

## Easy to Understand (ETU) promotional campaign

### Communications toolkit



This communications toolkit contains information to help you promote the 'Easy to Understand' (ETU) part of the Healthy Respect website. It includes key messages, suggested social media posts, text for newsletters, and downloadable graphics.

Website: [www.healthyrespect.co.uk](http://www.healthyrespect.co.uk)

Email: [loth.healthyrespect@nhs.scot](mailto:loth.healthyrespect@nhs.scot)

X: [@healthy\\_respect](https://twitter.com/healthy_respect)

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## Campaign overview

### About the Easy to Understand (ETU)

The ETU part of the Healthy Respect website provides information on sexual health and relationships for young people with learning disabilities.

See the [ETU launch briefing](#) for more information.

The ETU is available here: [www.healthyrespect.co.uk/etu](http://www.healthyrespect.co.uk/etu)

### Campaign objective

The objective of this campaign is to promote the Easy to Understand (ETU) part of the Healthy Respect website. By sharing this resource, the campaign seeks to acknowledge and raise awareness of sexual and reproductive health rights of young people with learning disabilities.

### Target audience

The campaign is primarily aimed at professionals working with young people with learning disabilities and additional support needs. The ETU resource is designed to support these professionals by providing clear Easy Read materials that can be used in their settings.

### Key messages

- **Inclusion:** ETU is a vital resource for young people with learning disabilities, providing accessible sexual health information that is inclusive and representative of disability, sexuality, gender, body types, race, and ethnicity.
- **Accessibility:** The ETU website meets best practices in accessibility standards and is supported by expert audits and feedback from practitioners working with people with learning disabilities.
- **Combatting misinformation:** ETU offers information on sexual health, counteracting the misinformation often found online.

- **Addressing health inequalities:** ETU helps bridge the gap in sexual health information for young people with learning disabilities, addressing their unique needs and rights.
- **Trusted source of information:** The ETU website is an NHS Lothian resource, providing reliable and evidence-based sexual health information specifically tailored for young people with learning disabilities.

## Social media

Tag Healthy Respect on X (Twitter) @healthy\_respect  
Use the campaign hashtag #HealthyRespectETU

### Suggested social media posts

The Easy to Understand (ETU) part of the Healthy Respect website is live! It provides Easy Read information (images and simple text) on sexual health and relationships. [www.healthyrespect.co.uk/etu](http://www.healthyrespect.co.uk/etu) #HealthyRespectETU

Everyone has the right to understand their sexual health. The Easy to Understand (ETU) is here to support young people with learning disabilities by providing inclusive sexual health information. [www.healthyrespect.co.uk/etu](http://www.healthyrespect.co.uk/etu) #HealthyRespectETU

Protect young people with learning disabilities from misinformation. Direct them to the Easy to Understand (ETU) web pages for accurate and accessible sexual health information. [www.healthyrespect.co.uk/etu](http://www.healthyrespect.co.uk/etu) #HealthyRespectETU

Did you know? Young people with learning disabilities often lack access to appropriate sexual health information. Easy to Understand (ETU) from Healthy Respect is here to change that. [www.healthyrespect.co.uk/etu](http://www.healthyrespect.co.uk/etu) #HealthyRespectETU

Looking for accessible and reliable sexual health and relationships information? The Easy to Understand (ETU) website has you covered. [www.healthyrespect.co.uk/etu](http://www.healthyrespect.co.uk/etu) #HealthyRespectETU

Many young people with learning disabilities miss out on essential sexual health education. Easy to Understand (ETU) web pages provide the information they



need in an accessible format. [www.healthyrespect.co.uk/etu](http://www.healthyrespect.co.uk/etu)  
#HealthyRespectETU

Young people with learning disabilities face unique challenges in accessing sexual health information. The ETU website is here to bridge that gap with clear images and easy to understand text. [www.healthyrespect.co.uk/etu](http://www.healthyrespect.co.uk/etu)  
#HealthyRespectETU

Misinformation is everywhere, but the ETU offers a safe, trustworthy space for young people with learning disabilities to learn about sexual health and available services. [www.healthyrespect.co.uk/etu](http://www.healthyrespect.co.uk/etu) #HealthyRespectETU

Developed by the Healthy Respect team within NHS Lothian and rigorously tested for accessibility, the Easy to Understand web pages are a reliable source of sexual health information. [www.healthyrespect.co.uk/etu](http://www.healthyrespect.co.uk/etu) #HealthyRespectETU

## **Suggested text for newsletters**

The Healthy Respect team from NHS Lothian have launched the Easy to Understand (ETU) part of their website! The ETU aims to provide sexual health and relationships information for young people with learning disabilities. It offers inclusive information in an Easy Read format (images and simple text), covering a wide range of topics such as consent, sexuality, contraception, and access to services.

The ETU can be helpful for a range of diverse groups and individuals, including people who do not speak English as a first language, anyone with low health literacy, or for people who need additional resources to understand complex health information.

It has been rigorously tested for accessibility, ensuring it meets the highest standards.

Please share the ETU with your networks to help us promote health equity and ensure that every young person has access to the information they need.

Explore the ETU here: [www.healthyrespect.co.uk/etu](http://www.healthyrespect.co.uk/etu)



## **Visual assets**

For images and videos go to: [ETU promotion](#)

## **Contact details**

All enquiries can be directed to the Healthy Respect team by emailing [loth.healthyrespect@nhs.scot](mailto:loth.healthyrespect@nhs.scot)