PRODUCING PUBLICATIONS AND PRINTED MATERIALS
PARK FOR ALL – ACCESSIBLE CHECKLIST

This is a checklist that organisations and businesses can use to assess and improve their services - in relation to producing Publications and Printed Materials – so that they are accessible to the full diversity of people. It has been developed from the Cairngorms National Park Authority's equality impact assessments which consider potential impacts on disability, gender, race, age, sexual orientation and religion/faith. It can also be used as a useful checklist for staff when completing Equality Impact Assessments for their own work.

Here are some actions you can take to ensure that your Publications and Printed Materials are accessible and inclusive. **Please note these are intended as a guide only, and may or may not be relevant depending on the nature of your activity**. For more information, please see reference section below.

Disability
- Use of matt or silk paper (glossy paper is too shiny for people with visual impairments).
- Keep information/content clear, simple and unfussy.
- Use of Plain English and language appropriate to the intended audience.
- Use of Easy Read principles where appropriate for people with learning disabilities.
- Include information on accessible facilities available, and possible barriers (where relevant).
- Include contact details so that people can find out more information if necessary (name, tel, email, address).
- Ask people to contact you if they require material in alternative formats, for example audio tape, large print.

Good practice guidelines include:
- Use Sans-Serif font and minimum 12 pt where possible.
- Text should contrast clearly with the background.
- Avoid central alignment of text except for headings
- Text should always be set horizontally.
- Avoid setting text over images.
- Minimum use of capital letters.
- Text should be left justified and unjustified right, ie lines of text should be aligned on the left-hand side and unaligned on the right-hand side. Example:
    This is an example of text which is justified on the left-hand side and unjustified on the right hand side.
- Minimum use of underlining and italics.

- Avoid light type weight.
- Avoid printing text and photos on paper folds.
- Avoid reversed out text – if using, please ensure that the background colour is dark enough to contrast with the text.

Gender
- Ensure photos/image are inclusive and showing an appropriate balanced mix of genders (according to activity).
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- Ensure language used is not offensive or discriminatory.

Race
- Use Plain English.
- Ensure photos/images are inclusive and representative of relevant communities using the Park.

Religion
- Ensure language used is not offensive or discriminatory.
- Where relevant, include information on facilities for people from different cultures/faiths, for example places of worship.

General
- Use feedback forms/surveys to capture information on who is using your publications/ materials, ie customer profile re age, disability, ethnicity, etc and invite feedback on accessibility so that publications can be improved in future.

References

Clear Print guidelines
www.rnib.org.uk

Scottish Disability Equality Forum
www.sdef.org.uk/

Scottish Accessible Information Forum
www.saifscotland.org.uk

Easy Read guidelines
www.equalityhumanrights.com

Plain English guidance
www.plainenglish.co.uk/

Guidance for Service Providers
www.equalityhumanrights.com