

**Becoming a
Symbol-Friendly
Organisation**



we are now symbol-friendly



In partnership with Widgit, we are delighted to share that we are now a symbol-friendly organisation.

Using Widgit Symbols to enhance the way we communicate will help us to ensure the needs of all our customers are met, such as those with Speech, Language and Communication Needs (SLCN), cognitive or learning needs, English as an Additional Language (EAL) and many more.

By providing tailored symbol resources, we'll be able to better support customers with diverse communication needs.

This short series of slides will explain:

- Why we're becoming a symbol-friendly organisation and how we're doing it.
- What the Widgit symbol language is and who it helps.



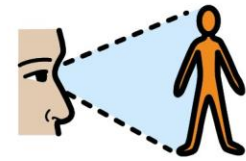
Communication is not
just about words.
It's about **understanding.**



“ We want to be a symbol-friendly organisation because we believe everyone deserves to understand and be understood, no matter how they communicate. ”



It's not always



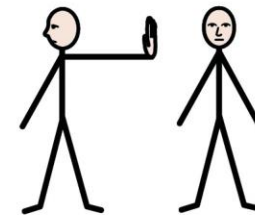
obvious



when



someone feels



excluded



Why we're becoming symbol-friendly.



“ 16.4% of adults in England, or 7.1 million people, can be described as having ‘very poor literacy skills’, also known as being functionally illiterate. ”



“ 14 million children in the UK have long-term Speech, Language and Communication Needs (SLCN). ”

“ 20% of the UK’s population experience communication difficulties at some point in their lives. ”



We recognise our customers' diverse needs.



Autistic and neurodivergent people

Young children who cannot yet access text



Dual language or international visitors

People born with or who may develop communication difficulties



People living with dementia

The families and carers of these groups



We are a communication-forward company.



By weaving Widgit Symbols into our customer experience, we convey a powerful message of inclusivity, demonstrating our commitment to welcoming people with diverse communication needs.



Being **symbol-friendly** helps us to...



- **Empower all of our customers** to fully enjoy and participate in the experiences we provide.
- **Build on our values** as a socially responsible, compassionate and inclusive business.
- **Ensure better compliance** with the 2010 Equality Act, meeting legal and regulatory requirements regarding accessibility and inclusion.
- **Serve the needs of visitors** with Speech, Language and Communication Needs (SLCN), cognitive or learning needs, English as an Additional Language (EAL) and many more.



Using symbol materials to support our customers.



Symbol Guides give people who may feel excluded or overwhelmed access to a service or venue.



Using symbol materials to support our customers.



Symbol Education Packs help spread the word of the subjects that we're passionate about to children of all ages and abilities.



In the dentist's room

- I will sit in the dental chair
- I can wear sunglasses
- I will open my mouth
- A light will shine on me
- The dentist will look at my teeth with a small mirror
- The dentist may brush my teeth
- The dentist may paint my teeth with banana jelly
- I can close my mouth for a rest

Going to Beavers

I am going to Beavers.

Beavers is a group for children who are a similar age to me.

The group is called a Colony and the children are called Beavers.

My Colony is called:

I am going to Beavers on: at: (time)

My First Ballet: Coppélia

Quiz: Page 4 of 5

7 ? What is the mysterious girl?

a doll a queen a friend

8 ? What happens when Franz wakes up and sees Swanilda?

they run away they have dinner they go shopping

Sheffield Children's NHS NHS WidgitHealth
 NHS Foundation Trust NHS Foundation Trust www.widgit-health.com
 Developed by J. C. Harris, C. L. Jenkinson, J. Short & Widgit Software. Widgit Symbols ©Widgit Software 2002 - 2021. www.widgit.com

Using symbol materials to support our customers.



“ Symbol Signage helps visitors find their way around our venue and learn key information. ”



What exactly are Widgit Symbols?



For over 40 years, Widgit Symbols have been used in a wide range of settings, including schools, healthcare, public parks, airports and leisure attractions. All Widgit Symbols are designed to be gender-neutral, inclusive and relevant.






- **10,000+ Schools**
- **100+ Organisations**
- **16 Countries**



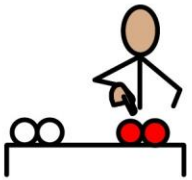






The **Symbol** way to communicate.



Widgit's colourful, simply-drawn symbols each illustrate a single concept in a clear and concise way. They cover a wide range of topics that make them suitable for symbol users of all ages and abilities.

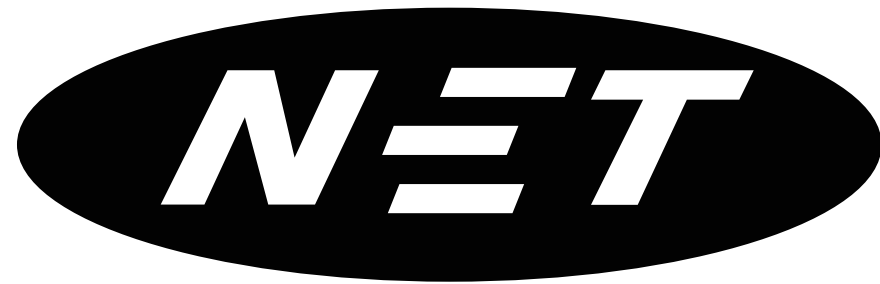
     **ABC**

Widgit's products use symbols to support text.

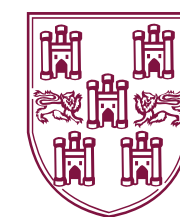
      **+** 

These symbols help people, read understand and communicate.

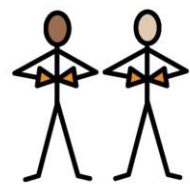
We're in good company.



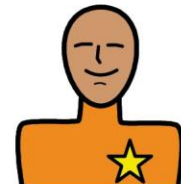
NPHT
NATIONAL PARALYMPIC
HERITAGE TRUST



Winchester
City Council



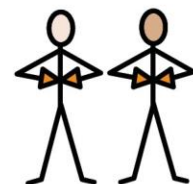
We're



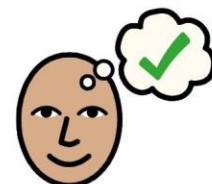
proud to be a



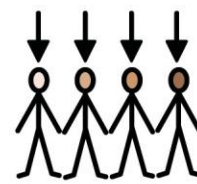
symbol-friendly organisation



because we



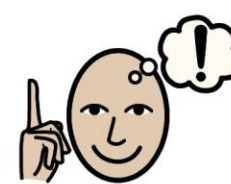
believe



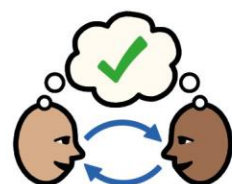
everyone



deserves



to understand



and be understood



no matter



how they communicate.



At Widgit, we believe in a world where everyone has the right to understand and be understood.

Through the power of Widgit Symbols, we proudly help facilitate communication, education and understanding across a variety of settings, including schools, homes, healthcare, and even while on the move!

If you would like to explore becoming a symbol-friendly organisation, please visit:

www.widgit.com/symbol-friendly

