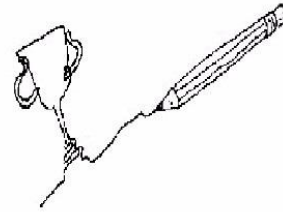




# Plain English Awards

Sponsored by Mason Hayes & Curran

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The winners of the Plain English Awards for Ireland, sponsored by Mason Hayes & Curran, were announced by the National Adult Literacy Agency (NALA) on Monday 11 February 2019.

## The winners were:

- **Organisation:** Passport Service  
**Entry:** Online passport renewal website  
**Category:** Plain English in the digital world  
**Reason for winning:** This website was the winner in its category because it is accessible, easy to follow and uses plain English. People who use the website to renew a passport are told at the beginning of the process what they need to have ready in order to complete the application. The process is presented to users in a very clear, step by step fashion and it can be completed in less than five minutes.
- **Organisation:** AIB  
**Document:** The impact of rewriting three customer letters in plain English  
**Category:** Plain English – the impact  
**Reason for winning:** This entry was the winner in its category because it highlights the benefits for organisations of communicating in plain English. The entry consists of three letters to customers that AIB wrote in plain English. To measure impact, AIB tested the old version (before plain English was used) and the new version (after plain English was used) with 300 members of the public. Participants read both versions of each letter and told AIB which they prefer. The participants said that the new plain English versions of the letters were easier to understand and made the bank seem more approachable.

- **Person:** Clare O'Byrne  
**Entry:** Financial letter  
**Category:** Public category - best letter rewritten in plain English  
**Reason for winning:** Clare took a letter from a financial institution and used plain English to rewrite it so it was easier to understand.
  
- **Organisation:** Department of Public Expenditure and Reform and the National Disability Authority  
**Document:** Customer Communications Toolkit for the Public Service - A Universal Design Approach  
**Category:** Best use of plain English by an organisation  
**Reason for winning:** This document was the winner in its category because it shows workers in the public service how to produce communications that can be easily understood by members of the public. It provides a set of very clear, easy-to-follow guidelines about how to improve written, verbal and digital communications. The document is based on a universal design approach and includes useful examples of communications before and after plain English has been used.
  
- **Champions of plain English**  
A champion of plain English is someone who promotes the use of clear communication and plain language in their organisation. At this year's awards, the following people were recognised as champions of plain English:  
**Liam Ronayne** from Cork Library  
**Patricia Carey** from the Adoption Authority of Ireland  
**Norma Deasy** from the HSE  
**Mike Gogan** from AIB  
The **facilitators of the knowledge transfer and exchange workshop** at the All Ireland Institute of Hospice and Palliative Care

## **Other winners on the day:**

### **Best use of plain English by an organisation**

- **2<sup>nd</sup> place:** Pavee Point for their document supporting traveller women before and after pregnancy
- **3<sup>rd</sup> place:** The Banking and Payments Federation for their guide about managing your banking

### **Highly commended**

- the HSE for their booklet explaining the Irish health system for migrants and refugees;
- the Alzheimer Society of Ireland for their guide on how technology can help people with dementia;
- the ESB for their code of practice for avoiding danger from overhead electricity lines;
- EirGrid for their booklet on how the Celtic Interconnector project will enable the transfer of electricity between Ireland and France;
- SONI, which is the System Operator for Northern Ireland, for their booklet explaining how the cluster project connects wind farms to the transmission system;
- Cork City Libraries for their Plain Language Guide;
- Eir for their Knowledge Management System;
- AIB for their Terms and Conditions for Current, Demand Deposit and Masterplan Accounts;
- The Parole Board for their guide explaining the main features of the Parole Board process;
- HIQA for their guide showing children and young people what they can expect from living in a children's residential centre;
- The Law Society for their series of leaflets about common legal issues; and
- St Patrick's Mental Health Services for their whole organisation approach to plain English

### **Plain English in the digital world – highly commended**

- HIQA for their use of video in Facebook posts
- Data Protection Commission for their 'Data Protection Dave' video series
- ESB for their Electric Ireland Online Residential Portal
- Office of the Ombudsman for their website ombudsman.ie
- Pavee Point for their website paveemothers.ie
- The All Ireland Institute of Hospice and Palliative Care for their palliative

### **Plain English – the impact – highly commended**

- UCD for their study on health literacy

### **Champions of plain English**

- Liam Ronayne from Cork Library
- Patricia Carey from the Adoption Authority of Ireland
- Norma Deasy from the HSE
- Mike Gogan from AIB
- The facilitators of the knowledge transfer and exchange workshop at the All Ireland Institute of Hospice and Palliative Care