

Mag Pia

Issue No.8 Summer 2009



MagPia is the quarterly newsletter of Pia, the UK's leading independent accessible media company

● Summer is here!

Welcome to the rather fruity summer edition of MagPia. We hope you will enjoy learning more about Easy Read and our article about braille facts, which we think are interesting! I'd also like to thank Dan for his very kind comments (quote on page 4).

● Interesting braille facts

The 6-dot lettering system introduced by Louis Braille was based on an idea by Captain Charles Barbier, a French soldier, who invented a code of 12-dot cells of punched holes, which he called 'night writing' so that military messages could be passed in the dark, in silence.

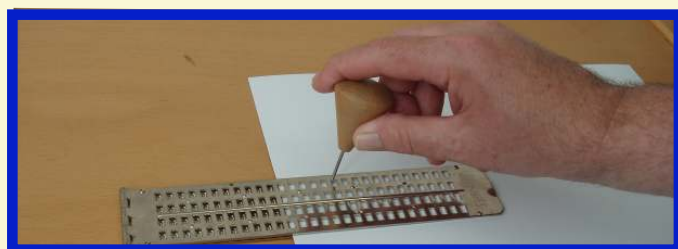
Louis Braille lost his sight at the age of three. While playing with an awl (a tool used to punch holes in leather) an accident left him blind in one eye. Infection spread to his other eye and he became totally blind. Amazingly, it was the same tool, which he subsequently

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used to punch the dots for his 6-dot tactile alphabet.

Reading braille is not easy but the traditional way of writing it is even harder! A stylus is used to press each individual dot into paper. The writer works from right to left on the reverse of the page, so that the raised dots can be read from left to right when the page is turned over.



● An engaging experience!



In previous issues we have featured our lovely Laurens who have worked hard to become Pia's dynamic duo. Love is obviously in the air in production room 1, as we are pleased to announce that they're both engaged to be married!

Congratulations to both Laurens and their respective husbands-to-be. We look forward to more pictures in future issues.

● Pia goes for gold

Following on from our success in achieving the Bronze Health Award, Pia has decided to go for Gold. To help get the Gold we have introduced some regular events:

May – Smoothie and juice week

June – Sports week

August – alcohol awareness week

September – drug awareness week

October – eye health week

November – stress awareness week



All events will be organised by the management team for the benefit of everyone at Pia. During this period we will also be organising healthy picnics, where everyone brings in something healthy to share with colleagues. This not only promotes healthy eating and trying new foods, but also helps with team building and stress relief during a busy week. Feel free to drop in and join us!

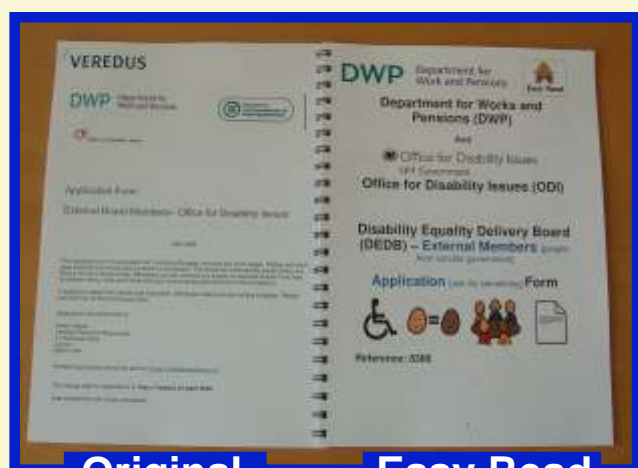
● FAQ: What is Easy Read?

Easy Read is aimed at people with a learning disability. The intention is to supply information in a format that is easy to understand, both in terms of the way it is presented and the content. Many of the rules that apply to producing accessible print also apply to Easy Read, such as:

- Use a clear typeface
- Don't use capitals or italics to highlight words
- Use a larger than average point size (in this case 16 plus)
- Ensure that there is good contrast between text and background

In addition, the content is made easier to understand by:

- Only using words that are in common everyday usage
- Using numbers not words, e.g. 10 not ten
- Using short clear sentences
- Using full stops but minimising other punctuation
- The use of bullet points
- The use of pictures
- Using colour indexing to help identify sections



Original

Easy Read

People with learning difficulties deserve equal treatment and opportunities, but they often exist on the outskirts of our society with few having jobs, homes or control over their own lives. Effective communication allows people with learning difficulties to be more active within society. If you would like more information about Easy Read or a competitive quote please don't hesitate to contact us.

● UK Vision Strategy

The UK Vision Strategy is the UK's response to the World Health Assembly's VISION 2020 plans which aim to tackle visual impairment.

The UK's Strategy was developed by a group consisting of statutory health and social care bodies, voluntary organisations, eye health professionals and service users.

Once the strategy had been developed into a draft document, there followed a consultation, which has helped strengthen the strategy.

There are three Strategy Outcomes which intend to address the needs of

people of all ages and cultures. The three Strategy Outcomes are:

- Improving the eye health of the people of the UK.
- Eliminating avoidable sight loss and delivering excellent support for people with sight loss.
- Inclusion, participation and independence for people with sight loss.

Progress in these Strategic Outcomes is driven by a Strategic Advisory Group with the help of a project team in RNIB. If you'd like to know more about the UK Vision Strategy, go to:

http://www.rnib.org.uk/xpedio/groups/public/documents/code/public_rnib003464.hcsp

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