BRAILLE PROMOTION

EBA promotes braille and braille literacy as essential tools for the autonomy of blind and partially sighted individuals.

ACCESSIBLE PHARMACEUTICAL LABELLING

The EBA has worked across its member states and with the pharmaceutical and packaging industries, alongside its involvement with the CEN standard development for braille on packaging and leaflets, and has developed a range of information to help the industry to comply with EU Directive 2004/27/EC.

After more than 4 years of deliberation and negotiation, during 2010 a European standard was adopted for braille on medicinal packing. This means that the industries involved have more specified values and procedures to follow when providing information in braille on the outer packaging. This will include the name, strength and in some cases, the form of the medicine.
Another outcome of the standardization process is a piece of scientific research undertaken by the University of Birmingham (UK) and sponsored by blindness agencies and the pharma-packaging industry. The findings contributed to the requirements included in the standard. The research investigates the correlation between the height of braille dots and the readability of the information by braille users. The dependence between the height of dots and the degree of security with which the braille user could identify the product is described in a robust and useful way, as is the effect of braille on the readability of underlying printed information for sighted people.

PHARMABRAILLE

Another outcome of the standardization work also worth noting is the establishment of a braille symbol database. The pharmabraille website contains a wealth of useful information about braille of primary relevance for the pharmaceutical industry. They need the information to ensure that the signs placed on the packs are correct, and hence useful for the full intelligibility of the information in all European countries.