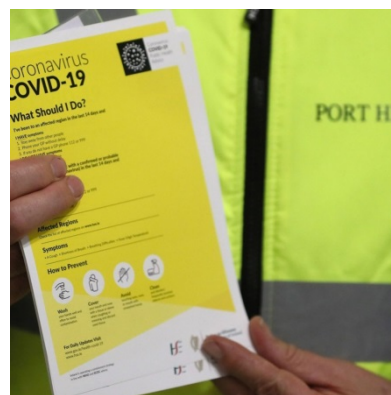


Produce accessible sensitization materials (COVID-19 response)

Suggestions and recommendations for HI's field programs



a. Language

- Make sure to use a simple, clear language, providing all essential information
- Use as less acronyms as you can
- Use short, simple sentences: “When you sneeze, cover your nose with your elbow” rather than “Avoid sneezing without covering your nose”
- Use affirmative sentences rather than negative: “Wash your hands every hour” rather than “don’t stay more than 1 hour without washing your hands”
- Use positive examples opposed to negative examples
- Refer to the [easy-to-read messages about Covid-19 also available in other languages than English](#):
 - [easy-to-read messages about Covid-19 by UNAPECI \(French\)](#)
 - [easy-to-read messages about Covid-19 \(Spanish\)](#)

b. Printed leaflets

Same as above, plus:

- Use simple printing formats, possibly 1 page only (both sides, not folded)
- Use big fonts, at least 14p; use simple fonts with no decorations (Arial, Calibri, etc.)
- Do not justify the text, prefer the left alignment (or right, for Arabic language)



- Use few colors, possibly black text on very clear background, with no decorations
- Remove the non-essential information and clearly evidence the essential ones
- Use clear and simple images to explain the concepts
- Do not rely on color only: create your leaflet as if it could be printed in black and white only

c. Printed posters

Same as above, plus:

- Use big fonts, at least 18p for text;
- Print on a mat paper, not glossy or reflecting; use resistant paper, possibly water resistant
- Make sure the poster is not protected by a reflecting surface (i.e. glass)
- Make sure the poster is not attached on an irregular or curved surface
- Make sure the poster is hanged in a visible place, not hidden or covered, with enough light to be seen and read
- Make sure it is not surrounded by many other information panels or posters: it might be ignored

d. Digital presentations

- If the presentation is sent via email, make sure it is accessible to screen readers as well
 - Refer to the [Microsoft guidelines for accessible PPTs](#)
- If the presentation is projected in a room, make sure the light conditions allow persons with visual impairments to see it
- Same considerations as before concerning fonts, colors, language, etc.

e. Radio announcements

- Make sure that you speak slowly, with a clear voice
- Make sure there are no background noises while you speak music, etc.
- Make sure you introduce yourself when you start speaking and you clearly explain what you are about to say

f. TV announcements or online videos

2. Make sure that you speak slowly, with a clear voice
3. Make sure there are no background noises while you speak music, etc.
4. Make sure that subtitles are available while you speak, and possibly a sign language interpreter as well
5. Use visual materials as well to clarify what you are saying
6. Refer to WHO videos about protection against Covid-19:
 - i. [WHO English video with English subtitles](#) and [other WHO resources](#)
 - ii. [WHO English video with French subtitles](#)