



# Alternative Formats Portfolio

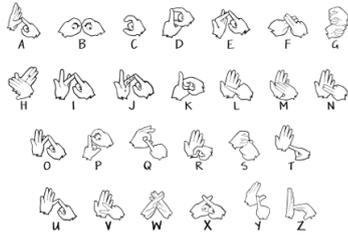
Easy read



Subtitling



Makaton



Tapes and CD's



Braille



Audio Transcription



Large Print



Voiceover



## **Alternative Formats, including Easy Read, Braille, Audio Transcription & Voiceovers**

Here at Translation Empire we endeavour to provide all types of communication solutions. We aim to ensure that all communications are inclusive and accessible to all people and that the information is easy to understand and will help people to make better choices i.e. some people can process information more effectively in an audio version and others have visual impairments in which case Easy Read, Moon or Braille may be a better fit.

We follow the best practice guidelines, strategies and policies produced by the Office for Disability Issues (ODI), which can also help to provide the following, if required:

- involve disabled people from the start of any project
- make sure disabled people are represented positively
- create accessible communications
- access a library of free images
- deliver accessible online video and podcasts.

We understand that companies, Trusts and the public sector have a responsibility to provide information in a variety of ways and Translation Empire is committed in being able to deliver any format. According to The Disability Discrimination Act (1995), companies must ensure that appropriate provision is in place to communicate with customers/ patients, including those who do not speak English, those who are disabled, those who have learning disabilities, and/or those who are visually or hearing impaired.

Translation Empire is happy to provide additional services, from medical letters to medical leaflets, into any alternative format required in compliance with the 2010 Equality Act to improve communication with all people. We use industry specialist service providers (sub-contractors) to carry out specialist projects such as Braille and Moon, Easy Read and Makaton and Textphone/Speech to text services which is a service which allows people using a textphone to communicate with people using a telephone or another textphone. It allows for deaf, hard of hearing and speech impaired people to communicate more effectively over the telephone.

Making your original document more accessible will reduce the need for producing alternative formats. However, people with some types of visual impairments, learning disabilities, dexterity or literacy difficulties (such as dyslexia) are likely to have difficulty accessing information in written text - even in the largest font size. You therefore still need to consider alternative formats that meet their needs in addition to making your initial document more accessible.

Some formats suit one type of impairment/disability more than another. This depends on whether your business needs are to specifically target people with particular impairments/disabilities or if you know, whether there will be a high proportion of people with a particular impairment/disability in your audience. We can advise on more specifically in each instance, but as an indication:

**Visual impairments** - audio, audio description, Braille, Moon, telephone

**Learning disabilities and literacy difficulties** - audio, audio description, Easy Read, easy access, Makaton, subtitles

**Hearing** - British Sign Language, Makaton, subtitling, textphone, SMS

**Co-ordination difficulties** - large print, audio, audio description, telephone

### **Our strategy for producing alternative formats includes:**

Our dedicated Translation team will be able to provide advice and/ or a quote depending on your particular needs. We appreciate that is efficient to consider the needs of your patients/customers in advance, and assess which, if any, accessible format versions are likely to be required. And we also appreciate if you are working to a deadline so we will treat any request thoroughly and work hard to establish the best turnaround timescale to suit your company's needs.

### **Special Needs Accessibility Translation Services**

- Easy read and Makaton
- Braille and Mood
- Large print
- Speech to text
- Subtitling
- Audio

### **Easy Read and Makaton**

Easy Read is a special form of writing which helps people with learning disabilities understand information easier. At Translation Empire, we are certified Easy Read text adapters. People with learning disabilities need access to all information, not just disability-specific information but also information relating to their health, voting, work and gaining skills.

Easy Read can be used by people with learning disabilities. Makaton can be useful for people with profound learning disabilities. Easy Read can be a useful format for people who have had strokes. Easy Read also uses pictures to support the meaning of text.

It is often preferred by readers without learning disabilities, as it gives the essential information on a topic without a lot of background information. It can also be helpful for other audiences e.g. people who are not fluent in English and/ or young children.

Easy Read is also known as; Making information easier, Easier to understand information, Simple words and pictures, Easy Write, Easy Info, Easy Access.

Easy Read puts the main idea over to you whilst removing all of the jargon. Picture symbols or photos are frequently used with Easy Read words to provide a format to help people grasp the meaning more easily. The formatting and text rules are also quite different compared to Plain English.

Below you can find an example of Easy Read (original text, **Easy Read**):

#### Fit for work

*To help prevent disabled people being discriminated again when they apply for jobs, the Equality Act now limits the questions that a prospective employer can ask about disability and health when recruiting new staff. They cannot ask candidates questions about their health that are not related to what they need to do for the job role.*

#### Fit for work

There is a new law called the Equality Act.

This law aims to treat all people equally and fairly. It is especially important for disabled people who are trying to get a job.

The company you want to work for can only ask you certain things in interviews.

They cannot ask you about your health and disability if this is not important for the job.

### **Makaton**

Makaton publications use symbols representing gestures from British Sign Language, words and pictures to communicate meaning. These symbols support the written word, in the same way that sign language supports speech.

Clients who prefer Makaton include families, carers, friends and professionals, like teachers and social workers, who communicate with people with profound learning disabilities.

### **Braille & Moon**

Providing Braille and Moon formats will make your communications more accessible to people with visual impairments.

We delivery high quality Braille translations and we ensure full editing of the content and format to meet the rules and standards of current Braille guidelines. In order to recreate the original document e.g. a booklet, we would bound the document with a wire comb to facilitate reading for Braille users.

We offer a variety of Braille translations including, Braille Business Cards, Menus, Leaflets, Labels and many others. Please just enquire, our translation Project Managers will be happy to help.

Here at Translation Empire, we are also proud to offer documents in Moon format. It is an alternative to Braille and because it is based on the shapes of the alphabet, it is considered to be less complex than Braille. Moon is popular for visually impaired children, those with a learning disability and adults whose vision is extremely poor who cannot read Braille.

There are two options for Moon Translation, a document can either be translated onto swell paper which means the characters are solid lines, or dotted moon where the shapes are made of dots similar to Braille. We edit and review the original text before carrying out translation into Moon. Please contact us should you require further information.

### **Large print**

Large Print allows ease of reading for people with poor vision so it is an extremely good idea to have at least a few important documents available in Large Print.

We can produce simple large print documents in-house from a Word document. More complex jobs take a little longer to ensure that picture and print quality are consistent at larger sizes. We proofread all large print versions to make sure the headings and paragraph text match the page breaks. We offer printing of documents, leaflets, booklets and posters in Large Print. Please contact us should you require further information and/ or advice.

### **Subtitling**

We also offer a subtitling service. Subtitling is text on screen representing speech and sound effects that may not be audible to people with hearing impairments. People who would benefit from subtitles could have been profoundly deaf since birth and those who have become hard of hearing in later life. Some people with a mild to moderate hearing loss are likely to rely on subtitles rather than a hearing aid so it is important that subtitles are as clear and accurate as possible.

At Translation Empire we aim to make TV, films, documentaries and Pod casts accessible for people with hearing impairments. For many people, subtitles are an important channel for receiving information. The process can be somewhat complicated as it has to be synchronised as closely as possible to the picture to allow also for those who lip read. However at the same time, the subtitles cannot be worded too complicatedly because one must be able to follow and read easily and it must also be taken into account that for many deaf people, they consider BSL to be their first language, and written English their second. If you have any subtitling queries, we recommend you get in touch as soon as possible.

### **Audio Transcription**

At Translation Empire we are pleased to offer a personalised transcription service. Our transcribers are all professionals selected by means of their language skills, their knowledge of specialist technical fields, and their experience of transcription. It could be that you have recorded minutes in a meeting, or lectures in a University, or an appointment at a hospital; you can entrust Translation Empire to arrange for a specialist in the relevant field to type up coherent and comprehensive sentences from your audio recordings.

We can also provide advice as to whether it is better to provide an audio version of a letter, or an information booklet. For hospital assessments, care plans and patient specific evaluations we do recommend this for visually impaired people so that they can listen to the information/ advice in the comfort of their own home and have the option to listen again as sometimes information said in a GP surgery, or in a hospital can be forgotten so an audio version would give a patient a lot of peace of mind. When we provide a tape or CD-ROM to make written information more accessible for people with learning/ visual difficulties, we appreciate the words should be clearly pronounced and spoken slowly, say when you need to turn the page so people can follow with the text and consider including music to give time to turn pages.

We can provide alternative formats for people with visual impairments for example

- audio formats
- audiotape
- mp3 audio file
- CD-ROM
- CD
- Audio versions of documents are generally provided on CD-ROM or as mp3 files.

We also offer Voiceover services for Radio & TV adverts, Website videos, Documentaries, Audio books and Promotion & conference DVDs and CDs.

Prior to undertaking a voice-over project, we will carry out a full debriefing and pinpoint any technical language pronunciations or terminology queries so our translators can get your message over in the desired language style.