

News June 2009



Welcome to the June edition of the @inspired newsletter from all at Inspired Services.

Every month we will share with you some news, comment and some top tips to make your information more accessible.



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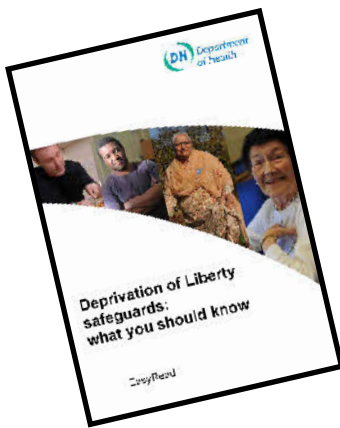
News

Mental Capacity Act - Deprivation of Liberty Safeguards (DOLS)



On 1 April 2009, the Government made a new law to protect people from being deprived of their liberty.

It came from the Bournemouth case where a man with a learning disability was made to stay in hospital.



We were very pleased to be asked to make an EasyRead booklet, audio CD, and a video photostory explaining the new law. When it came out, lots of people told us how much they liked it.

Here are a couple of the comments:

“It’s great! It’s just what we wanted! Thank you very much!”

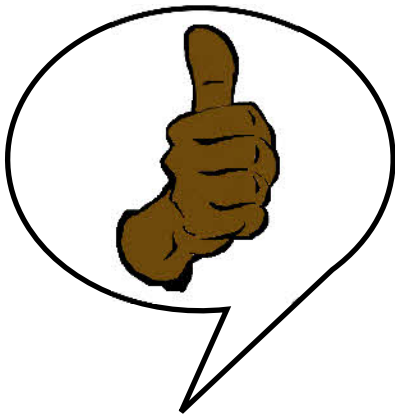
-Department of Health

“I wanted to complement you on a great video. It gave me a clear insight into how this law will be implemented.”

-Practice Development Nurse for patients with learning disabilities, William Harvey Hospital, Ashford

To see the EasyRead booklet for yourself, or to download the video, [click here](#).

And please do **tell us what you think of it!**



NEW EasyRead Guidelines due soon!



After several years trying we are finally going to see a new set of EasyRead guidelines from the Department of Health. Whilst there have been others, they have not been widely adopted.

This set has been aimed at helping government departments in their commissioning of EasyRead following the occasional disaster that has been produced under this name! They should be available soon.

We have always followed the previous guidelines and, as a result we are pleased to say all of our work will meet and indeed exceed the new guidelines. This includes the need to be culturally representative.



Indeed we take our equalities work seriously, when CQC wanted to show elderly gay couples we drew the pictures and added them to our clipart bank immediately. These updates are, of course, **available from us by subscription.**

Welsh Assembly ClipArt project



A new and exciting project Inspired took on recently was for the Welsh Assembly. It was to convert over 40 ClipArt images into Welsh and supply new collection of the Valuing People ClipArt that contained both the English and Welsh images.

For example, a hospital picture became “Ysbyty”, the Equality Bill 2009 became “Mesur Cydraddoldeb 2009” and a June 2009 Calendar became “Mehefin 2009”.

Don't forget, if you have any ClipArt requirements, give us a call or drop us an email and we will give you a very competitive quote.





ClipArt's Next Top Model Competition 2009- COMING SOON!



After the success at the Learning Disability Today event last November, Inspired Services are launching another ClipArt competition later this year.

This is your chance to have a picture of yourself in a particular pose or expression turned into a ClipArt image and being part of our 2010 Valuing People ClipArt Collection!



5 winning entries will have a ClipArt image made of them - winners will receive a framed portrait of their picture alongside the clipart version and also receive the new 2010 Valuing People ClipArt Collection, that will include their picture.

More information soon. Watch this space!



EasyRead Business Cards



In response to demand from several large organisations, we have developed a range of accessible business cards.

Primarily in EasyRead, these folded cards have the extra space needed for a photograph and contact information and other details about what you do.

The card can also include information in Braille.

Please do ask to see samples of these cards and for a quote for your needs.





Customer satisfaction survey



It's always useful to hear back from clients to see if we can get any better at what we do and so we decided to prompt recent customers to have a chance to tell us in a survey.

We wanted to know:

- How our dedicated job manager role was going- where we have one person as the main contact seeing a job through all its various stages from beginning to end.
- If people knew about the range of accessible information we can provide.
- How important it was that all of our information is user checked.



And so on.

To encourage people to reply we are also giving away copies of the Valuing People ClipArt Collection to the first 4 names drawn out of a hat.

If you have used our services recently and would like the chance to win a copy of the clipart, you can download and complete the [survey here](#).



It's all electronic and takes just a few minutes of your time. It's also nice when we hear good things about our work! Look below for some comments we have received so far.

Comment

What people say about our services



Craigmoor

“The quality of the products is great and the helpfulness and friendliness of the people who work there could not be better.”

-Craigmoor Healthcare



“A consistently good service - thank you!”

-Skills for Care



“I thought you handled our constant changes and corrections admirably. Thank you.”

-Ofsted

To read more comments from our satisfied customers, [click here](#).

Andrew's Latest Blogs



Andrew's latest blog talks about equality issues in EasyRead documents.

‘Sitting in on a user group reviewing an Easy Read document the other day I was surprised when someone said they didn't like a particular picture and wanted it changed, I couldn't at first glance see anything wrong with it.’

[Read more here](#)



Top Tips

Writer's Cramp - an occasional article about writing clearly

How to know if your sentence is too long

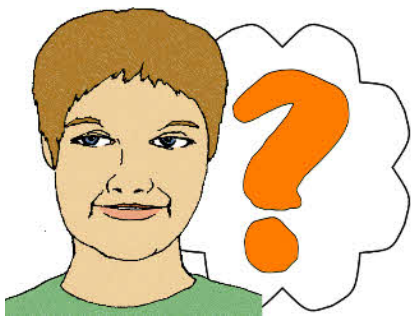


We all do it sometimes - try to squeeze in as many points as possible into one sentence. It's like trying to spell bananananana... sometimes it's difficult to stop!

So here are a few tips to check whether you've said too much.

1. Read it out loud.

Without taking a deep breath, read your sentence out loud. Read it at the same pace as a newsreader; not too fast, not too slow. If you can't get to the end without taking a breath, your sentence is too long.



2. Read it out loud to someone else.

Preferably someone who is from the group you want to reach. If they can't understand you, it's a pretty good bet that your sentence is too long or too complicated.

3. How many ideas are in your sentence?

EasyRead guidelines say 1 idea per sentence is good. In my experience, this is a very good guideline. Keep it to 2 ideas at most.

? ! , ;

4. Punctuate your sentence and use paragraphs.

“Many people write like they speak which is not a bad thing in itself but it can get rambling if there are no punctuation marks.”

“Many people write like they speak - which is not a bad thing in itself - but it can get rambling if there are no punctuation marks.”

Punctuation helps to break up a sentence a bit, give it emphasis and even... drama. Plus, it will help you to stop.

5. Get rid of unnecessary words. 3 quick ways:

(I) Avoid double negatives.

“This article is nice to read,” is better than “This article is not unpleasant to read.”

(II) Use active words.

“Sarah Holmes wrote this article” is better than “This article was written by Sarah Holmes”. Active words make a sentence, well... more active!

(III) Avoid jargon or really big words to make something (or yourself) sound more important.

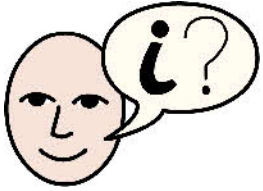
Instead of: “This discourse was sufficiently engaging and was authored by Sarah Holmes”, try “I liked Sarah Holmes’ article - it got my attention.” Or simply, “I really liked Sarah Holmes’ article”.

~~synergy~~

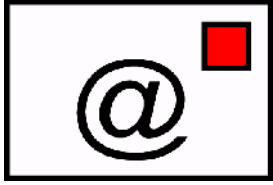
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Want to know more about Inspired Services?

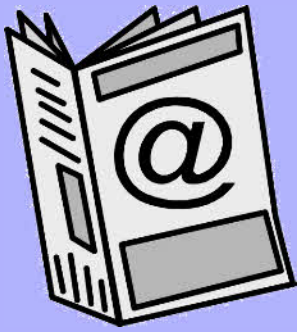


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