service Users							■					
Collate and Write Up Results Consumer Testing								■	■	■		
Plan Seminar for Service Organisations										■	■	
Hold Seminar for Service Organisations												■
Design and Produce DVD								■	■	■	■	
Disseminate DVD												■

## GGIG Member Organisations

### Support Organisations



Care Solutions

[www.careuk.com](http://www.careuk.com)



C-Change for Inclusion

[www.c-change.org.uk](http://www.c-change.org.uk)



Cornerstone Community Care

[www.cornerstone.org.uk](http://www.cornerstone.org.uk)



Quarriers

[www.quarriers.org.uk](http://www.quarriers.org.uk)



The Richmond Fellowship Scotland

[www.trfs.org.uk](http://www.trfs.org.uk)

### Consultancy



JARCS (Jean Alcock & Research & Consultancy Services)