

RNIB advice on How best to contact people eligible for the government targeted help (written by Dan Scorer and Leen Petré, 26 Jan 2007):

1. CONTACTING PEOPLE ELIGIBLE FOR TARGETED HELP WHO ARE NOT REGISTERED AS BLIND OR PARTIALLY SIGHTED:

Notification letters should be sent in at least 12 point clear print (see link below for guidance on clear print). We would, though, recommend the use of large print (16 point minimum) to reach this audience effectively and save work later because people could not read the information sent out in 12 point.

http://www.rnib.org.uk/xpedio/groups/public/documents/publicwebsite/public_print_design.hcsp

2. COMMUNICATING WITH PEOPLE REGISTERED BLIND AND PARTIALLY SIGHTED

All initial correspondence about the Targeted Help Scheme should be sent out to everyone on the register in large print (at least 16 point). It must clearly state that other formats are available (audio tape, braille, electronic etc) and ask people to call to register their format preference if not large print (or respond by email or post), which will be recorded for future use and information in their preferred format despatched on every occasion that written communication is needed.

Following this initial mailing, after a specified time, all those people who have not replied are telephoned to see if they want assistance or information in another format. These telephone numbers will be available because both the BD8 and CVI registration forms request a contact number.

If contact numbers are not available then home visits will have to be undertaken to establish contact.

3. RECEIVING COMMUNICATION FROM BLIND AND PARTIALLY SIGHTED PEOPLE:

It is important to ensure that it is easy and cost free for people to communicate with the Targeted Help Scheme contractor. With initial information about the targeted help scheme, people should get a range of options to allow them to reply, expressing interest in the scheme or ask questions. There must be a free-phone number, an email address and a form (in clear print) to complete with freepost envelope.

The contractor must also be ready to the possibility that they could receive responses on audio tape or in braille from people who prefer to communicate in this way, although given the above options, it is perhaps unlikely.