

Accessibility policy

Printed material accessibility



Our aim

We produce a wide variety of health information about lung conditions and living with a lung condition for people affected by lung disease. We are dedicated to ensuring all our information is accessible.

How we will do this

Our production policy states that we aim to ensure our information is accessible by providing it in a range of formats and languages, and promoting its distribution.

We ensure our information is easy to understand by using a clear and defined writing style and layout, following our style and tone of voice guidelines. We check this by involving patients when we produce new information and review it.

Our brand guidelines set out standards on use of typeface and logos for a good contrast with the background to ensure accessibility.

Large print copies of our publications catalogue can be produced on request.

The majority of our information is available free of charge in print, online and is downloadable.

Our production and review process assesses the accessibility needs of its target audience and, subject to resources, provides publications in different languages and formats based on that assessment.

Special language requirements

Some of our information is available online in Welsh. Where budgets allow, we aim to translate key information into relevant community languages.

Our helpline on 03000 030 555 gives information and advice on lung disease, and has a special service in place for people whose first language is not English.

Get in touch

If you have any have any questions or feedback, please contact the publications team at publications@blf.org.uk

More information

Abilitynet - General guidelines on printed material
[<http://www.abilitynet.org.uk/factsheet/general-guidelines-printed-material>]

Accessibility policy

Web accessibility



"The power of the web is in its universality. Access by everyone regardless of disability is an essential aspect." - Tim Berners-Lee, inventor of the World Wide Web

Our aim

Our aim is to make sure the BLF website is as accessible and usable as possible for as wide an audience as possible.

How we will do this

We will try, where possible, to follow the guidance set out by the World Wide Web Consortium's web content accessibility guidelines (version2.0).

However, we also recognise that following guidelines is not in itself enough. We also have to be conscious that as a charity we have limited resources.

Our main objective will be to take a pragmatic approach to making web information accessible. For example: a video might be inaccessible to someone with vision or hearing impairment, but might be ideal for some who has dyslexia. So we will not avoid using content, such as video, but we will not rely on it solely to deliver core information.

The key information that we deliver online (living with a lung condition or caring for someone with a lung condition) should always be available as accessible HTML pages. The same will apply to any information about our services.

We will avoid using text in graphics, we will aim to limit the use of PDFs and we will not rely on multimedia content as a sole way of delivering key information.

Get in touch

If you have any difficulty using this website or have any other enquiries, please contact the BLF digital team at blfdigital@blf.org.uk

More information

BBC guide to accessibility [<http://www.bbc.co.uk/accessibility/>]

Abilitynet - my computer, my way: a guide to helping you get the most from your computer [<http://www.abilitynet.org.uk/advice-info/my-computer-my-way>]