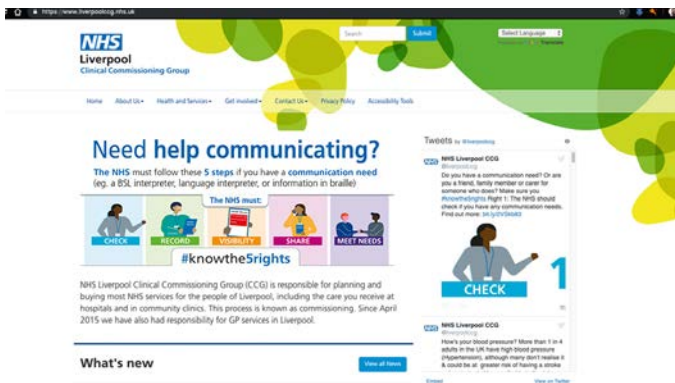


# Know your 5 rights



**Client**  
Liverpool Clinical Commissioning Group

**Challenge**  
Raise awareness of the NHS's 5 rights of communication for people with additional communication needs.

**Solution**  
apt. devised a campaign that targets two main audience groups: NHS staff about their obligation to provide assistance for people with communication needs and people with communication needs e.g. D/deaf, blind, visually impaired, speech or language difficulties, or any other communication needs.

We created a few ideas that were simple and easy to read and understand, that the CCG then focus tested with people from the Merseyside Society for Deaf people (MSDP).

From that valuable feedback we created a visually clear and informative campaign for the CCG to use across their services, also able to be expanded to include other specific forms of communication when needed.

We provided collateral to cover the whole of Merseyside including of posters, web banners, social media assets, internal communications' templates and a pocket sized card for the D/deaf community to show people if they need too. You can see more about it here.

**Category:**  
Campaigns Creative Design  
Health Sector Illustration

**Date:**  
21st May 2019

**Tags:**  
Campaign graphic design NHS  
NHS Branding