Literacy Audit Workshop:

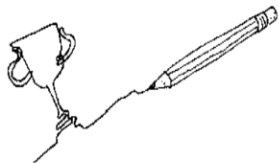# [Name]

Day Month Year

Outline of workshop

Becoming a literacy and numeracy friendly service

Literacy Audit:

mapping to the 10 quality standards

Next steps: actions

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Mapping the public journey

Reception

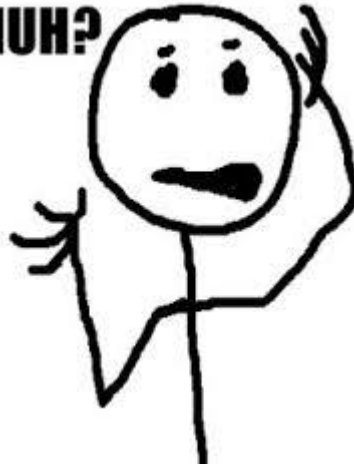One-to-one conversation (face to face or by phone)

Events and meetings

Documents, leaflets, forms

Website

Letters and Email

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Becoming literacy-friendly

Removing unnecessary literacy related barriers

Becoming literacy-friendly

Commitment from whole organisation including management

Including and respecting its staff and customers

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Becoming literacy-friendly

A literacy-friendly service takes account of the literacy and numeracy needs of its customers and removes literacy related barriers.
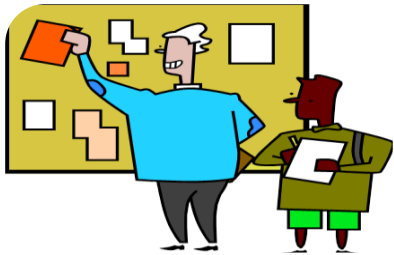
Environment

Staff awareness

Benefits

Clearer understanding	More effective communication
Better and equal access	Greater participation
Fulfil national standards	Better impact

Verbal communication

Printed material

Becoming literacy-friendly

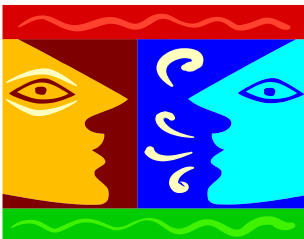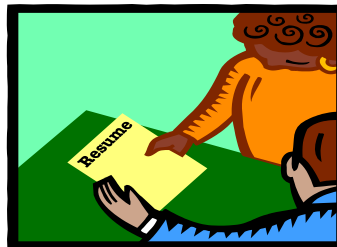A literacy-friendly service has policies, procedures and practices that ensure basic skills are accounted for in everything that it does.

NALA supports organisations to follow a five-step process to become more health literacy friendly.

Step 1: Planning

Step 2: Literacy Audit

Step 3: Action Plans

Step 4: Implement Action Plans

Step 5: Monitor and Evaluate

A literacy audit is a snapshot of a service and how it addresses literacy issues in policies and procedures, communications and staff training and development.

It looks at:

- What you already do to support people who have literacy and numeracy needs; and
- What you could do better to support them.

Developing literacy-friendly standards

NALA's work with organisations over the years covered many areas from staff awareness to communicating effectively using plain English.

In 2010 we developed the 'Right from the Start' guide that outlines the main steps to take in order to develop a whole-organisation approach to literacy.

Right from the Start guide http://bit.ly/2CAueGD

Literacy Advisory Service
Helping you to enhance your work

Right from the Start

A guide to supporting staff and connecting with customers

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Literacy-friendly service
10 standards

Communications (4)

Staff awareness and responding sensitively (2)

Policies and procedures (3)

Evaluating and improving (1)

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Literacy friendly quality standards

	Communications
1	Our staff use **plain English** when **speaking** with people.
2	We use **plain English** in our **written information.**
3	We **check** that people **understand** what we have told them.
4	The **layout** of our office/reception/service is clear.

	Staff awareness and responding sensitively
5	Our staff are **aware** of literacy friendly work practices.
6	Our staff **respond sensitively** to the literacy and numeracy needs of people.

	Policies and procedures
7	We have a literacy-friendly policy.
8	We have specific ways to help people find and use important information and instructions.
9	We support our staff to improve their literacy, numeracy and digital literacy skills.

	Evaluating and improving
10	We regularly **evaluate** and continually **improve** our literacy friendly service.

Communications

1. Communicating verbally: **plain speaking**

2. Communicating through written text: **plain English**

3. Check that people understand what you have said to them

4. **Layout** of office or reception is **clear**

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Communications

1. Plain English when speaking	What areas do you think you do well?	What areas could you improve on?
Avoid unnecessary jargon		
Explain terms		
Use teach back		
Chunk and check		
Relevant information		
Refer to place for more information		

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Communications

2. Plain English in written information		What areas do you think you do well?	What areas could you improve on?
Leaflets			
Booklets			
Letters			
Forms			
Timetables			
Course instructions			
Course materials, handouts			
Surveys			
Website			

Communications

3. Do you check that people understand what you have said to them	Yes	No
Give examples		

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Communications

4. Is layout clear?	Yes	Needs to improve	No
Is the reception layout clear?			
Is it free from clutter?			
Is there a sign for reception?			
Is there an information desk where people can go to with queries?			
Is there an information stand? Is this clear?			
Is there a noticeboard? Is this clear?			
Is there is a map of the building / floorplan on display in the hallway?			
Is it easy to navigate your way around the building?			
Are signs written in plain English?			

Staff awareness and development

	Staff awareness and development
5	Are staff **aware** of literacy friendly work practices?
6	Do staff **use literacy aware work practices** and **respond sensitively** to the literacy and numeracy needs of customers?

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Staff awareness and development

	Yes or No	Comment
Are all your staff literacy-aware?		
Have all existing staff attended a health literacy awareness session? Are they given a refresher course?		
Do all new staff attend a health literacy awareness session? Is this logged in their induction sheet?		
Do staff use literacy friendly work practices?		
Do staff respond sensitively to literacy and numeracy needs of service users?		

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Policies and procedures

	Question	Yes/No
7	Do you have a **literacy friendly policy?**	

Questions:

- Is the policy clear? Is it easy to understand?

- Is there anything missing?

- What could improve it?

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Policies and procedures

	Question	Yes/No
8	Do you have specific ways to help people find and use important information and instructions.	

Customer Service Activities	Policy	Procedure (including amount of reading and writing involved)
Initial contact with organisation		
Accessing services		
Complaints		
Other (specify)		

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Policies and procedures

	Question	Yes/No
9	Do you support your staff to improve their literacy, numeracy and digital literacy skills?	

Examples:

Evaluating and improving

	Evaluating and improving
10	We regularly **evaluate** and continually **improve** our service to be health literacy friendly.

	Yes or No	Comment
Do you ask for feedback from service users? Which methods do you use?		
Do you review and share good literacy friendly practices? How?		
Do you have 'literacy friendly' as an agenda item at your senior staff meeting?		

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Action Plans

What can you do to become more literacy-friendly?

Area	Actions	Person responsible	To be done by (when)	Monitoring by (method, date)
	1			
	2			
	3			
	4			
	5			
	6			
	7			
	8			

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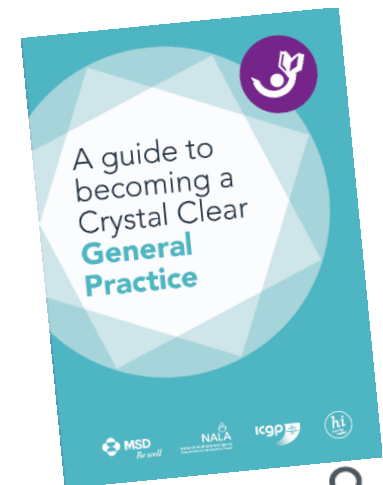Áisíneacht Náisiúnta Litearthachta do Aosaigh

The Crystal Clear Mark

In 2015 we developed a new national programme offering pharmacies and general practices the opportunity to gain a unique quality mark. This **Crystal Clear Mark** recognises pharmacies and general practices that deliver a health literacy friendly service to their patients. Up to 2021 105 pharmacies and 5 general practices have achieved the Mark.

You must show that you comply with **nine quality standards** by completing an online audit tool. The standards and questions look at policies and procedures; communications, staff training and awareness and evaluating and improving.

It was developed by The Irish Pharmacy Union (IPU), MSD and NALA.

Online Audit Tool www.nala.ie/crystalclear

One Small Change

Is there **one small change** you could make in your work?

What else could you do to become more literacy-friendly?

Conclusion

Literacy and numeracy are essential skills that we develop and maintain throughout our lives

Becoming literacy aware and literacy-friendly means better services

Think what you can do to get your message across better.

Making one small change can make a difference

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Further information

Other ways to support literacy

• Support people you meet who could benefit from literacy tuition

• Strengthen the links between your office and the local ETB adult literacy service

• Promote literacy awareness in your own workplace and community

• Use plain English – see guide at bit.ly/1ehZ1ns

• Read with your child - www.helpmykidlearn.ie

• Volunteer as a literacy tutor

• Join NALA

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