

Producing easy read and British Sign Language resources

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**WE ARE
MACMILLAN.
CANCER SUPPORT**

Other languages and formats

We produce information in different languages and formats to suit different needs. See below for our translations, audiobooks, easy read and British Sign Language videos.



Cancer information in your language >

Download information in Arabic, Bengali, Gujarati, Punjabi, Urdu, Polish, Portuguese, Romanian, Russian, Chinese and Welsh.



Audio information >

Listen to audio information about cancer. You can listen online, download or order a CD. We have over 50 audiobooks covering cancer symptoms, cancer types, treatments and living with cancer.



Easy read cancer information >

Order or download easy read booklets about cancer. These use simple words and pictures to tell people about cancer.



B S L

British Sign Language (BSL) videos >

We have British Sign Language (BSL) videos about cancer and its treatment.



PDFs and eBooks >

Visit be.Macmillan to download cancer information as PDFs or eBooks.



Braille or large print

If you would like any information in Braille or large print email cancerinformationteam@macmillan.org.uk

What is easy read and who uses it?

What?

- Easy words
- Short sentences
- Images support text
- Large print

Who?

- People with a learning disability (2%)
- People with low literacy levels (15%)
- People with English as additional language (8%)
- Deaf community
- Personal preference

Chemotherapy

Diagnosis and Treatment



Chemotherapy

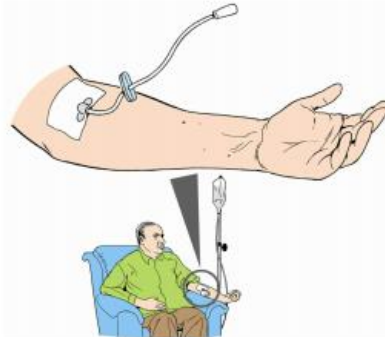


It is very important you know when to take your tablets. You may need support with this.



- **By injection.**

This means putting the drugs into your blood through your skin using a needle. There are different places on your body that the drugs can be injected into.



You will usually have to have lots of treatments, so the nurse will put a small tube under your skin that stays there all the way through your treatment. This is called a **portacath**.

Macmillan's easy read resources

53 easy read booklets covering:

- What is cancer?
- Living a healthy life
- Symptoms and screening
- Tests and examinations
- Living with cancer
- Treatments and side effects
- End of life and bereavement

www.macmillan.org.uk/easyread

How we produce easy read

Step 1 – Choose easy read service provider

- Credible
- Inclusive
- Involves people with learning disabilities
- Previous examples/clients

Doing it yourself? Think about...

- How to create/source images
- How to involve people with learning disabilities

How we produce easy read

Step 2 – Decide on topic

- Organisational priorities
- Mirror your existing range of topics?
- Or do something bespoke?

How we produce easy read

Step 3 – Draft booklet

- Easy language
- Short sentences
- One point per sentence
- Each sentence with an image
- 50 words max per page (A4)

Talking about cancer
can be hard.

You might be scared to
talk about cancer.

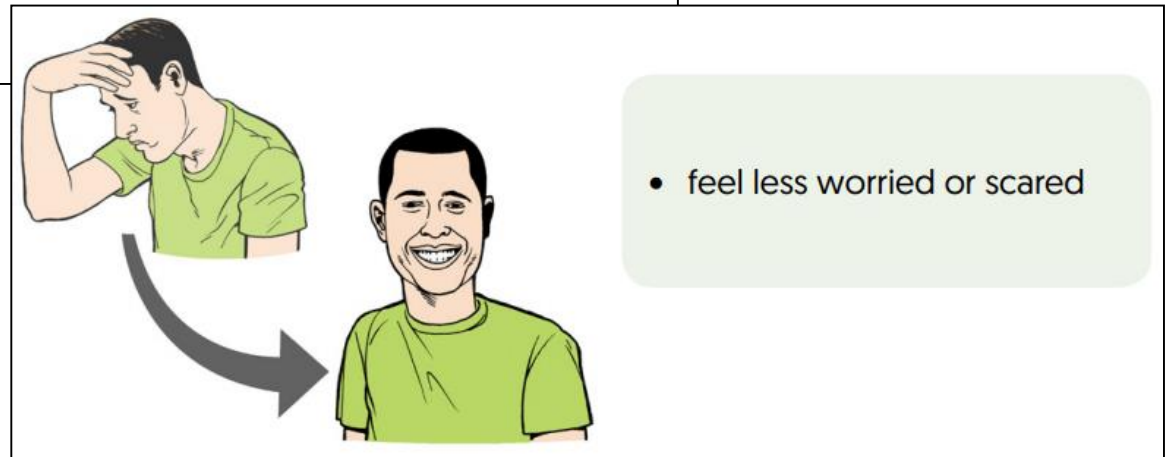
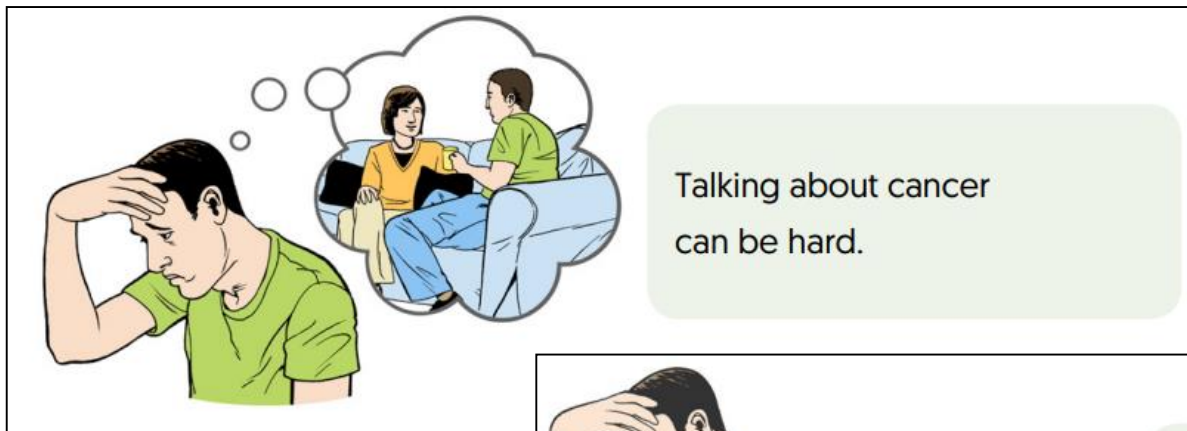
But talking about cancer
can really help.

It can help you to feel
less worried.

How we produce easy read

Step 4 – Add images

- Does provider have own images?
- Images tell the story without words



How we produce easy read

Step 5 – Involve people with learning disabilities

- Check people can understand text and images

Step 6 – Finalise and publish

- Final proofs, branding, quality control

Step 7 – Promote

- How will resources reach your audience?
- Reach out to learning disability organisations

Achievements

- Popular! 2,800 orders per month and increasing
- Primary Care Learning Disability Liaison Nurse:
“Individuals I’ve supported have said the booklets make it easier to talk about things”

Achievements

- Results from patient survey (12 responses)

8/12 found it '**very easy**' or '**easy**' to understand

11/12 said **pictures helped** them understand info

How people felt:

Happier(6) **Less worried**(5) **Better**(5)

- Results from supporters survey (11 responses)

The book helped the person to:

Understand more about the topic (8)

Know what to do to help themselves (6)

Challenges

- Measuring the impact – print survey
- Learning disability specific vs generic
- Illustrations

Lessons learned

- Not just used by people with a learning disability
- Used as a tool during supportive conversation

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About British Sign Language (BSL)

- Sign language used in England, Scotland, Wales
- Official language status
- Different structure and grammar to English
- 20,000–50,000 use BSL as first language in UK
- For some, low or no reading/writing English



<https://www.youtube.com/watch?v=U1wQPIJWtHM>

Macmillan's British Sign Language videos

BSL original videos



Videos with BSL interpretation



Remember...ALL videos should have subtitles too

Macmillan's British Sign Language videos

16 BSL original videos covering:

- Introduction to cancer and where to get support
- Signs and symptoms of cancer
- Living with cancer
- Diet and cancer
- Side effects
- Cancer treatments

www.macmillan.org.uk/BSL

Dairy

Oils and spreads

Fruit and vegetables

Protein

Starchy foods (carbohydrates)

And you should only have a very small amount of oils and spreads.

<https://www.youtube.com/watch?v=LXi-FjaRYEw>

Findings from 3 focus groups with Deaf community

Main findings:

- Short videos, easier to digest, easier to navigate
- Visual aids e.g. medical diagrams
- Simple background, avoid distractions
- Importance of clear subtitles
- Language – too ‘English’
- Glossary of medical terms

How we produce BSL videos

Step 1 – Decide on topic

- Organisational priorities
- Mirror your existing range of topics?
- Or do something bespoke?

Step 2 – Choose BSL video production company

- Brief, proposals, select supplier
- Does supplier employ Deaf people?
- Will they involve Deaf people in production?

How we produce BSL videos

Step 3 – Draft script

- Remember, your script will be translated
- Key points and messages
- 800 words = 5 mins

Step 4 – Think about visuals

- Photos, illustrations, infographics
- Text on screen, bullet points

How we produce BSL videos

Step 5 – Finalise videos

- Checking proofs, final changes
- Adding subtitles
- Signposting – NGT (Text Relay), Skype

Step 6 – Publish on YouTube/website/DVD

- Titles, descriptions, metadata
- Subtitles
- Text transcript

Step 7 – Promote

- How will people find videos?

Achievements

- Hosting 3 focus groups, extensive changes
- Positive feedback from Deaf community:

“It would have really helped me if I was shown this video when my mum was having treatment. I would have understood what was happening a lot more.”

- Online survey about next topics

Challenges

- When and how to involve Deaf people in production
- Online feedback survey accessibility issues

Lessons learned

- Should not assume someone Deaf can access written information
- People watch combo of signer, visuals and subtitles – everyone is different
- Importance of clear subtitles – many relied on them
- BSL is not related to spoken English

Thank you

Any questions?

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