

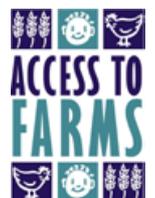
The Federation of City Farms Farm Managers Guide



This is a Clean Hands Zone



Federation of
City Farms
& Community
Gardens



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Introduction

This toolkit has been developed specifically to address both public concerns when the few but significant outbreaks of infectious diseases associated with farms occur, and the need for farms to improve the quality of signs to convey health and safety messages to visitors.

The toolkit includes general advice regarding writing and publishing to ensure that messages are presented clearly and as accessible as possible.

The signs are available to download and have been designed so you might use the red and green hand/tap signs on their own (for example on doors, a series attached to fences leading to hand washing facilities, or even on floors) or add them to existing signage you already have on site.

If you receive any comments or observations from your visitors please pass them on to the Federation of City Farms and Community Gardens to ensure that we might amend or add to the resource over time.

We hope that this toolkit will be easy to follow and easy to use and that all Farms in the Federation will therefore present a uniform image.

In addition the following points need to be recognised:

- We should avoid using stereotype images of people
- We should avoid cartoons
- We should be aware of cultural symbols
- If we use Icons they should be strong silhouettes showing recognisable instructions or situations
- Use traditional symbols for male and female and directional
- Use single message signs - no mixed instructions on a single sign

The Concept

We have created a colour suite and branding around a traffic light system.

We believe that the traffic light is a method of stop/start that can be understood by most groups. In addition we propose that each farm purchases a Hand Hygiene Kit.

This kit can be branded with the **Clean Hands** message and provide an interactive way for Farms to demonstrate the need for proper hand washing - it will also be a place where people can read the legislation.

We have created a simple and flexible system that should allow Farm managers and their staff to incorporate this new sign concept into their own brand. We have created two themes, Go and Stop.

We believe that it is impracticable to expect Farms to replace their existing permanent signs due to the cost factor. However many of the entry signs can be improved by adding elements of the signs from this toolkit. We give examples of how this can be achieved in this document.

We would like the **Go** to be a positive message and is intended to be a welcome and advice type sign. **Stop** is intended to be an alert and an instruction. The signs we have created are of the non permanent category and should not be confused with existing permanent signs.

Do's - green

- 1 Have you washed your hands
- 2 Now wash your hands

Don't's – red

- 1 Don't feed the animals
- 2 Don't put your hands in your mouth

Brand

A single hand/tap brand has been created that can be used on all signs that come under the non permanent category. This is to be used mainly as a link that will reinforce the importance of hand washing.

Farm Environment

The farm environment itself can be an important factor for people being able to follow the instructions on the signs. For instance too many signs and of different graphic styles can cause a confusion and thus a lack of understanding of the message being conveyed. "Legal" standard signs,

whilst being understood by most adults, are not always understood by other groups and even by those who do understand the message they are often ignored. There is also a feeling by some that their responsibility lies in adhering to their legal responsibility only, without ensuring that all groups have understood the risks of their visits.

In addition to the existing signage provided by the Health and Safety Executive there are other signs and campaigns provided by local authorities and the National Health Service. This is another factor in a variation of message being provided from Farm to Farm.

There simply is no one standard that is being adopted nationwide.

There is also a variation of hand washing posters provided from the very complex to the cartoon.

The hand washing outlets also vary and are often only available in the toilet areas. Where hand washing units are more accessible i.e. on the walls outside of the farm areas they are a much more appealing place to wash hands - and if these units were to be dressed in the Clean Hand Zone livery then this would provide a more lively and fun place to wash hands.

- The Farm environment should have very visible and accessible hand washing facilities
- The hand washing facilities should be separated from the toilets if possible
- Where soap dispensers are used they should be easy to use - some dispensers are difficult for special needs groups to understand, and be able to reach
- Hand drying should be easy to understand
- The use of Hand Clean Lightboxes should be used liberally with the Hand Brand displayed on and alongside it
- Hand Clean Lightboxes would also include a leaflet dispenser with simple and clear instructions on why hand washing is important
- The Farm Environment should display a "This is a Clean Hands Area" especially in the animal areas.
- Cafe's should display "This is a Clean Hands Area" as well as directional signs for toilets and hand washing.
- If possible a communal hand washing unit should be built - this could be sponsored by a local business, for instance.

- The use of hand sanitisers is a bit misleading as they don't actually clean hands and should be avoided.
- The signs used should be consistent and considered carefully, be cautious in using locally driven campaigns that are not nationally recognised.
- Be aware of the number of signs used - it may be confusing if more than one sign of the same type is used too close to each other. Equally if there is more than one message being presented in the same place then this can cause confusion.
- How to wash your hands is an important message and this should be given priority and be included as part of the Welcome to groups.
- Hand washing posters should be present near hand washing facilities - but be careful about the type of poster used.

Visitors Pack

This should be sent out to learner groups prior the visit.

Leaflet which will show:

- Where to wash your hands
- How to wash your hands
- Why to wash your hands

Farm Managers Toolkit

This will include PDF's for:

- Farm Managers Guide
- Visitors leaflet
- Non Permanent signs in PDF

The Farm Managers Guide

This new Brand is intended to be used alongside existing signage. We hope that it will be easy to use and implement and encourage Farm Managers to use this on all of their signs where they can.

We have simplified the message to “This is a Clean Hands Zone”.

It consists of two instructions:

Green for Go

Red for Stop

Each image uses a hand with tap or as a stop instruction.

Think of these images as a simple sticker to add to your existing signs. They can also be used on their own to reinforce the message of hand washing.



Green for GO

- GO - Please wash your hands?
- GO - This is a Clean Hands Zone.
- GO - We hope you enjoyed your visit - now wash your hands.
- GO - Please wash your hands after visiting the animals



Red for STOP

- STOP - NOW wash your hands?
- STOP - Do NOT touch the animals.
- STOP - Do NOT stick your fingers through the fence - PIGS can bite.

Green for Go

This is an important message and is not intended to replace existing signs that appear at the entrances to the farms. This is a sign that is both **Welcoming** and **Reinforcing** the **Clean Hands** message.

Rather than cluttering the Entry signs with small and lengthy safety messages which can both be off putting and ineligible you could think about **Simplifying** the sign and using the sign **Welcome to our Farm** immediately as you enter the Farm.



In addition to this you could display the following sign on doors and walls around the farm:



There are a number of variations to this sign including this long strip:



There are also the simple reinforcement signs of just the Green for Go hand.



Where animals are accessed you could think about reinforcing the Green for Go sign - Touched the Animals?



Where food is involved think about using the following sign:



Red for Stop

This is a warning sign and call to action and could be placed in strategic places such as on Exit doors. This is intended to “flag up” the need for washing your hands.



Other signs supporting the Red for Stop message could be used outside of cafe's, toilets and animal enclosures.



The Clean Hand Zone Sign Collection

Notes on use

The signs supplied are all in both jpeg image format and PDF format.

They are produced in medium resolution format which means that an A4 artwork can be printed to A3 on ink jet printers. These signs can be printed in house using inexpensive colour ink jet printers. Bigger copies can be obtained from commercial printers specialising in digital printing. A quick search of the internet can point you to such suppliers.

The photography used has been taken specifically for this project and can be used freely on all Farm premises in the formats supplied.

Please do not rearrange the messages or be tempted to make your own signs from this set. If you do make your own signs then we have supplied the Green and Red Triangle signs for you to add to these. We are aiming for consistency wherever possible so that visitors will see the same messages relating to hand washing at different farm outlets nationally.

Green for Go Signs

Title: Clean Hands Zone

Description: This is a welcome sign and indicates to visitors that they are welcome to the farm but that the farm is a Clean Hands Zone. It can be used at entrance points to the farm.



Title: Clean Hands Zone

Description: This is a simple all purpose sign and indicates to visitors that the farm is a Clean Hands Zone. It can be used in all parts of the Farm. We have provided a square version as well as a long strip for use on fences or on the bottom of existing signs etc.



Title: Green Hand

Description: This is a basic sticker type sign that can be used to add to existing signs in order to reinforce the clean hands message. We have provided an A4 template with six of these signs for printing and cutting out as individual signs.



Title: Picnic Area - A4

Description: This sign creates a visual link between the Clean Hands Zone and eating areas. This sign should be placed on entry points to the eating areas.



Title: Touched the Animals?

Description: This is sign creates the link between touching animals and the need for hand washing and also reinforces the Clean Hands Zone.



Red for Stop Signs

Title: Stop Wash Your Hands

Description: This is a simple all purpose sign and indicates to visitors that the farm is a Clean Hands Zone. It should be used on the exit doors of cafe's as a reminder to wash hands as well as other exit points around the farm. We have provided a square version as well as a long strip for use on fences or on the bottom of existing signs etc.



Title: Have you touched the animals - A4

Description: This sign creates a visual link between touching animals and the need for washing your hands. This sign should be placed on exit points to the animal areas. There are a number of different animal options.



Posters and Leaflets

In addition to the posters and signs for use in the farm environment there are also three useful documents:

A4 Poster

This is a general information poster that should be placed at the reception or near to the entry point to the farm. This should also be used in the cafe and toilet areas.



A4 Visitor Leaflet

This should be sent to group visitors along with the Farm Visit booking form. It contains essential information relating to why hand washing is important. This leaflet includes information about the signs used and other signs that may be on site.



A5 Visitor Flyer

This is a smaller and more direct version of the A4 leaflet and should be made available throughout the farm environment.



Appendix 1

A Guide to Clear Print

Know your audience

Before embarking on producing any communication for your visitors you must first of all consider your audience. This may mean that you need to produce a number of variations of your communications material. This may sound onerous but don't forget that you could be missing out on sales or essential safety advice by not targeting your material at the appropriate audience.

For instance not making your visitors aware of your shop/cafe could contribute to a missed sales opportunity. Equally if you do not provide the relevant safety advice in the appropriate manner then this could result in harm coming to your visitors - also bad for business.

Do not assume

It is easy to try and guess what people want. But you may get it wrong. So make contacts with local disability groups (see Appendix 2 for a list). These groups are often delighted to get involved in helping to improve access for all. Even if you do not follow this advice at least you are more informed about different group's needs. And also this way of involving people in your communications strategy is good networking and good for business.

Be creative

Even with a small budget it is still possible to produce material that people can read. Do not think that you will have to spend huge sums of money to produce high quality, creative material. Have you thought about using audio to support the visual message. Audio trails are a great way to bring visitors in and keep them interested for longer.

The guidelines

Font Size

The font size (point size) is key in making the printed word easy to read. We recommend a point size of at least 14 whenever possible, (this document is 16pt). Quite simply, the larger the font the more people you will reach.

Contrast

We should always work to achieve a distinct contrast between the background and the text as this makes text far easier to read.

The size and weight of type also affects the contrast considerably and should be given much consideration. For example a thin version of a font style may work well in a heading at 18 or 20pt, but we will need a roman or heavy version of the font for the main body text.

Black text on a white background always gives the best contrast. If another colour scheme is to be used try to find one with a distinctly marked contrast.

Font Style

Highly stylistic fonts, (such as; ornamental, decorative, handwriting styles) cause problems for many types of visual impairment and are best avoided.

Typographical Styles

Whenever possible we should be avoiding underlined and italicised text as well as blocks of capital letters as these are hard to read. Titles and short phrases in block capitals can be OK, but we should avoid using them in longer phrases. Underlining or italicising text for emphasis needs to be avoided and we should explore other methods of emphasis such as colour change etc.

Leading

The space between two lines of text is known as leading. It is important. The larger the leading the easier it will be for everyone to read. However, as a general rule this space should be 1.5 to 2 times the space between words on a line. Increasing the leading on a document can be beneficial in many ways.

Type Weight

Visually impaired people often prefer bold or semi bold weights. We recommend avoiding light type weights at all times and especially if you cannot increase the point size to compensate.

Numbering

If we are printing a document with numbers, we should look at the numbers in the font we have selected and use a clear font. Numbers that are curly, such as 3 5 and 8 can be difficult. When printing columns of numbers it is best if we can try to increase the kerning around the numbers, (space between characters) wherever possible. 1211132 is not as good as 1 2 1 1 1 32. If it is not essential that the numbers be in columns, then we would recommend avoiding their use altogether.

Spacing And Alignment

It is best if we can maintain the same amount of space between each word. We should not cram or elongate lines of text. Aligning text to the left margin makes it easier to find the start of the following line. It also keeps the spaces between the words equal. We should avoid using justified text; it may look tidy at a glance but it generates uneven spaces between the words making it a lot more difficult to read. Justified text can cause disorientation for many sight problems, causing the reader to lose their place on the page and leading to confusion.

Clear Space

When creating a document it is good to think about the use of clear spaces.

Clear space allows people with poor vision the room to orientate themselves on the page.

Space left around objects such as photos and diagrams,

Space between paragraphs

Space around charts etc.

Space away from the edge of the page.

Length

Line length is important.

The eye becomes tired towards the end of a line and we begin to lose focus.

We need the white space at the end of lines.

Lines that are too long begin to eat in to this space and cause us to lose our place on the page.

This can be disorientating for many visual impairments.

We should also bear this in mind when considering both the length of sentences and paragraphs.

Columns

Our columns of text should have clear and distinct separation.

Unfortunately most programs have a 5mm default margin between columns when it should be at least 7mm. Clear and distinct separation is very important.

Reversed Out Type

When we use reversed out type we should always ensure that we achieve a strong and bold colour contrast with the background. We should avoid using colour tints and try to use strong solid colours on any background that will carry text as to do otherwise will cause parts of the text to white out and render it unreadable. Where we use colour fades, we should place text at the darkest end of that fade, however, we must remember that fades are always going to be difficult for visually impaired people and we should try to avoid them where possible.

Setting Text

We should always avoid wrapping text around objects such as photos etc., especially irregular shaped objects, as this forces text to align in different places which can become difficult to read. (If you absolutely must use a text wrap place the image to the right of the text so at least it will not disrupt the starting point of each line.)

Set text horizontally as text set vertically, as is often done with headings etc. is difficult for partially sighted people to read.

Laying text over images or textured backgrounds also makes it difficult to read. When laying text over a coloured background remember to maintain a good colour contrast.

Horizontal Text

Text that has been set vertically is very difficult for people with poor vision.

Try to set text horizontally as this is the easiest way for people with poor vision to follow.

Photography

We should try not to overuse photography and ensure the images we do chose are clear and with good contrast.

The use of crisp clear framing which gives a definite edge always helps and we should try to avoid drop shadows or other edge effects. Generally we should not lay text over photography as it just makes the text very difficult to read. If we must, then consider what we have said on reversed out text and contrasts. When we place a caption, we should make sure it is readable, (large enough) and we should not use italics. Try a different colour to differentiate the caption instead. The general rule about photography is less is more. It can take some people a lot of effort to view a picture so lets make our pictures count.

We must give a written description of the contents of the photo. Failure to do so will exclude some people from sharing such an experience. This is discriminatory and needs to be given careful thought.

Word Use

We should consider that some words are harder to read. Double letters can often cause problems; e.g. double l's in words such as collect are hard to read. We know that there are times when this is unavoidable but think about it, there will often be another word you could use which is easier to read.

Forms

People with poor sight often have larger than average handwriting, so when laying out forms make text boxes that have to be filled in bigger. This can also be a great help for those who have restricted movement in their hands. This is your first point of contact with a potential customer. Get this wrong and you risk losing them forever.

Navigational Aids

We should consider carefully the features in our document that re-occur such as headings and titles, page numbers, the space between paragraphs and chapters and features such as indents etc. Try to keep them uniform and in the case of titles, headers, footers and page numbers, at the same place on each page. This consistency can be a great help to visually impaired people. We should also consider how we can clearly define useful sections of the document such as content lists. Finally we should leave space between paragraphs as this gives the eye a break, making reading easier. In some cases we should consider using a key so that visually impaired people know what certain features represent.

Printing

Glossy paper can cause glare and becomes difficult to read and we should try to avoid it. Choose uncoated paper, or if you need the durability of a coating consider a silk or matt finish. We should also consider the weight of the paper stock and select a heavier weight, to avoid show through, which can also cause problems. If you can see print from the other side then the paper is too light. If a notice is to be laminated then please use a matt laminate as glossy will cause glare and becomes too difficult for many visual impairments.

Page Setup

When laying out your page it is important to remember how it will work for someone with poor vision.

Is the centre margin wide enough?

When the book is open can you read the words at the ends of lines easily or do they fall in the shadow of a page fold?

If it can be avoided try not to use a heavy binding as this will mean the book will not lay flat when open.

Many visually impaired people have to use screen magnification devices which require that the book must lay flat to enter them.

Other things to consider

Should I Use Clear Print?

We need to give careful thought to the purpose of our document.

A good general rule to follow is, if our document is for information purposes, then it needs to stick more closely to these guidelines.

Documents such as timetables, menus, financial reports all need to be in clear print.

If the document is there to give essential information and can be considered a core document (a document for everyone) then these guidelines most definitely apply.

There are other documents such as adverts etc. where it is more acceptable to make some type of value judgment about your target audience and maybe clear print is not the most important consideration. However, I would say that not following these guidelines always means running a degree of risk that you are missing some of your market or worse still, causing unnecessary offence to someone.

Enlarging

It is very easy to enlarge printed materials through use of a photocopier. However, this often results in grainy images and oversized paper. This solution is considered poor practice and it fails to genuinely satisfy the need for a large print version of a document.

WE SIMPLY MUST NOT DO IT!

If we have been asked to provide large print then that is what we must do. We need to return to the original document and increase the font size where necessary. We should also change the font style and layout of the document to suite. A blown up, or enlarged image of the original, is often a poor imitation of original quality and not good to read; yet it happens all too often.

Hand Written Documents

Where possible we should avoid sending out hand written documents but I know that this is not always possible and there are other exceptions, things such as compliment slips and invitations etc.

In these cases it is best to print the words rather than using joined up writing. Try to use bold writing and remember to watch your spacing. Do not use pencil as this can be too faint and remember your colour contrast.

Do not use marker pens that have a thick nib as this can cause lines to meet and letters such as e and s become difficult to read.

Alternative Formats

These guidelines are about reaching a larger audience with our original mass produced documents. There will be times however, when following these guidelines is not enough to make the document accessible to all and we will need to produce a document in a different format. This is our legal obligation and we really must not adopt the attitude that we are doing the visually impaired person a favour. We most definitely are not. It is simply their right. Furthermore, we need to understand that to provide what is required is our only ethical and fair option.

When this is the case, be sure to discuss the needs of the client with the client themselves and never with a third party.

Failure to consult with the client could result in hurt feelings or insult. Even if none were meant, under Disability Discrimination Act (DDA) we can be prosecuted for hurt feelings so why should we risk that?

Remember only the client knows their specific requirements. Should they require large print, we need to know both font size and font type

and where necessary colour scheme. We also need to have a system to provide literature in Braille and Audio formats.

If you do not already have one we strongly recommend you find a supplier now. For us to scratch around for a supplier when we get a request is not good enough as it causes delay and under DDA we have a duty to supply this literature promptly.

Find a supplier now and establish a relationship with them. Make sure they are able to deliver at short notice and where it is Braille, make sure that they have the facility to have that Braille proof read as incorrect Braille can also cause offence.

We have all had mail where our name was misspelt or there were basic mistakes of grammar etc. If such things can offend us then they are just as offensive to readers of Braille.

Check List

Here is a quick and easy checklist for anyone wishing to produce a clear print document.

- Is your point size 14 point or more? If not could it be?
- Is your contrast good?
- Is your font style too fussy?
- Have you avoided using blocks of capitals and italics?
- Is your leading 1.5 to 2 times the space between words?
- Have you used a bold or semi bold typeface?
- When using numbers, have you remembered your spacing?
- Is your alignment correct?
- Have you left sufficient clear space?
- Have you taken regard of the length of lines, sentences and paragraphs?
- Do your columns have a clear degree of separation?
- Is the colour contrast good on our reversed out type?
- Have you checked the setting of your text?
- Is your photography good and clear?
- Does your photography carry a good textual description?
- Have you considered your use of words?
- Have you left enough space for things to be filled in?
- Is your cover well designed?

- Have you prioritised your text?
- Are all your navigational aids in the correct places?
- Are your paper weight and type as good as they can be?
- Have you considered the set up of your page?
- Is it a document that is pleasant and comfortable for you to read. If it is not an enjoyable reading experience for you, then it certainly won't be a good experience for someone with a visual impairment in legal action.

In addition to the need for clear print there are also language, cultural and learning barriers to consider. Indeed for some groups the above advice can be a negative and so your audience must be understood and consulted with wherever possible. Avoid assumptions and get to know your audience.

Appendix 2

Hand Hygiene Kit



Hand Hygiene Unit

This can be used in conjunction with the new signs provided and is a visual demonstration of successful (or not) hand cleaning. The unit can be a great way of displaying the fun side of hand washing and we are hoping to provide all farms with a unit after our trial period.

Hand Inspection starter kit

kit Includes: 1 x Hand Inspection Cabinet 1 x Carry case 1 x Spare UV lamp
1 x Glitterbug lotion

www.darouvsystems.co.uk/home

Appendix 3

Resources

Easy Read Resources: www.library.nhs.uk/learningdisabilities/ViewResource.aspx?resID=187517

British Sign Language: www.british-sign.co.uk/index.php

Makaton: www.makaton.org/

Hand Hygiene: www.washyourhandsofthem.com/home.aspx

Hand Washing: www.hpa.org.uk/Topics/InfectiousDiseases/InfectionsAZ/Handwashing/

UK legislation and standards

- **Publicly Available Specification (PAS) 78 Guide to Good Practice in Commissioning Accessible Web Design**
www.bsi-global.com/en/Shop/Publication-Detail/?pid=000000000030129227
A comprehensive guide published by the British Standards Institute on how to commission, plan, implement and maintain accessible websites.
- **The Disability Discrimination Act 1995 (DDA)**
www.opsi.gov.uk/acts/acts1995/ukpga_19950050_en_1 Full text of this act of parliament.
- **Special Education Needs and Disability Act 2001 (SENDA)**
www.opsi.gov.uk/acts/acts2001/ukpga_20010010_en_1
Full text of this act of parliament. This act amended Part IV of the DDA as applied to educational organisations and establishments.
- **The Law**
http://83.137.212.42/sitearchive/drc/the_law/legislation__codes__regulation.html
What the law says about eliminating disability discrimination, on the Disability Rights Commission (DRC) website. Includes links to information about the DDA and to the Codes of Practice for the DDA.

- **Codes of Practice for the DDA**
http://83.137.212.42/sitearchive/drc/the_law/legislation__codes__regulation/codes_of_practice.html
Codes of practice explaining legal rights and requirements under the DDA, produced by the UK government and the DRC.
- **What the Law says**
www.direct.gov.uk/en/DisabledPeople/EducationAndTraining/DG_4001076
Information about the DDA, SENDA and the DRC, on the Disability section of the UK government's website.

Organisations

Health and Safety Executive - www.hse.gov.uk

Health Protection Agency - www.hpa.org.uk

Federation of City Farms and Gardens - www.farmgarden.org.uk

Haemolytic Uraemic Syndrome Help (HUSH) - www.ecoli-uk.com

Royal National Institute for the Blind - www.RNIB.org.uk

Appendix 4

Printing and Publishing Resources

Printing

To find online digital printing companies simply type digital printing online into Google. Ensure you are dealing with a UK supplier and ensure that you are happy with the promises made on the website.

Photography

For copyright free photography you can use services such as:

www.freefoto.com

www.istockphoto.com

www.fotolia.com

For specific images such as farm animals you can ask the **Federation of City Farms and Gardens** - www.farmgarden.org.uk

For photographs dealing with adults with Learning Disabilities please use Photosymbols - www.photosymbols.com

Software

For creating your own graphics you can use Microsoft Word and Publisher.





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