



ADULT  
DYSLEXIA  
ORGANISATION

DYSLEXIA  
FRIENDLY-  
USER FRIENDLY  
CAMPAIGN

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[www.adult-dyslexia.org](http://www.adult-dyslexia.org)

Registered Charity No: 1022854

# Adult Dyslexia Organisation

The **Adult Dyslexia Organisation (ADO)** is a national body for adult dyslexics. It is run by dyslexics for dyslexics and all those who are concerned with adult dyslexics. We provide a wide range of services, both to the public and to professionals. Prior to ADO's establishment, there was no specific voice speaking just for adults with dyslexia on a national scale - currently estimated to be 4% of the population severely dyslexic (2 million) with a further 6% with some form of dyslexia in the UK.

## Aims of the Campaign

The campaign aims to show that services and support put in place for dyslexics, can benefit other disabilities and non disabled alike. This goes across education, employment, ICT and day-to-day living.

The campaign so far has allowed greater retention within education and increased productivity within the workplace, so aiding dyslexics and other disability groups to fulfil their full potential and so make a greater contribution to society.

The ADO has always aimed to be innovative in its approach to problem solving and creating coping strategies, so much so, that industry and government departments have invested in implementing some of our solutions.

The ADO has managed to initiate a number of projects in keeping with the theme "Dyslexia Friendly - User Friendly" with the emphasis on working in partnership across a variety of sectors of government department teams, trade unions, and other industries.

## Campaign Activities and Outputs:

- Launch at the House of Lords 19th May 2005
- Initiate dyslexia accessibility research
- Develop a new website to lead by example: [www.adult-dyslexia.org](http://www.adult-dyslexia.org)
- Encourage strategic support by bodies, companies and institutions
- Publish best practice guides and guidelines:
  - ❖ Web accessibility
  - ❖ e-learning accessibility
  - ❖ Print accessibility
  - ❖ Checklist
  - ❖ CD rom on employment
  - ❖ Supporting learning

## Campaign Principles:

- Ensure accessible communication with the public through internet, email, post, print, phone and face to face
- Encourage a wide range of learning styles (eg visual, auditory, kinaesthetic)
- Encouraging awareness, adaptations and reasonable adjustments empowering people to reach their full potential.

## Sponsors and Supporters:

ReadSpeaker, Lotus IBM, JJ Charitable Trust, Department of Work and Pensions, Knowledge Skill Partnership, Department of Educational and Skills, Department of Constitutional Affairs, National Health Service University, Trade Union Congress, Ufi/learndirect, Read-e.com, Key2access, Tap in Computers, Quarterdeck Publications, Bangor University, London Connect and Pitney Bowes Management Services Ltd, LLU+ London South Bank University, Bakers Food and Allied Workers Union (BFAWU).

# These are the 4 campaign sectors and sub-sector areas of focus:

## Education

- Adult Basic Literacy
  - Further/Higher Education
  - National Union of Students (NUS)
  - Ufi/learndirect
  - Department for Education and Skills (DfES)
  - Exam bodies
  - Learning and Skills Council (LSC)
  - Adult Learning Inspectorate (ALI)
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## Employment

- Department of Work and Pensions (DWP)
  - Human Recourses
  - Trade Unions
  - Career Service
  - Training Providers
  - Access to Work
  - Target Audience - The unemployed
    - Employees
    - Employers
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## ICT

- Assistive technologies
  - Basic computer skills
  - Online training/learning
  - Internet accessibility
  - Set standards for accessibility
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## Day to Day

- Events
- Support groups
- Family
- Local Government/Councils
- Public services

# Type of Commitments

## Setting up Support Groups

Support groups can be set up in different sectors such as a social group, community group, and support group in college, university or the workplace.

The support group activities can range from putting on social events so that people can get to know each other, to becoming an effective lobbying and campaigning group. Groups provide the opportunity to swap coping skills and strategies which leads to building self esteem and confidence and enabling individuals to reach their full potential. It is important the groups are user led to encourage greater ownership.

## Awareness

Awareness can be in the form of training, poster campaigns, newsletters, notice boards, guidance literature and media events.

## Examples of work:

The Department for Education and Skills (DfES) and Ufi/learndirect jointly funded a series of "Dyslexia Friendly - User Friendly ICT" conferences across the country. Ufi/leandirect an "Adult Dyslexia Guide: A Guide for learndirect tutors and support staff" was distributed to over 8,000 people.

Department of Work and Pensions (DWP), Psychology Division are upgrading occupational psychologists' abilities to identify and support dyslexics.

The Supporting Dyslexic Learners in Different Contexts project funded by the Skills for Life Strategy Unit, managed by CfBT in partnership with CTAD and the Dyslexia Institute.

The ADO rewrote the Habia Sector Skills Body NVQ's 1, 2 and 3 courses to be dyslexia friendly and student friendly. Chris Smart's video on dyslexia was distributed to all the member groups of the Habia Sector Skills Body.

ADO's CD rom "Dyslexia and Employment, Enabling Full Potential". Contributions were made by about five government department teams and a mixture of specialists in the fields of dyslexia and employment law.

We changed the prison education contract to include dyslexia in terms of providers demonstrating clear understanding and support of dyslexia.

We have a one day and two day dyslexia and employment awareness course developed by Derek Kennedy and BFAWU.

# Signing Up for the Campaign

The main aim of the campaign is to get institutions, organisations, or individuals to sign up to one or more of the campaign commitments listed below:

- Promote the concept of “Dyslexia Friendly - User Friendly”.

## Education

- Include dyslexia in policy
- Put in place specialist dyslexia support
- Making reasonable adjustments
- Set up support groups
- Awareness activity
- Produce a guide

## Employment

- Include dyslexia in policy
- Whole organisation approach
- Making reasonable adjustments
- Set up support groups
- Awareness activities
- Produce a guide

## ICT

- Making specialist equipment available
- Adapting existing equipment
- Website more accessible
- Intranet more accessible
- Providing Readback facility on website
- Signing up to our guidelines (see website: [www.adult-dyslexia.org](http://www.adult-dyslexia.org))

## Day to Day Living

- Set up or support a Group
- Awareness event/s
- Making information more available
- Set up or support a social event/s
- Set up mentoring schemes

## Sponsors and Supporters

- Sponsor an Event
- Make a Donation

# PLEASE COMPLETE THE FOLLOWING INFORMATION

1. Your ideas for the campaign?

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2. What examples have you come across of Dyslexia Friendly Practice?

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3. What would you like to see become Dyslexia Friendly?

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If you want to continue to be a part of the campaign and be informed of its success and other activities, please complete the details below where applicable:

Full name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

Town: \_\_\_\_\_

Postcode: \_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_