

## Did you know?



- **Most blind and partially sighted people have some useful vision.**

Very few people who are registered blind can see nothing at all. Making both the built environment and information accessible is vital and can make a real difference to blind and partially sighted clients and customers.

- **You can make your printed information more accessible. Use a clear and well laid out font at point size 14 and above.** The larger the font size, the more accessible it will become. Using a sans serif font like Arial makes printed information more accessible, as it is easier for many visually impaired people to read.

- **Braille is only read by 3% of people who are visually impaired.** Braille is essential for those people who read it, but many blind and partially sighted people don't. Knowing the other alternative formats will help any business or service meet the needs of blind or partially sighted people.

- **Guide dogs are working dogs and should not be touched or fed without the owner's permission.** Guide dogs are working dogs not domestic pets.

- **Good lighting is vital.** Visually impaired people need around a third more light than sighted people to support any remaining vision they may have.

**Visual Awareness training from Action for Blind People can make a real difference to the services and facilities that any organisation offers. To find out more, please call the Visual Awareness team on 020 7635 4854.**

## Quality training

All of Action for Blind People's Visual Awareness trainers are CIPD qualified, ensuring that the team develops and delivers appropriate training to meet your needs.

Evaluation occurs at all stages of training and every trainee receives a comprehensive handbook and can receive a certificate if requested.

For more information on the quality of Action for Blind People's Visual Awareness training service please contact the team on 020 7635 4854 and ask for a copy of our customer service promise or quality standards. You can also call this number to find out more about the work we have carried out with other organisations and to discuss your training needs.

## Improving Visual Awareness

Action for Blind People is a dynamic national charity providing support to over 20,000 blind and partially sighted people across the UK every year. One of our core areas is employment and we work with employers to:

- provide information and advice on practical employment issues
- develop awareness of the issues surrounding visual impairment and other disabilities, and
- highlight the benefits of employing people with a disability.

We also specialise in the areas of housing, leisure and support. For further information on the range of services Action for Blind People offers to visually impaired people and those working with them, please contact us at:

**National Freephone Helpline: 0800 915 4666**  
**Email: [info@actionforblindpeople.org.uk](mailto:info@actionforblindpeople.org.uk)**  
**[www.actionforblindpeople.org.uk](http://www.actionforblindpeople.org.uk)**



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Registered Charity no. 205913



**Action for blind people**

# improving

# visual

# awareness



# Action for Blind People's Visual Awareness training can be tailored to match the needs of any organisation or company



## Why is Visual Awareness training important?

Nearly 2 million people in the UK are blind or partially sighted. Whether you are a retailer, provide leisure facilities, work in education or are a charity, visually impaired people will want to access your services. How your staff respond to their needs will determine how likely they are to use your services again and whether they will recommend you. If you employ someone who is blind or partially sighted then Visual Awareness training can help their colleagues understand how to best provide support.



## Who can benefit from Visual Awareness training?

Anyone who provides a service! Whether it is frontline staff understanding that it is more useful to give verbal directions rather than just point, or a Human Resources team auditing their recruitment process, Visual Awareness training can make a real difference to the quality of service offered.

We have worked with a diverse range of clients, including the National Theatre, Marks & Spencer, hotel chains, various colleges and libraries and social service teams.

**For more information, please call the team on 020 7635 4854, or visit [www.actionforblindpeople.org.uk/information/VAT/](http://www.actionforblindpeople.org.uk/information/VAT/)**



**Action for Blind People's Visual Awareness training can be tailored to match the needs of any organisation or company, whether access needs to be improved for a client or customer, or because there is a visually impaired member of staff. There is also a standard programme that covers:**

**Communication** - How can you communicate effectively with people who are blind or partially sighted? In what ways can visually impaired people access information? Covering many aspects of communication, this module enables trainees to make their communication systems more accessible to visually impaired people. The module also addresses the most common misconceptions and assumptions that affect communication with blind and partially sighted people.

**Common Eye Conditions** - What are the different practical effects that eye conditions can have upon a person's sight? This module contains a practical simulation of four of the most frequently occurring eye conditions.



Demonstration of a Long Cane



Experiencing sight loss through simulation specs



**The Law and Disability** - The fundamental principles of the Disability Discrimination Act (DDA) are outlined. This is done in terms of the service that the client provides. For example, when training at hotels we highlight to staff members how the DDA would affect hotel services - both to employees and employers.

**Environment** - What could you consider changing to make the built environment more accessible for visually impaired people? In this module, trainees develop their understanding of how lighting, colours and contrast affect those with some useful vision. The focus is on making both short and long term alterations and pre-empting areas that could be issues.

**Mobility Aids and the Guiding Technique** - Is it good manners to stroke a guide dog when you're first introduced to its owner? Guide dog etiquette and the different types and uses of canes are explained. Knowing how to confidently and securely guide a visually impaired person can be essential knowledge and trainees can go through a practical exercise, developing their communication and guiding skills.

Action for Blind People's Visual Awareness team have experience of tailoring training for organisations including retailers, leisure providers, hospitals, public service organisations and voluntary organisations. To find out more about the work the team does and how they can support you, call the team on 020 7635 4854.

### Charging

As Action for Blind People's Visual Awareness training is tailored to meet specific training objectives, we operate a flexible charging policy. Please contact the team on 020 7635 4854 for more information.