

Accessible Communication is Essential for Inclusion

SELSI Riga, October 19, 2023

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Inclusion is a society for all



Democracy



To build a strong and equal democracy information must be accessible

Crucial for:

- participation
- making choices
- speaking up

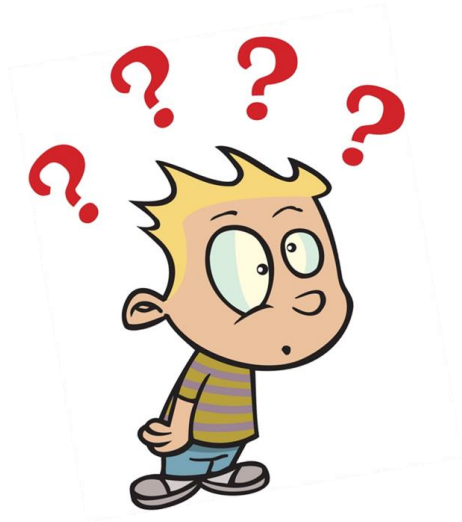


→ Accessible information is a human right!

What is Communication?



What is Accessible Communication?

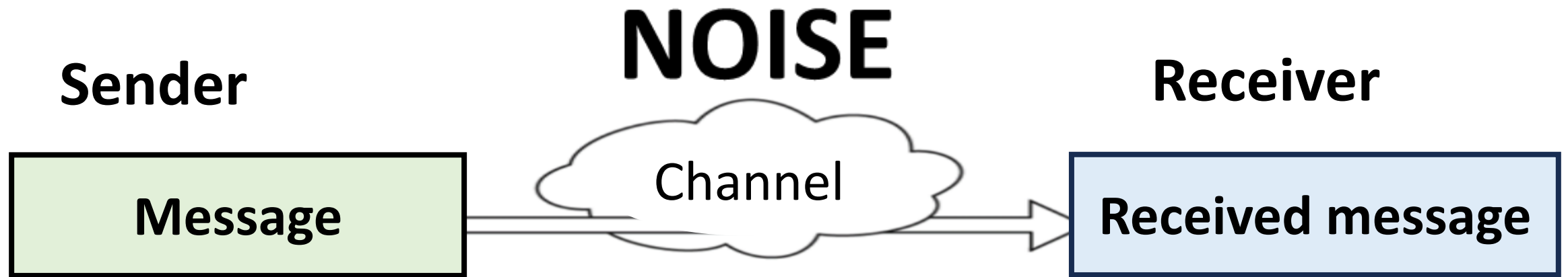


**Information and communication
that is being understood**

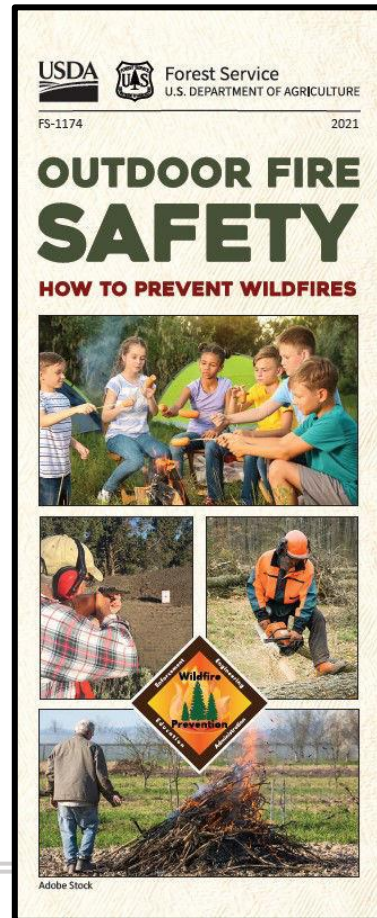
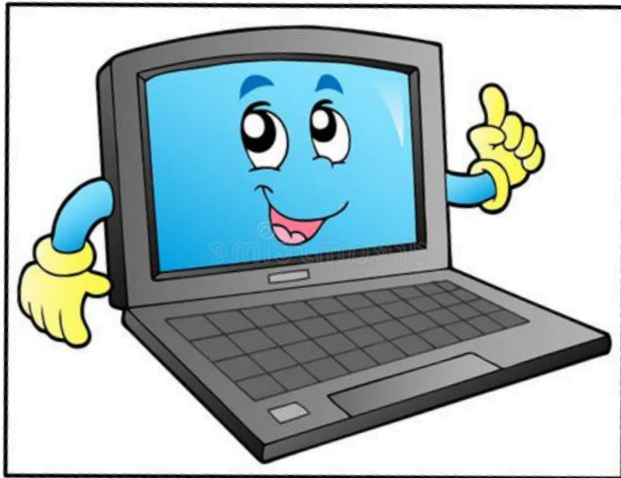
Equality



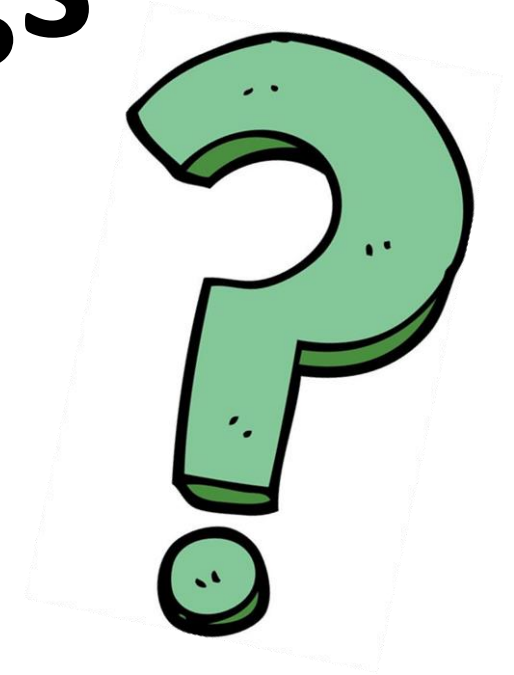
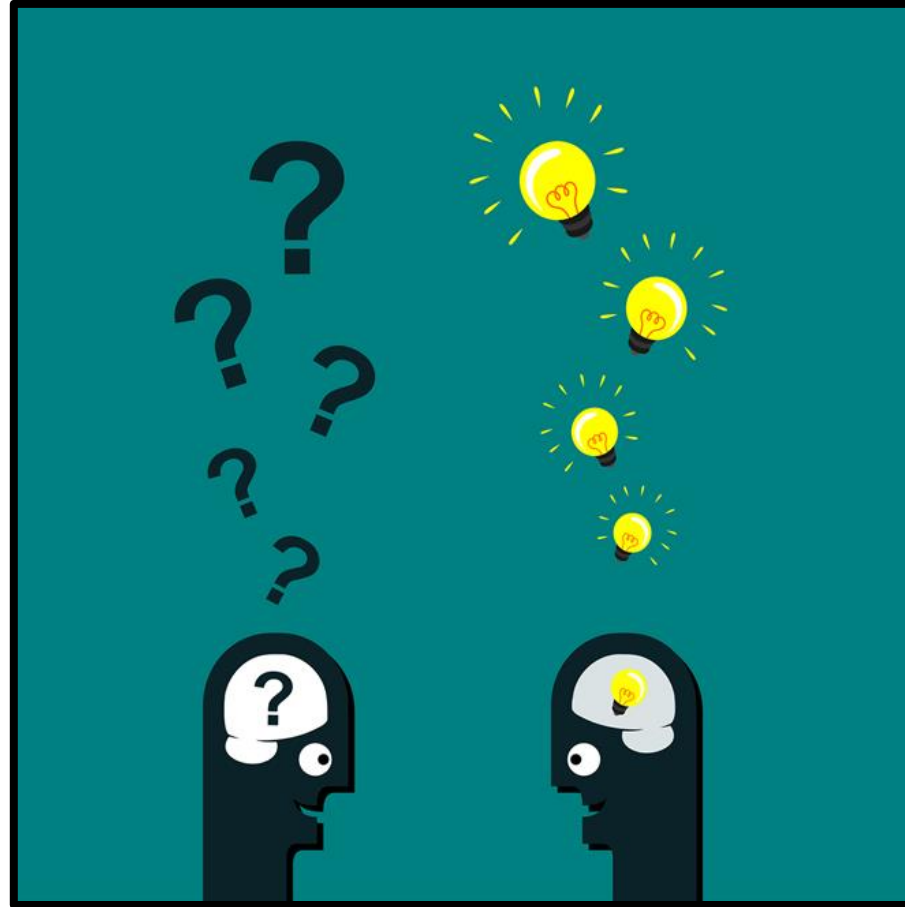
When is communication not accessible?



Choose a channel that works for your target group = conversation partner



Misunderstandings



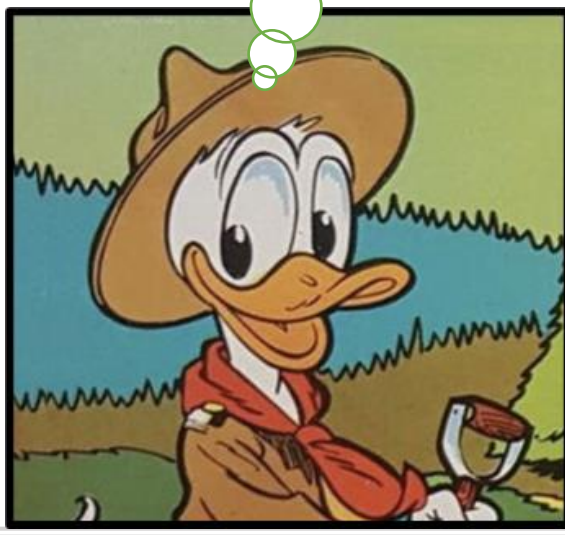
When communication is not accessible:

- The information is not relevant
- Our frames of references are different
- No respect
- No dialogue
- Too many difficult, unknown words

Information must be relevant



We use our frames of references!



Bring a knife to the hike!



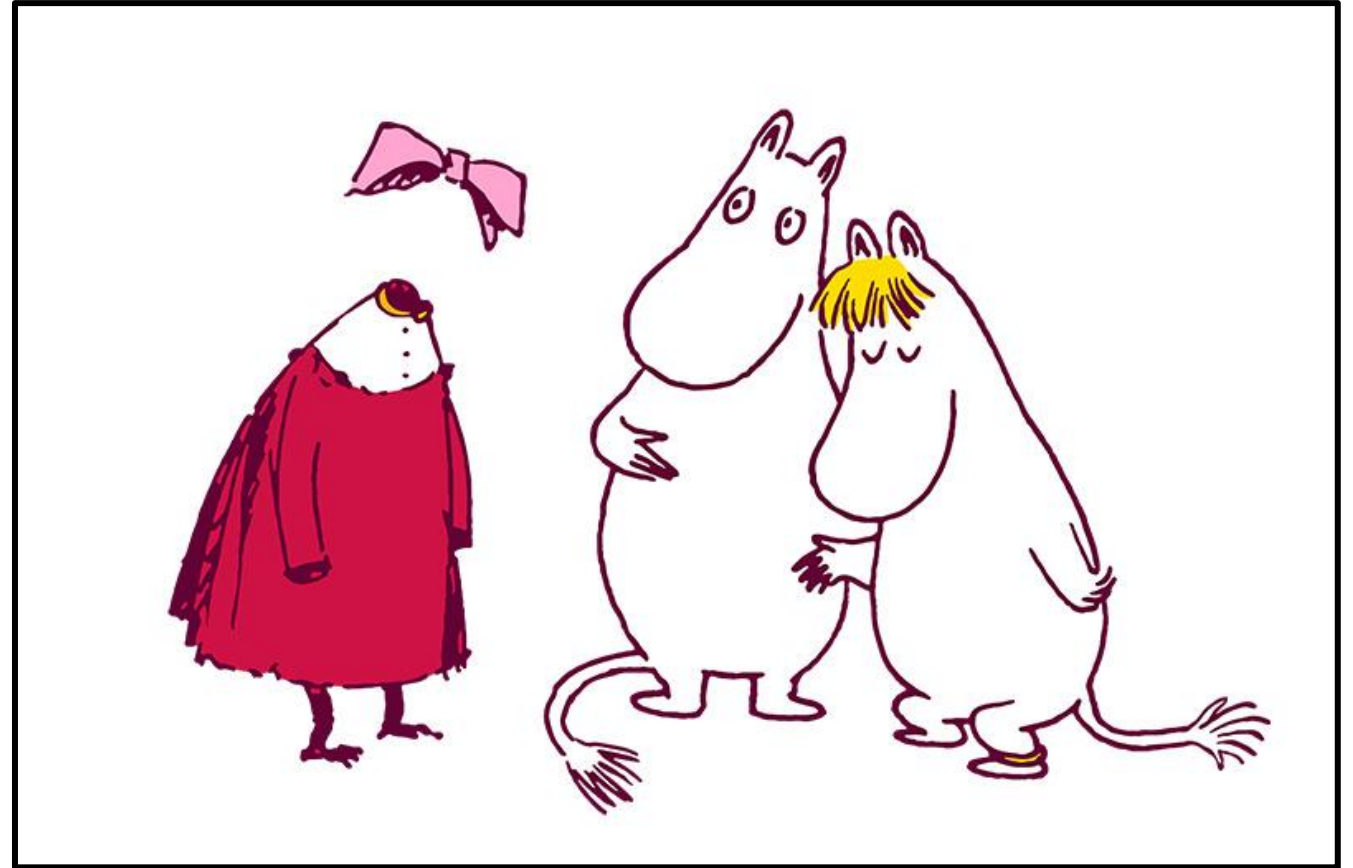
Yes, Uncle!



Not showing respect

The Invisible Child

by Tove Jansson



**Ask her –
not me!**

What is her size!

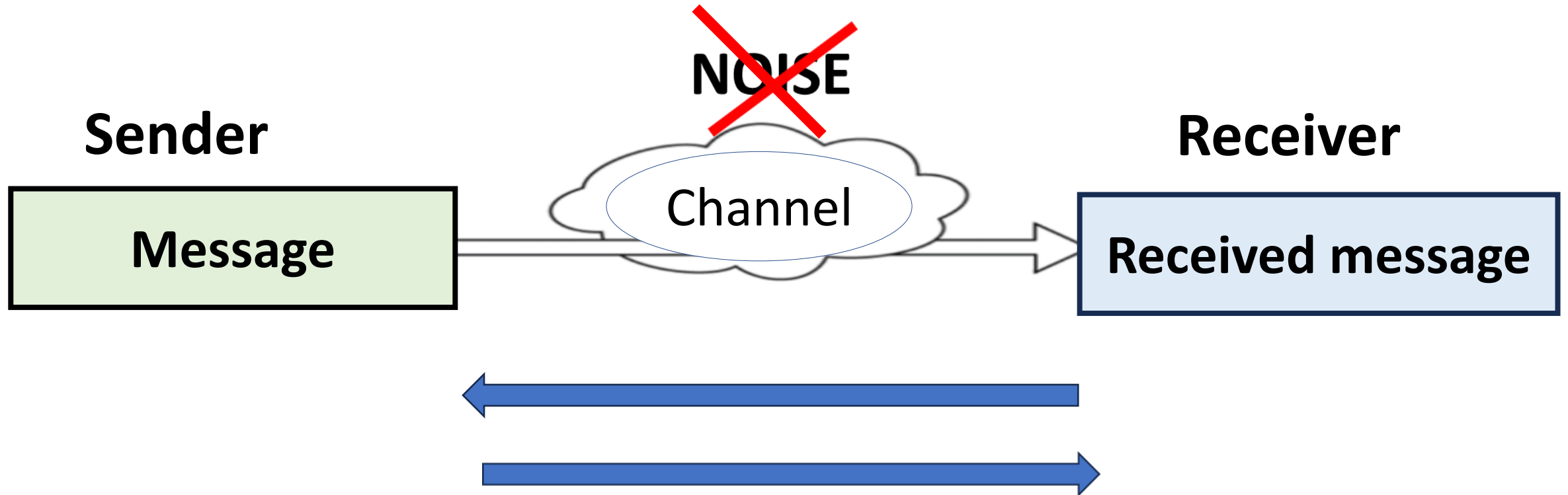


The Best Communication is Dialogue!

- Show respect
- Listen



Dialogue!



Language

– verbal, non-verbal, written

Non-verbal language

- Voice
- Intonation
- Facial expressions
- Body language



It's a wonderful
day for skiing!

To exercise power with your language:

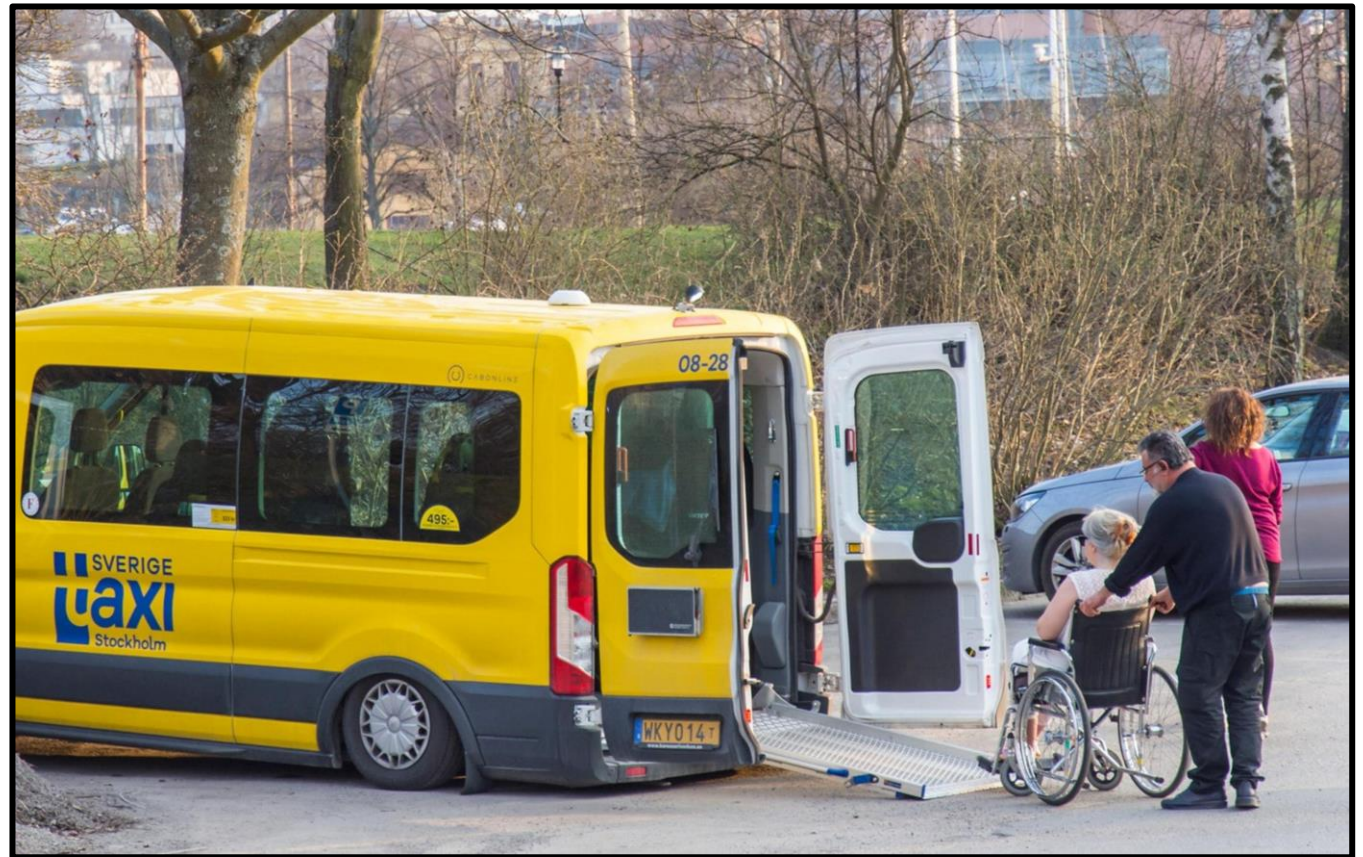
- show you are better than everyone else
- just invite a small group
- hide some facts → put focus in other direction

The Easy Language =

- **Common, simple words**
- **No expressions**
- **Concrete**
- **Active voice**
- **One info per sentence**

To Execute Power

Transportation service for people with disability



The army needs more power!

- Better electricity?
- Bigger mandate for decisions?
- More weapons, airplanes, ships...?



To misunderstand a word

vaktmästare = janitor

”vakta” = guard/to watch

”mästare” = master



Janitor in the series Scrubs

Knowledge about target group

Same word, different meaning

- Age group
- Cultural group



To back something up



**BACKA
DEMOKRATIN**

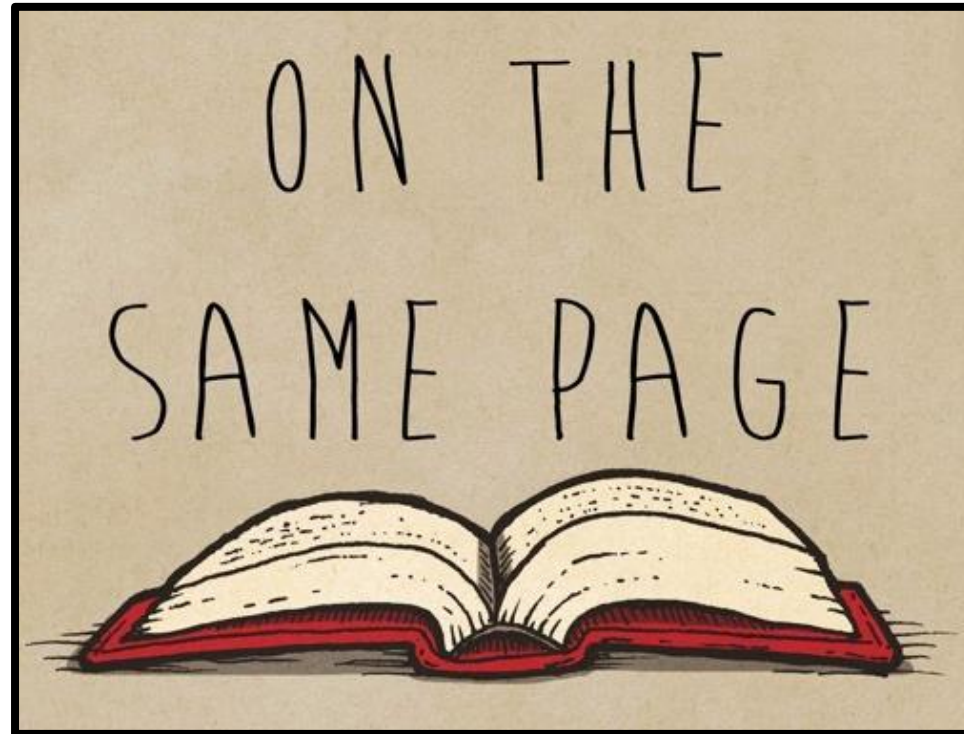
Grupp av CIVIL RIGHTS DEFENDERS

Backa Demokratin >

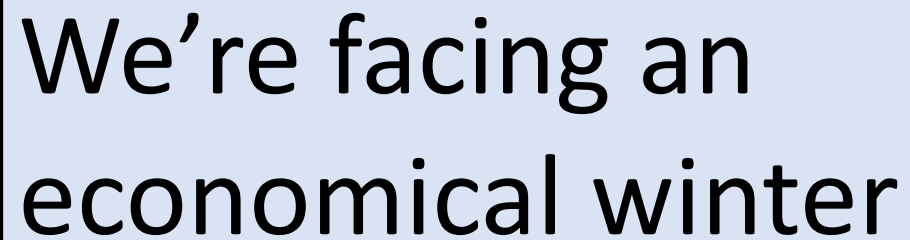
Expressions - idioms



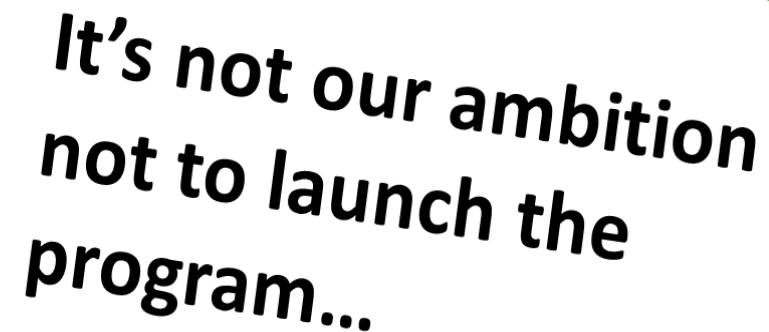
**It is really important
we are on the same page!**



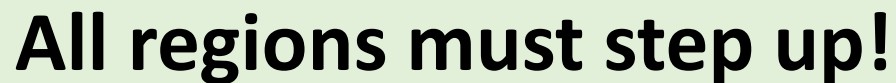
The political language is difficult to understand



We're facing an
economical winter



*It's not our ambition
not to launch the
program...*



All regions must step up!

Val = choice and election



**Mitt
Val**



**I don't understand
the information**

**I don't understand
all the symbols**

**I'm afraid to make a mistake
and vote for a party
I don't want to vote for**

**I don't understand
why I should vote**

Lättpratad!

= Spoken Easy Language

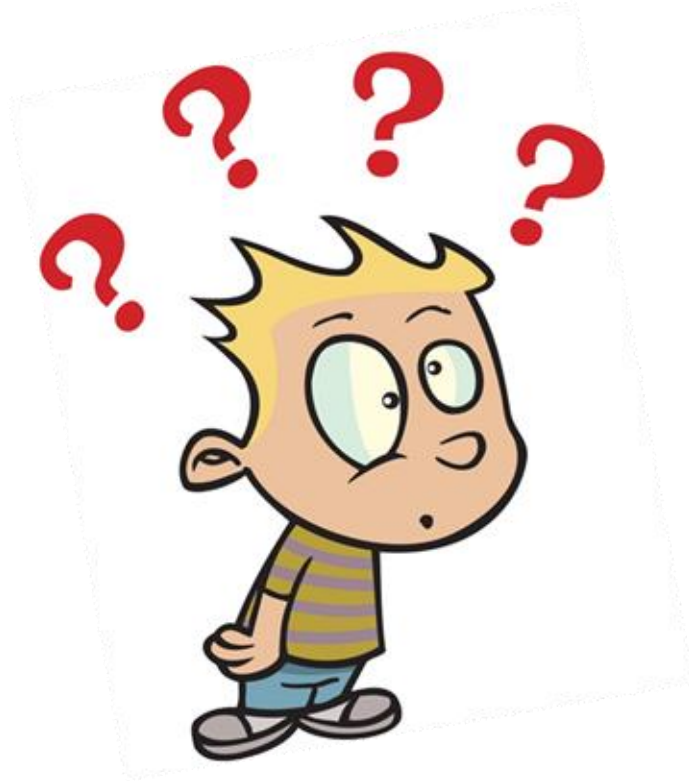
Workshop
for politicians!



A green change

Sweden needs more liberal and green politics.





We all have difficulties
sometimes!

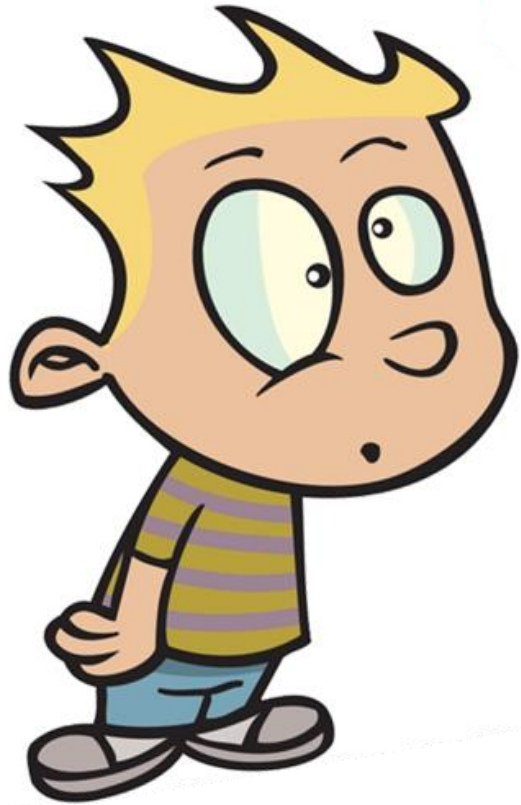
But, do you speak up?



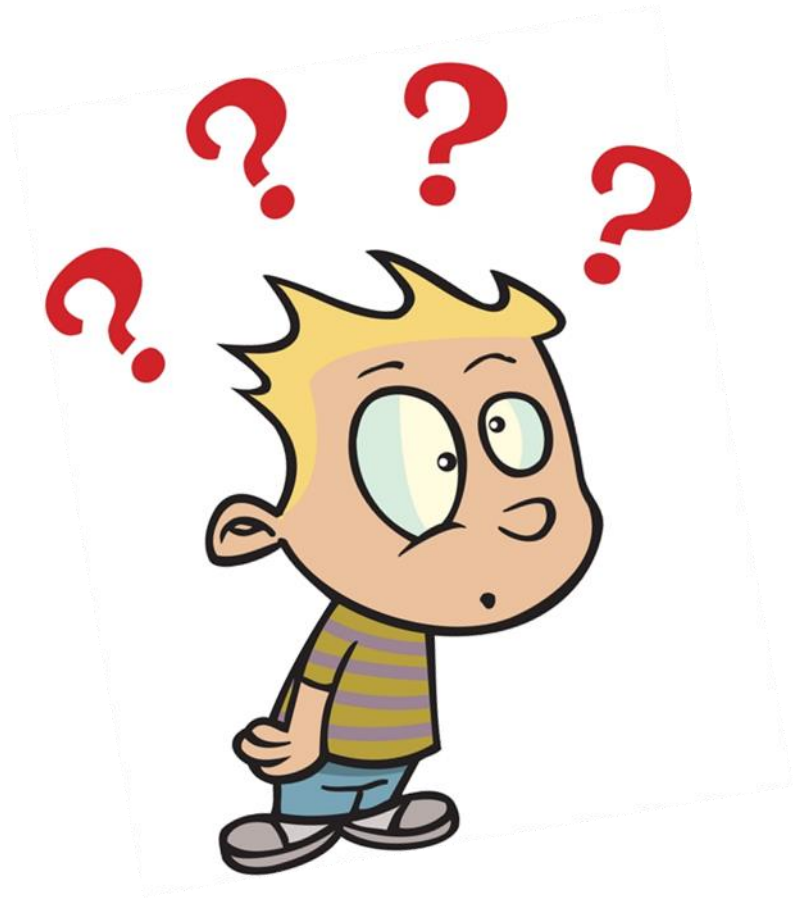


The Emperor's New Clothes, by HC Andersen

Copyright Bonnier Carlsen - Illustration: Anna Friberger



**In Easy Language,
please!**



Questions?

Thank you for your attention!

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