

Who is your audience? Are some people still left out?

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The United Nations Convention on the Rights of Persons with Disability includes in Article 21, the right to be able to access information in a way that the person can understand, to be treated equally and fairly and to make decisions about one's own life.

Other articles discuss Quality of Life which is being able to make informed decisions about things that impact you and the people around you. People must be able to

- access information in a way they can understand
- have information about positive and negative choices
- have support to use the information when making decisions about their own lives
- have their choices respected and upheld by others.

Accessible written documents need to support a person to

- read or be supported to read the content
- understand what it means
- understand how it relates to themselves
- know what they can do
- make a decision
- know how and where to get more information.

Easy English, developed in Australia, or its equivalent where it has been introduced in other languages and countries uses a universal design approach. It means we create content for adults with an average of grade 2 reading equivalence. It has a range from grade 0 to grade 3 reading equivalence. This compares with UK and Australian Easy Read which has an average reading equivalence of grade 5, with a range of grade 2 to grade 14 (UK) and grade 3 to grade 10 in Australia.

Chinn (2019) noted UK Easy Read texts were directive and focused on providing information. She found that health texts often excluded choice, usually talking about the medically preferred option only, and no content on other options, such as a choice for no intervention. Chinn suggests this limits their use as decision-making tools.

Who is your audience?

It is not just people with intellectual disability. Nor is it only people who had literacy but have had a stroke, or people wanting to read a new language when settling into a new country when they have literacy in their first language.

Is your information accessible to people who

- live in supported accommodation?
- use communication devices and have low literacy?
- have cognitive challenges such as poor concentration, processing or memory?
- are not native speakers of the language?
- are experiencing or have experience trauma?
- have an acquired disability?
- are from the Deaf community?
- have poor educational outcomes?
- have unstable mental health?
- did not complete secondary school?
- are indigenous?

Is your content accessible to anyone when they are ill, newly diagnosed with significant health issues, anxious or stressed? Add any of these above demographics to this scenario.

Does your content meet these audience needs?

This paper will discuss examples from our many years of engaging in 1:1 consumer reviews, in developing best practice Easy English. We will highlight the many different audiences that Easy English can reach. Examples will include discussion on the breadth of assumed knowledge contained in more complex content, which needs to be unpacked and explained in the audiences everyday words.

This paper will share stories of different consumers, their needs and consequent understanding and informed decisions they can make when access to information takes a universal design approach to access to written information using Easy English.