

Checklist for accessibility

A group of leading disability charities, including Thomas Pocklington Trust, have been lobbying government to make sure information reaches everyone in society, especially the most vulnerable.

The group has created and shared with Government a checklist of simple steps that should be taken to ensure communications are accessible.

- **Accessible public health information**

Regular ongoing communication with the Senior Lead on Accessible Information with the disability sector to make sure that accessibility is built into communications from the outset and accessible materials are communicated to our specific communities, including through our own channels

- **Accessible Broadcasting**

- BSL interpretation to be provided as standard for all live public broadcasts
- Pre-created subtitles and BSL interpreter on all pre-recorded speeches and Government TV adverts
- All graphs, charts and images to be fully described and explained audibly during briefings and speeches
- Straight forward language to be used and all technical or medical language explained clearly during briefings and speeches

- **Accessible Social Media**

- Image Description (alt text) on all images
- All videos and animated gifs to be audio led and have pre-created subtitles or equivalent text
- Concise practical guidance and training on accessibility to be given to all digital communications teams, created in conjunction with the Cabinet Office Working Group on Accessible Communications

- **Accessible mailings**

- Alternative formats (including BSL Video, Large Print, Audio, Braille, Digital and Easy Read) of any future mass mail outs available at the same time as standard letters (E.g. Shielding Letter)
- A reliable system to be put in place to ensure blind and partially sighted people get letters in their preferred format across the country (E.g. Local Authority Registers or NHS Information Standard data)
- Alternative Formats available for the 'Home Testing Kit' Instructions and any future similar test instructions

- **Accessible websites**

- Alternative formats (including BSL Video, Large Print, Audio, Braille, Digital and Easy Read) of the most critical public health information and guidance on .gov website to be available at the same time as the web version
- All Government Websites to adhere to [The Public Sector Bodies \(Websites and Mobile Applications\) \(No. 2\) Accessibility Regulations 2018](#)
- Alternative formats (including BSL Video, Large Print, Audio, Braille, Digital and Easy Read) of the most critical public health information and guidance from .gov website to be available at the same time as an accessible website version.

- **Accessible contact methods**

- Contact methods for further information or services should include telephone, Video Relay and be compatible with Relay UK, as a minimum
- These alternative methods should be advertised and staff should be familiarized with their use - where systems are in place to facilitate this and the caseload warrants it then a dedicated team to deal with people with a sensory loss could be established

- **Accessible apps**

- To be available in BSL
- To be developed and tested by accessible technology professionals and users
- To comply with [The Public Sector Bodies \(Websites and Mobile Applications\) \(No. 2\) Accessibility Regulations 2018](#)

Charities involved in the group

- Action on Hearing Loss
- The Royal National Institute of Blind People (RNIB)
- SignHealth
- Sense
- Visionary
- Thomas Pocklington Trust
- The National Autistic Society
- Macular Society
- National Deaf Children's Society
- Disability Rights UK
- Learning Disability England and
- SeeAbility