

Photosymbols



Overview

Reference: 01

Location: Bristol

Group: Learning
Disabilities

Initiative type:
Information

Contact

Email:

ask@photosymbols.com

Website:

www.keepsafe.org.uk/

Twitter:

@Photosymbols

Top Tip

Move away from reliance on words. Use pictures, audio, video and social media to tell stories that promote your message.

Why is this important to us?

People with Learning Disabilities (LD) are up to six times more likely to die from COVID-19, so our objective is to minimise death and maximise vaccine uptake. We knew that taking the vaccine was going to be an issue for people with LD as there is limited information out there. We were aware of the risks and wanted to ensure information was accessible for them. This is not a question of whether it is worth doing as we believe it is worthwhile!

What are we doing?

At Photosymbols we produce simple, succinct and accessible information about the vaccine for people with mild or moderate LD and for their carers. Our information strategy includes creating a website, posters, videos and sharing this on social media. We produced a short video on the vaccination journey using actors with a LD. We designed two single page posters with a word count of 100 and audio versions to go with them. We also offer a simple vaccination questions and answer page on our website with supporting pictures and audio clips.

Who is involved?

We work with actors and employ consultants who have a LD to ensure we co-produce our work. We run the design past them, ensuring the wording is correct and the pictures are clear. We create a space for people to express their viewpoints about the types of information we provide. We also have a professional photographer as part of our team and worked with Learning Disabilities Nurses at North Bristol NHS Trust.

What works for us?

We have done a lot of work on promoting our work via twitter, Facebook and YouTube. Being responsive and getting stuff done quickly and trying to be part of the campaign to get people with LD vaccinated has driven this work. If people need information, we will just respond and get it out there. It's about being active, following research and evidence, and keeping an eye on things.

The first post reached 2.5 million people on Facebook and our stuff is getting reshared and retweeted- the overall response has been phenomenal! We won't have noticed the full reach of it yet as we have been firefighting up to now.