

## Appendix 14: Contacts for the creation of Alternative Formats

Impairment	Format	Key contact organisations		Useful Guidance
Sensory impairment: Blind/Partially Sighted	Audio	RNIB Cymru	<a href="http://www.rnib.org.uk/aboutus/contactdetails/cymru/Pages/cymru.aspx">http://www.rnib.org.uk/aboutus/contactdetails/cymru/Pages/cymru.aspx</a>	<a href="http://odi.dwp.gov.uk/inclusive-communications/alternative-formats/audio.php">http://odi.dwp.gov.uk/inclusive-communications/alternative-formats/audio.php</a>
		RNIB	<a href="http://www.rnib.org.uk/Pages/Home.aspx">http://www.rnib.org.uk/Pages/Home.aspx</a>	<a href="http://www.ofcom.org.uk/static/archive/itc/itc_publications/codes_guidance/audio_description/introduction.asp.html">http://www.ofcom.org.uk/static/archive/itc/itc_publications/codes_guidance/audio_description/introduction.asp.html</a>
	Braille		<a href="http://www.rnib.org.uk/livingwithsightloss/reading/how/braille/tactilecodes/moon/Pages/moon.aspx">http://www.rnib.org.uk/livingwithsightloss/reading/how/braille/tactilecodes/moon/Pages/moon.aspx</a>	
	Moon		<a href="http://www.rnib.org.uk/livingwithsightloss/reading/how/braille/tactilecodes/moon/pages/producing_moon.aspx">http://www.rnib.org.uk/livingwithsightloss/reading/how/braille/tactilecodes/moon/pages/producing_moon.aspx</a>	<a href="http://www.pia.co.uk/en/Resources/WhatisMoon.aspx">http://www.pia.co.uk/en/Resources/WhatisMoon.aspx</a>
	Large print			<a href="http://odi.dwp.gov.uk/inclusive-communications/alternative-formats/large-print.php">http://odi.dwp.gov.uk/inclusive-communications/alternative-formats/large-print.php</a>
	Telephone			<a href="http://odi.dwp.gov.uk/inclusive-communications/alternative-formats/telephone.php">http://odi.dwp.gov.uk/inclusive-communications/alternative-formats/telephone.php</a>
Sensory impairment: Deaf/Hard or Hearing	British Sign Language	Action on Hearing Loss	<a href="http://www.actiononhearingloss.org.uk/?gclid=CLC_wuGVwLUCFW_HtAodemUAww">http://www.actiononhearingloss.org.uk/?gclid=CLC_wuGVwLUCFW_HtAodemUAww</a>	
			<a href="http://www.britishsignlanguage.com/">http://www.britishsignlanguage.com/</a>	<a href="http://odi.dwp.gov.uk/inclusive-communications/alternative-formats/british-sign-language.php">http://odi.dwp.gov.uk/inclusive-communications/alternative-formats/british-sign-language.php</a>
	Subtitling			<a href="http://odi.dwp.gov.uk/inclusive-communications/alternative-formats/subtitling.php">http://odi.dwp.gov.uk/inclusive-communications/alternative-formats/subtitling.php</a>
	Text phone	Text Relay	<a href="http://www.textrelay.org/">http://www.textrelay.org/</a>	<a href="http://odi.dwp.gov.uk/inclusive-communications/alternative-formats/textphone.php">http://odi.dwp.gov.uk/inclusive-communications/alternative-formats/textphone.php</a>
Learning Impairment	Makaton	The Makaton Charity	<a href="http://www.makaton.org/">http://www.makaton.org/</a>	
	Easy read	Easy Read Online	<a href="http://www.easy-read-online.co.uk/">http://www.easy-read-online.co.uk/</a>	<a href="http://odi.dwp.gov.uk/docs/iod/easy-read-guidance.pdf">http://odi.dwp.gov.uk/docs/iod/easy-read-guidance.pdf</a>
		Mencap	<a href="http://www.mencap.org.uk/easyread">http://www.mencap.org.uk/easyread</a>	
		British Institute of Learning Disabilities	<a href="http://www.bild.org.uk/easy-read/">http://www.bild.org.uk/easy-read/</a>	

## Appendix 15: DSW Guidance on appropriate use of imagery: Key points to consider when using photo's and images

1. If you are trying to portray sport, then make sure the photo is active, i.e. shows sport being *played*, rather than people who look like they might be involved in sport in a static pose

Use ...



Not ...



2. Where a specific level of ability is required for the session, make sure this is reflected in the images/photos  
i.e. If it is a community cycling session you are advertising, try and use community level photos rather than *just* using Paralympic level images/photos (you can use this level, as it will inspire – but *only* using may just intimidate)

Use ...



Not ...



3. When trying to demonstrate a session **is inclusive** make sure the image demonstrates inclusion, not separateness  
i.e. if you are wanting to advertise an inclusive badminton club, then don't just represent disabled people playing, ensure the image reflects the fact that anyone would be welcome.

**NB:**

If you are setting up a disability sport activity, aimed at people with a specific impairment, then make sure that impairment group/sport is represented (and therefore using the kind of image under 'Not...' for point 3 would be appropriate for the example just mentioned)

Use ...



Not ...



4. Ensure that the photo creates a 'wow!!!' feeling, rather than an 'ah bless' feeling

**Use ...**



**Not ...**



5. Be aware that the text you put under the image can completely change the way in which the image is interpreted

**Use ...**



Tracey Hinton cruises to victory

**Not ...**



Victim of blindness, Tracey Hinton, is helped win her heat by her guide runner

6. Make sure the impairment group(s) you are targeting for the sessions are the ones represented in the images/photos i.e. don't just use photo's of wheelchair users because you think it is clear you are therefore targeting disabled people for the session. Only 5% of disabled people use a wheelchair.