

The logo for the National Disability Authority (NDA) features the lowercase letters 'n', 'd', and 'a' in a vibrant magenta color, and the uppercase letter 'D' in black. The letters are stylized with rounded tops and a clean, sans-serif font.

National Disability Authority
Údarás Náisiúnta Míchumais

Communication

We're just not getting through to them.



National Disability Authority
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External Communication

Examples include:

- Brand building
- Product, tariff, service information
- Customer support information
- Maintenance communication

Internal Communication

Examples include:

- Product, tariff, service information
- Customer support information
- Strategic development
- Safety notices, maintenance communication
- Human Resources Information

Who benefits from Universal Communication?

- People with disabilities
- Older people
- People who don't speak English as their first language
- Public sector procurement departments
- People who don't usually read the manual
- People who are a bit tired
- People in a hurry
- People who like things to be straightforward



NDA

We need a Communications Expert!

Where can we find one?

Look in the mirror.

- Marketing and PR people know how to write and how to get a message across
- Customer services and support talk to customers, finding out what's wrong and trying to fix it

The Bottom Line for Customers

- People need to be able to see what you're offering
- People need to be able to understand what you're offering
- People need to be able to buy it
- People need to be able to use it

The Bottom Line for Customers

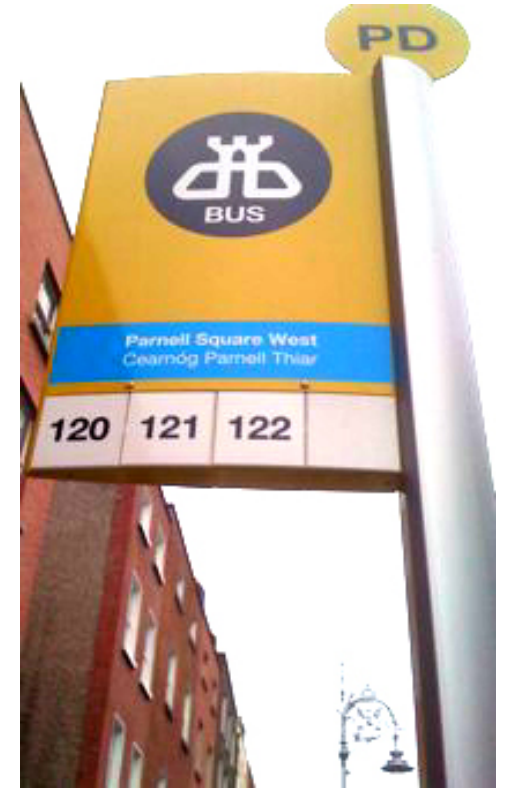
- I need to see what you're offering
- I need to understand what you're offering
- I need to be able to buy it
- I need to be able to use it

The Bottom Line for Staff

- I need to see what we're offering
- I need to understand what we're offering
- I need to be able to sell it
- I need to be able to explain how it works
- I need to be able to tell you when I can't do these things

Example

Dublin Bus have employees from 62 countries of origin (and customers from even more than that). Unclear communication can lead to industrial accidents, unhappy staff, unhappy customers.



Another example

EBS know that customers have problems with forms and with numbers. They looked at their brand guidelines, introduced number-friendly helpers, clearer communications, etc.

They believe it has affected their bottom line and staff have reacted very positively to it.



External Communication

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

External Communication

- RNIB See it Right Guidelines
- plainlanguagenetwork.org
- plainenglishcampaign.org.uk
- juicystudio.com