Case Study: *Posters with Perspective!*

Project Overview

This project partnered vision researchers and people living with sight loss to co-design accessible posters. Using Public and Patient Involvement (PPI), they made vision research more inclusive and engaging for wider audiences.

Thank you to all involved in this project, including the research team: Dr Laura Finnegan, Anna Ridgeway, Dr Naomi Chadderton, Ella Kopčić, and PPI partners: Gillian Stafford, Des Keaney, Wiktoria Kaminska, and John Delany.

Why This Matters

- Scientific posters are often not designed with accessibility in mind
- PPI helps make research communication truly inclusive!

The Co-Design Process: Step-by-Step

Support	Invite	Introduce	Review	Co-Design!
The research team engaged with Fighting Blindness for **PPI Support**	Interested PPI contributors of the **V.I.P Network** were invited to be project partners	The team and PPI partners discussed the project goals and planning in **clear, plain language**	PPI partners reviewed draft poster scripts and format, providing **feedback** for improvement	PPI partners were **actively involved** in shaping the layout, language, and accessible format of the final product

What were the Results?

Scan here for an Example Poster!

- NaviLens Accessible **QR Code** embedded in posters
- Provides plain language script **text** and **audio**

What was the Impact?

✅ Improved accessibility at events
✅ Better engagement for the public
✅ Spread awareness of poster accessibility for other researchers
✅ **Empowered PPI contributors through partnership and recognition**

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For more information, please contact us at research@fightingblindness.ie

Scan for more **Retina Network Ireland (RNI)** resources!