

# Get Accessible for Dyslexia Awareness Week

Submitted by: The British Dyslexia Association

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To celebrate the launch of Dyslexia Awareness Week the British Dyslexia Association (BDA) is premiering a complete learning support package for its members.

The BDA Learning Access Suite is the first package of its kind in the world to provide unparalleled support for reading, writing and accessibility for dyslexic people for use at home. The Suite is less than half the recommended retail price.

Dyslexia is a specific learning difficulty, which mainly involves the development of literacy and language related skills, and affects one- in- ten in the UK.

Dyslexia Awareness Week falls on the 3rd - 9th November and this year's campaign aims to encourage organisations to produce their communications in formats that are accessible to those with dyslexia. Using technology such as text-to- speech is an ideal way for those with dyslexia to access the written word. If companies automatically prepare all materials to be easily read by a screen reader then there is equal access for all. This is beneficial for both the company and the dyslexic person.

The BDA Learning Access Suite contains:

- Dragon NaturallySpeaking, version 10, a speech recognition tool that allows the user to speak to the PC and see the words appear on the screen, with a high quality microphone head set;
- ClaroRead text- to- speech tool, which makes text accessible by reading it to the user;
- ScreenRuler, a reading ruler, which highlights and magnifies a band of text, making it easier to concentrate on text or objects on the screen;
- ClaroView colour overlays, which changes the colour of the screen providing a clearer view;
- MindFull, a concept mapper, which allows users to create their own 'mind maps' through a simple program.

The BDA Learning Access Suite allows BDA members to purchase excellent technology worth around £350 for just £149 plus VAT. Schools can also purchase the Suite for £99 plus VAT.

BDA Chief Executive Judi Stewart said: "This year's Dyslexia Awareness Week aims to encourage people to make steps to help those with dyslexia access the written word, and assistive technology such as Dragon NaturallySpeaking and ClaroRead is crucial to this. I am delighted that we are able to offer our members this package at such a reduced cost, making this type of expertise so affordable.

"The BDA Learning Access Suite removes barriers to allow the user the full spectrum of assistive technology, which can revolutionise a dyslexic person's life. For a child it is still very important that they are given the right support so they can learn to read and write. However, this Suite enables

them to keep up with their classmates in other areas of the curriculum.”

The BDA Learning Access Suite is available to buy on the BDA online shop [www.bdashop.org.uk](http://www.bdashop.org.uk) from the 3rd November.

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Notes to Editors:

1. The British Dyslexia Association (BDA) is the voice of dyslexic people. Our vision is that of a dyslexia friendly society that enables dyslexic people to reach their potential. We offer advice, information and help to dyslexic people, their families and the professionals who support them.
2. The BDA Learning Access Suite is £149 plus VAT for BDA Individual members, and £99 plus VAT for BDA Organisational Member schools.
3. The BDA Learning Access Suite is available exclusively to BDA individual members, is not for resale and available on a home user license, exclusively through the BDA's online store [www.bdashop.org.uk](http://www.bdashop.org.uk).
4. The BDA Learning Access Suite is available at £149 plus VAT for individual members and £99 plus VAT for school members only until 31 January 2009.
5. Further information on the BDA Learning Access Suite can be found at [www.learningaccess.co.uk](http://www.learningaccess.co.uk).
6. Dragon NaturallySpeaking software from Nuance is used by millions of people – in the office, at home, at school, on the road, even in hospitals and GP practices to get more done faster by voice. Dragon delivers what matters most in speech recognition – superior levels of accuracy, seamless integration with the most popular PC applications, and unrivalled ease of use. [www.nuance.co.uk](http://www.nuance.co.uk).
7. ClaroRead, ScreenRuler, ClaroView and MindFull from Claro Software are widely used for reading and writing support, proof reading, magnification and general access to your computer. [www.clarosoftware.com](http://www.clarosoftware.com).
8. For more information on dyslexia please go to [www.bdadyslexia.org.uk](http://www.bdadyslexia.org.uk) or call the helpline on 0845 251 9002.