



Department  
of Health



Public Health  
England

## Accessible Formats Campaign Resources

Dear colleagues

This document provides an introduction to the accessible formats of the campaign leaflets that are available on the FTP site. The formats provided are:

- Audio
- Braille
- British Sign Language
- Easy Read
- Large Print

We have provided the source file for the Braille leaflet for local authority colleagues to download and produce through their own local suppliers. If colleagues do not have a local supplier to produce the Braille versions of leaflets and wish to do so, please email [careandsupport@phe.gov.uk](mailto:careandsupport@phe.gov.uk) to arrange to use the central campaign team's supplier.

### Translations:

We would like to notify colleagues that we will not be providing translations of campaign resources in other languages.

The rationale for this is that translations of written materials, while important, are not the whole answer. Literacy levels in Mother Tongue among non-English speakers (particularly older people in some South Asian communities) are not high and there is a more oral culture among some sectors of these communities.

Plain, straightforward English is often better than complex translated materials as this is more accessible for less literate English speaking residents. We have drawn on the results of the message testing research we commissioned in order to ensure that the campaign materials are written in plain, straightforward English. Where additional concerns arise around accessibility the Easy Read versions of the leaflets provided may be useful.

Local authority colleagues are of course free to translate campaign resources if they wish to do so. Before commissioning any translation work, we recommend contacting [careandsupport@phe.gov.uk](mailto:careandsupport@phe.gov.uk) to request a copy of our guidance document on accessibility and outreach to non-English speaking communities.

If you have any questions regarding the accessible formats please contact [careandsupport@phe.gov.uk](mailto:careandsupport@phe.gov.uk)