



# **How to make the most of your Easy Read document**

You've put the time and money into creating an Easy Read document – **now is the time to shout about it!**

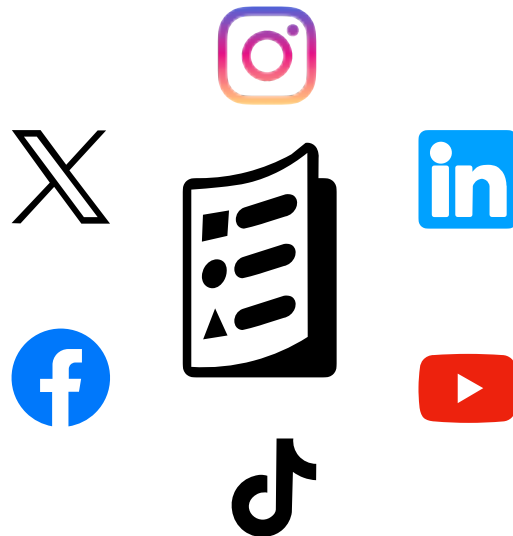
The best way to make sure that people access your Easy Read document is to make it easy to find. People may not know that Easy Read is available, or that they have the right to ask for it, so they may not ask you or search for it themselves.

This short guide provides some top tips to promote your Easy Read document, so that it can help the people you are trying to reach.

# Social media

Announcing the Easy Read document on social media is a great way to reach users directly.

If you tell your followers that you've worked with a specialist company to produce the Easy Read document (i.e. Easy Read Online), it will also help to build trust in your organisation.



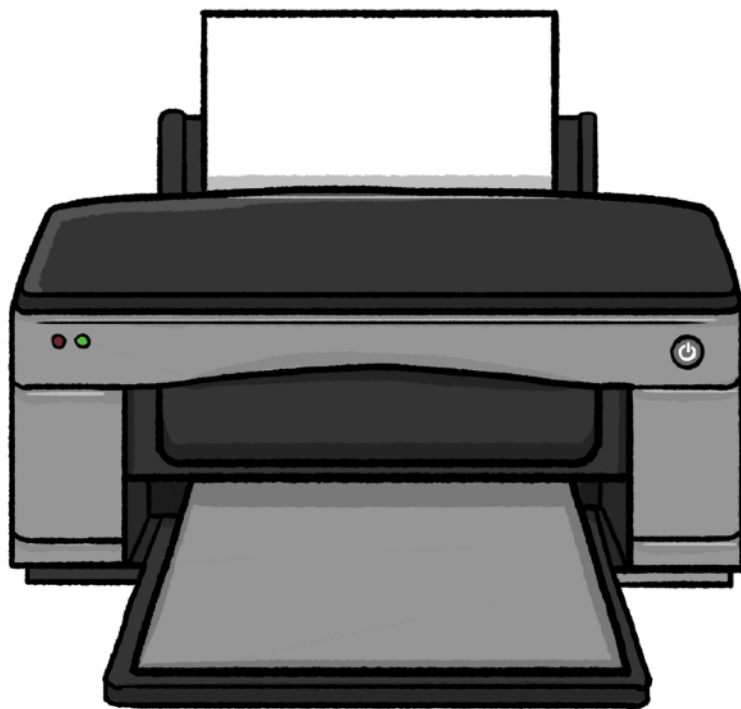
## **If you are putting the information online**

Give users the chance to click on a link, near the top of the page. We can provide an Easy Read logo (like the one on the front cover of your document) that you could display on your webpage(s) which then links to the Easy Read version.

Explain what the link is. For example, below the Easy Read link you could say **‘The Easy Read version uses easier words and supporting pictures. You might find it easier to understand than the main version.’**

## **If you are printing the information**

Position the Easy Read document next to the standard information. The easier to see, the better!



## Speak to users

You could also consider reaching out to local self-advocacy groups. They can prompt their members to engage with your document.

Look for learning disability groups in your area and pop them an email or call, or even post them a printed copy of your Easy Read document.



## **When people can easily access Easy Read, they use it.**

A client told us that, in a recent consultation, 11% of all respondents used the Easy Read information. They found lots of other groups, other than people with learning disabilities, had chosen to respond to the Easy Read survey e.g. people with English as a second language, neurodivergent people, people with low literacy, older people with cognitive conditions etc - but also general members of the public too.

## Find out more...

You can find out more about engaging users with Easy Read, including downloadable resources you can share, on this website: [ineedeasyread.org](http://ineedeasyread.org)

