



World Down Syndrome Congress

9-12 July 2024 • Brisbane, Australia



WDSC 2024
BRISBANE, AUSTRALIA

www.wdsc2024.org.au

SIMPLE AS THIS

How to use
Easy Language



Organizer | Patricia Almeida



EASY

Language

Simples as This:
How to use Easy Language

Patricia Almeida

Inter-dependente Society



**People are valued
for what they are**

**Human value
it's the same**

Accessibility and inclusion begins with the fight against ableism and Easy Language

What is Easy Language?

Easy Language is an accessibility resource to facilitate access to information.

It is a right guaranteed by the United Nations Convention on the Rights of Persons with Disabilities.

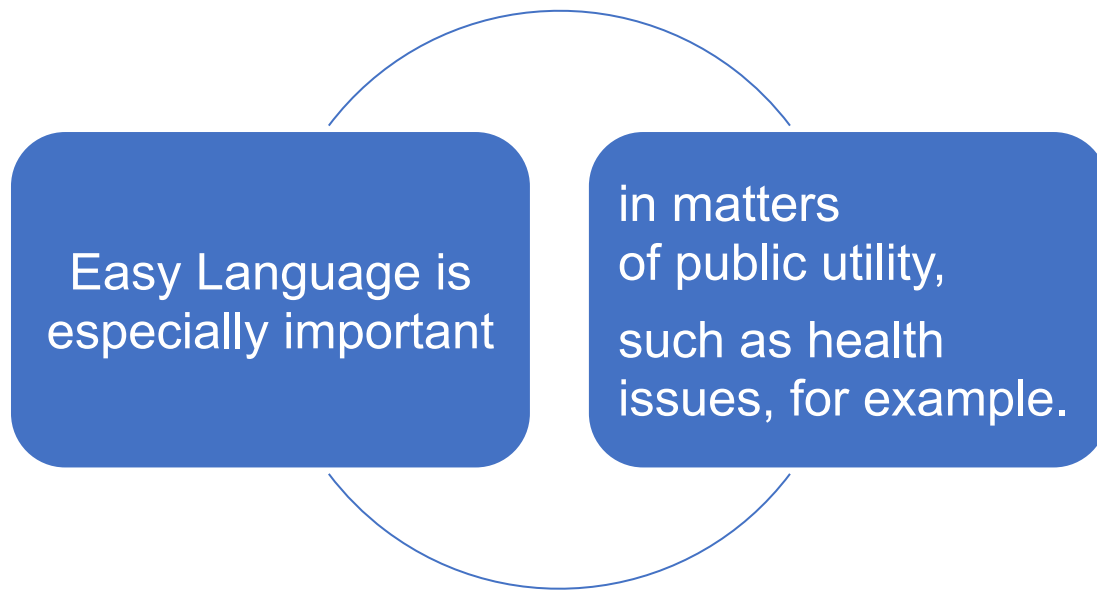
191 countries in the world adopted the Convention.

Easy Language
follows guidance on

- content
- vocabulary
- structure
- validation

to make the message
easier to read
and understand.

These guidelines are based on research,
in the experience of experts from various countries
and validation by the focus audience.



Examples:

- vaccination
- health procedures consent
- sex education

Easy Language combats:

- **Difficult to understand information**
- **Misunderstandings**
- **Disinformation**
- **Waste of time**
- **Higher cost**
- **Inequality**

Easy Language promotes:

- **Autonomy**
- **Self-confidence**
- **Self-love**
- **Inclusion**
- **Participation**
- **Citizenship**

Who benefits from Easy Language?

- **People with reading difficulties**
- **People with intellectual, cognitive, learning disabilities**
- **Deaf or deafblind people**
- **People with dementia, dyslexia, aphasia, attention deficit, memory loss**
- **Immigrants**
- **Non-literate people**
- **People with low literacy**
- **Functionally illiterate people**

In case of people with disabilities

Before:

- braille**
- Audio Description**
- Sign Language**

The information has to be in Easy Language.

+ Lack of time

+ Access to information by mobile phone.



Easy Language for

EVERYONE

**who will understand information
better and faster.**

Two main currents

Plain Language (visual law, academia, beaurocratic jargons)

AND

Easy Language ou Easy to Read (Intellectual Disabilities and Reading Difficulties)

"Plain language is a form of communication that puts the reader first.

It takes into account:

What the reader needs to know

Reader's level of interest and reading ability

Context in which the reader will use the document."

...

Studies show that Plain Language

saves people and organizations time and money."

International Standardization Organization

(ISO Plain Language, Governing Principles and Guidelines

- 24495-1:2023 <https://www.iso.org/standard/78907.html>)

"There is no single type
of **Easy-to-Understand Language**.

...

Easy Language includes
different communication formats,
based on specific needs and contexts."

International Standardization Organization and International
Electrotechnical Commission
(**ISO/IEC 23859:2023**, Requirements and recommendations
on making written text **easy to read** and understand.
<https://www.iso.org/standard/77178.html>

People are different and learn in different ways.

Universal Design for Learning

It's a set of possibilities:

- Flexible materials
- Techniques
- Strategies

to broaden the learning of people with or without disabilities.

Information offered in different formats:

text, audio, video
reach more people.

Easy Language is inserted within Universal Design.

You can find other names

Plain Language

Easy Read

Easy to Read

Simple Language

Easy-to-understand communication

Easy language

Clear language

Citizenship language to make information more accessible.

Plain Language, Easy Read or Easy Language ???

Netflix, Apple, Google...

Easy Language timeline

Timeline

- **1960** Plain Language gained traction in **Sweden** in the 1960s, with a national strategy for distributing books and newspapers in easy-to-understand language.
- **1979** Campaign for **Easy English** in the UK. Activists tore up hard-to-understand government forms in front of Parliament.
- **1997** **Guidelines** for Easy-to-Read Materials by the International Federation of Libraries and Library Associations (**IFLA**), (revised 2010).
- **2006** **United Nations Convention** on the Rights of Persons with Disabilities
... “Communication” includes ... written, audio, **plain language**, human-reader and augmentative and alternative modes, means and formats of communication, including accessible information and communication technology”

Timeline

-
-
- **2009** Inclusion Europe - Information **Guide** for All. European guidelines for creating information that is easy to read and understand for everyone.
- **2010** United States - **Plain Writing Act**
- **2012** Brazil - **First Document** in Plain Language in Brazil – Ministry of Health/Movimento Down - Health Guidelines for People with Down Syndrome
- **2018** Spain – First **national technical standard** in the world - UNE Guidelines for Easy Reading - UNE 153101:2018 EX - Easy Reading. Guidelines and recommendations for the preparation of documents. UNE 153102:2018 EX Easy Reading Guide for document validators (Plena Inclusión)
- **2021** **EASIT Platform - Free Distance Learning in Easy Access for Social Inclusion Training - European Union Consortium (2018 - 2021) - Erasmus (Spain, Sweden, Italy, Germany, Slovenia) - Linguists, psychologists, translators, audio describers, journalists, designers - Coordination: Anna Matamala (UAB)**

- **2021** Handbook of **Easy Languages in Europe** (21 countries)
Camilla Lindholm and Ulla Vanhatalo

- **2022** 18/12/2022 – UN approves **Resolution** presented by **Brazil** at the request of the Brazilian Network for the Inclusion of Persons with Disabilities (Rede-In), with the support of the International Alliance on Disability (IDA): "**Promoting and integrating easy-to-understand communication for accessibility for people with disabilities**"

- **2023** **ISO 24495-1:2023** – International Standardization on "**Plain language**"

ISO/IEC 23859:2023 – International Standardization on "**Easy to read**"

● **2023** Goiânia, Brazil - 4/6/23 – **Simple Assim** – Communicate with everyone.
Organization: Patricia Almeida Brazilian Portuguese Version - published
by Fiocruz.

UN - NY - 15/6/23 - Event on Easy to Understand Communication
at **COSP** sponsored by Down Syndrome International and Inclusion International

● **2024** **Vienna, Austria – Simple as this** – How to use Easy Language –
English version - launched at Zero Project Conference – collaboration
with ELIN Easy Language International Network members

UN - NY - Simple as this – How to use Easy Language presented at COSP

Brisbane, Australia - Simple as this – How to use Easy Language
presented at **World Down Syndrome Congress 2024**

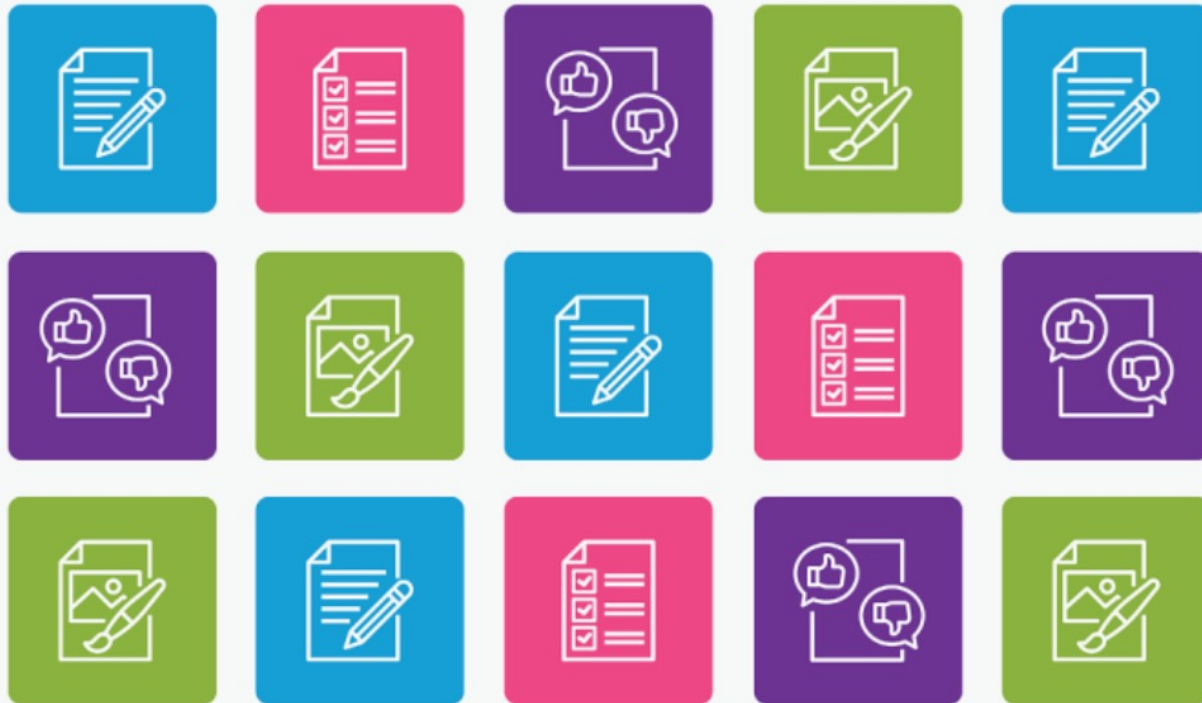


**Resolution Presented by Brazil in December 2022
at the request of Rede-In Brazil – Event COSP 2023 – DSI DSA**
<http://www.inclusive.org.br/arquivos/32447>

How to use Easy Language?

SIMPLE AS THIS

How to use
Easy Language



Organizer | Patricia Almeida

Organizer
Patricia Almeida

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Reviewed by Easy Language
International Network (ELIN) members:
Célia Sousa
Sandra Marques
Ulla Bohman

Digital: @easylanguageguide
Paper: <https://www.amazon.com/dp/6500991001>



Easy Language



Write Easy



Design Easy



Validate with your audience



Easy Text

In this chapter you will learn
how to write in Easy Language.

Short, simple sentences:

 *The classes start on March 17th.*


Direct word order: **subject** + **verb** + **complements**:

 *Three friends went on a trip.*

Write **as you speak**:

 *We are open 7 days a week.*

One idea per phrase:

 *The restaurant's owner has Italian parents.*
He opened the restaurant 2 years ago.
The restaurant is thriving.

Use **everyday words**:

- ✔ *The selection is done through exams and interviews.*
- ✘ *The selection process consists of exams and interview rounds.*

Words with **precise meaning**:

- ✔ *Color*
- ✘ *Tonality*

If you need to use a **complex word**,
highlight it and explain the meaning:

- ✔ *What is **gastric** emptying for?* related to the stomach

Avoid **abbreviations** and **acronyms**:

❌ *The **UN** is an international organization.*

Avoid **fractions** and **roman numerals**:

❌ *I ate $\frac{3}{4}$ of the pizza.* ❌ *The event of **XX** century.*

Avoid **technical words** and **figures of speech**:

❌ *In non-Hodgkin's **lymphoma**, **lymphocytes** grow **abnormally**.*

❌ *He has **a heart of stone**.*


Avoid **foreign words**:

❌ *I had a feeling of **déjà vu** when I saw the movie.*


Avoid using **verbs as nouns**:


 *Walking is hard.*

Use **appropriate language** to reach your target audience.
Avoid childish language if you are not talking to children.

 *Do you need to go potty?*

Use markers like **dots or dashes** to list more than 3 things:

 *Grocery list: rice, beans, flour, egg*

 *Grocery list:*

- *rice*
- *beans*
- *flour*
- *egg*

Do not **rely on previous knowledge** on the topic.

Summary

- ✔ Use direct, clear sentences.
- ✔ Write as you speak.
- ✔ Avoid complicated words and symbols.



Easy Design

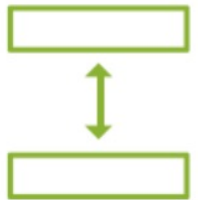
In this chapter
you will learn
how to organize
information
in an easy way.

We use 4 principles in Easy Design:



Organization

How to plan and organize the text and what to highlight.



Spaces

How and where to place information.



Readability

How to provide an easy-to-understand reading



Images

How to use images with the text.

⊗ Before:

IF YOU WANT TO LEARN MORE ABOUT
SIMPLE DESIGN, DON'T MISS THIS LIVE!

Simple Design
LET'S TALK ABOUT IT?

LIVE

RIO
PREFEITURA

PESSOA COM DEFICIÊNCIA
E TECNOLOGIA

LIVE TRANSMISSION ON
SMPD YOUTUBE CHANNEL SMPD

A LEITURA DO MUNDO DIGITAL É FEITA ATRAVÉS DO DESIGN. O
DESIGN SIMPLES DEVE SER CLARO, OBJETIVO E HARMÔNICO
PARA AUXILIAR O ENTENDIMENTO DO CONTEÚDO.

10AM
MART
10TH

www.youtube.com/smpdrrio

Cecilia Quental - social designer,
activist designer, visual artist

Patricia Almeida - Journalist, Easy Language
Specialist

✓ After:

Rio
PREFEITURA | SMPD

Simple Design

Let's talk about it?

10AM,
March 10th

Live www.youtube.com/smpdrrio

Cecilia Quental
Social Designer
Activist Designer
Visual Artist

Patricia Almeida
Journalist
Easy Language
Specialist

The way you organize the information is important to the readers.

Write first what is most important. We call this **hierarchy of information**.



Most important information

Complementary information

Additional information



Additional information

Complementary information

Most important information

In case of doubt about the priority of information, ask yourself:

what, who, when, how, where, and why:

These questions do not always apply to the content.

What →

Who ←

Who →

When →

How →



Rio | SMPD
PREFEITURA

Simple Design

Let's talk about it?



Cecilia Quental
Social Designer
Activist Designer
Visual Artist



Patricia Almeida
Jornalista
Easy Language
Specialist

**10AM,
March 10th**

Live www.youtube.com/smpdrio

Make an **introduction** explaining each section or chapter:



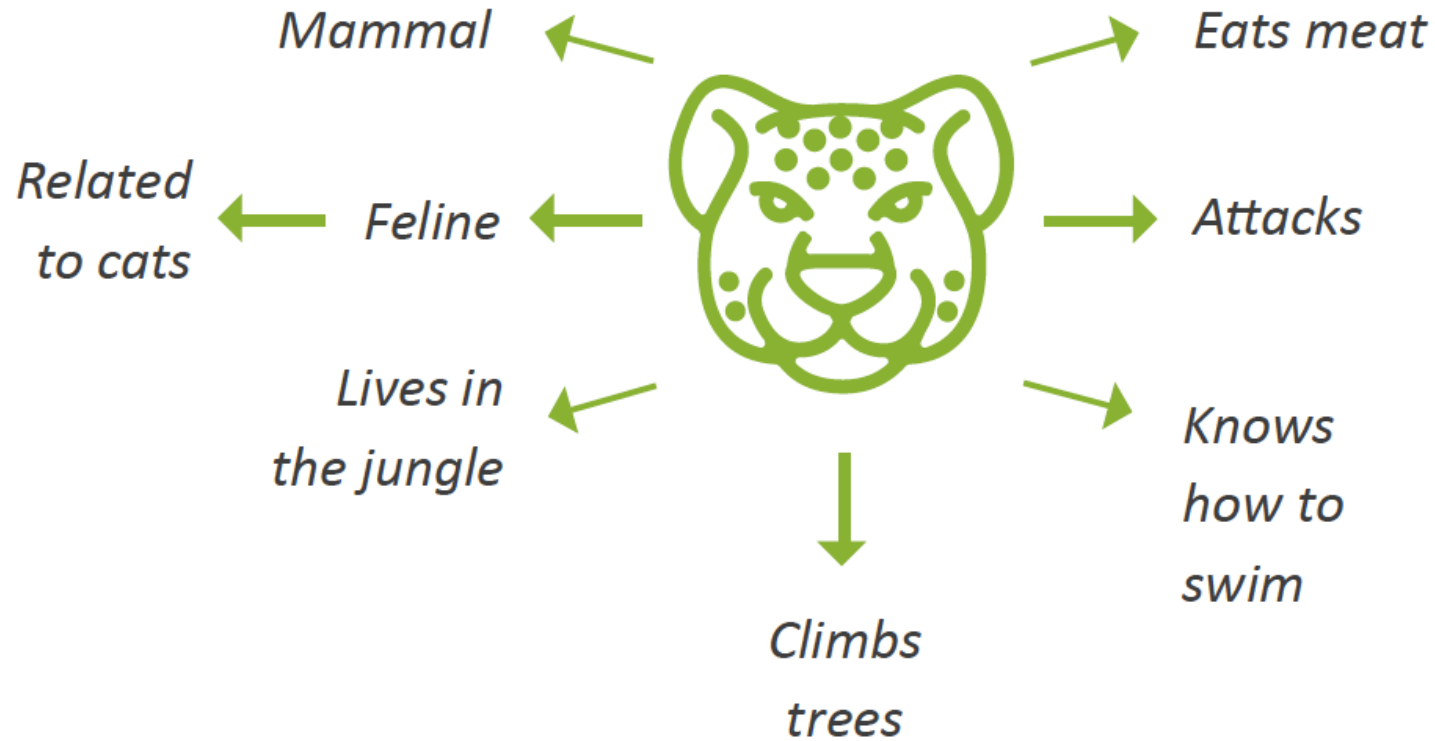
Introduction describing what the section is about.

Summarize by listing the main points of each chapter:

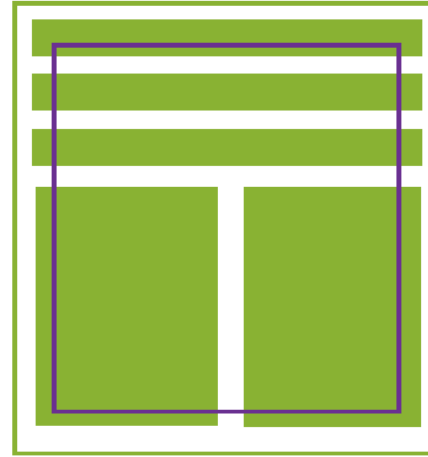


*Make partial summaries by theme or by chapter to help retain what was explained.
Summarize necessary concepts for the next chapter.*

Use a **concept map** to show the relationship between concepts:



Use **margins** and respect them:



Leave **space between the information**
and the info box:



Hictisquam aut et
omnimilique poriae ea
velitam et hiligen tenime
ne qui tem. Neque volor
ma nonsequid exeriamus
doluptiisin corero occatibus
rem faccus.
Elici officiis dolorum volore
venihil mintiustem dolorum
eturibus quiaessim quis



Epserenius, Catquodienis
ignatre cupplin none portelus,
C. Quonicae, ut ia ductantrorio
es! Ibusquam cote apere fui
patus pares niurnum orum
auc inpri sulus licauc fue
proximorum ma, signatu
sunimendam. Do, faciost
ribus, erratquam host? Maio,
que adhuid confic faci illa rei
inatquam, nicaet verudam

The font you choose can **affect readability**:

Not all fonts are easy to read.



Helvetica

Arial

Calibri

Gill Sans

Tahoma

Verdana



EXAMPLE

EXAMPLE

EXAMPLE

EXAMPLE

Example

Example

Avoid **serif fonts**, which have details at the end:
Sans serif fonts are easier to read.



Aa

Sans serif (without serif)



Aa

Serif (with serifa)

Avoid **cursive fonts** like those used in invitations:



Example

Example

Example

Example

Example

Example

Font size

Use the **minimum size 12**

Size 14 is most commonly used:

Use sizes 16 to 24

for people with low vision



12 14 16 18 20 24

Avoid **more than 2 lines in uppercase.**

For some people, uppercase is easier to read.

For others, it may be more challenging.

Find out what works for your target group.



ALL TEXT

ALL CAPS

All text

Upper case and lower case



ALL text

ALL caps

All text

lower case

Avoid *italics* or underlining as a highlight:

- ❌ I want to highlight this *word* because it is very important.
- ❌ I want to highlight this word because it is very important.

Use capital letters, **bold** or **colors** to highlight a word or section.

- ✅ I want to highlight this **WORD** because it is so important.
- ✅ I want to highlight this **word** because it is so important.
- ✅ I want to highlight this **word** because it is so important.
- ✅ I want to highlight this **word** because it is so important.

Avoid **altering the spaces** between letters or words:

This makes it difficult to read.



Reading



Reading

Use **1.5 spacing** between sentences:



*Mary went to the station
to pump gas in her car.*



*Mary went to the station
to pump gas in her car.*

If necessary, use **2 spaces between words**
and double spacing between sentences:

Check with your validation group.



*Mary went to the station
to pump gas in her car.*

Use **2 spaces between paragraphs.**



*Mary went to the station
to pump gas in her car.*

*Mary arrived at the station and realized
she forgot her wallet at home.*

Use **left alignment** for better readability:

Never use justified text, as it makes it harder to read.



Left Alignment

*Sofia is getting ready to start
her new job.*



Right Alignment

*Sofia is getting ready
to start her new job.*



Center Alignment

*Sofia is getting ready to start
her new job.*



Justified Alignment

*Sofia is getting ready
to start her new job.*

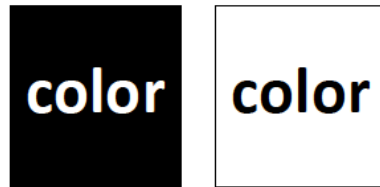
Use **colors that contrast** with each other:

Light over dark or dark over light.

Avoid using very strong overlapping colors.



Clear reading of the word



Vivid color on vivid color



Clear reading of the word



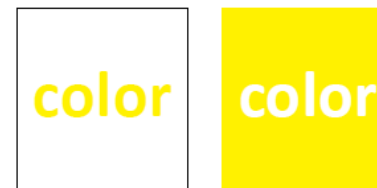
Dark color on dark color



Clear reading of the word



Light color on light color



Use simple and **self-explanatory images**, illustrations, photos, or symbols, that clearly relate to the idea:



Topic: vaccination

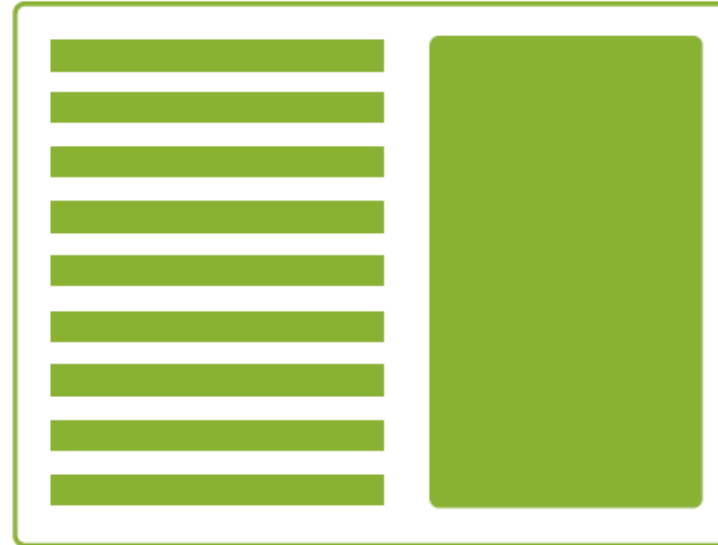
Use **images according to your audience**:



Audience: children

Place the **image to the left** of the text:

*Positioning is on a case-by-case basis
depending on the image and amount of text.*



Avoid placing **text directly on top of the image.**

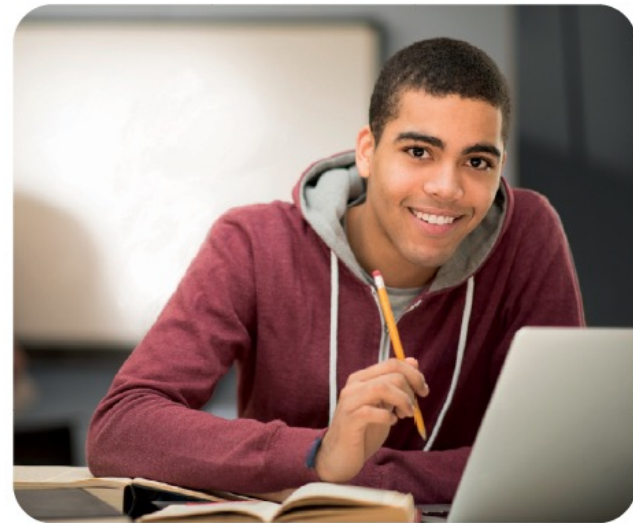


Avoid using **graphic elements for decoration.**

Make sure you only add elements that will help the comprehension.



Use high-quality images at a size that is **easy to see and understand:**



Avoid using **distorted** or **low-quality images**.



Avoid **polluted backgrounds** with lots of information:








Accessibility

Images and digital cards must have a description to be accessible to all.

Videos must have subtitles and sign language interpretation used by some deaf people.

Summary

-  Organize the content.
-  Respect spaces.
-  Use clear and simple images.



Validation

In this chapter you will learn
Easy Language rules and guidelines
for validation.

We also give practical examples.

Basic rules of Easy Language:

Text validation involves
testing its practical comprehension.

To do this,
gather people
who are part of **your target audience.**

Ask them to read and give you
feedback on the material.

Here are some **guidelines**:



Validation is a **central step** of the writing process in Easy Language.



The **mediator leads** a validation session.



It can be in a **face-to-face or online meeting**. You can also **send the material** to be evaluated and **ask for contributions**.



Understanding the message includes **comprehending both the text and the image**.



Understanding the content involves comprehending:

- **words**
- **phrases**
- **design**
- **images**
- **message.**



It is important to *listen carefully* and *provide feedback*.

The *text should be tested*, *not the validator*.

Ask validators to *read the text* or *specific words*.



Some words are *easy to understand*, but *difficult to read*.



Replace these words by *easier-to-read synonyms*.



Listening to the text aloud, the validator and mediator may realize that there are too many words in some lines.

Rules for the mediator:

- ✔ **Respect:** even if you speak slowly and simply, do not address validators in a patronizing way.
- ✔ **Enough Time:** let validators reflect and speak at their own pace.
- ✔ Choose a **quiet place** to do the validation session.
- ✔ Speak **clearly and slowly**.
- ✔ **Use easy language** and short sentences.
- ✔ If the validator has a support person, **speak directly to the validator** and not to the support person.

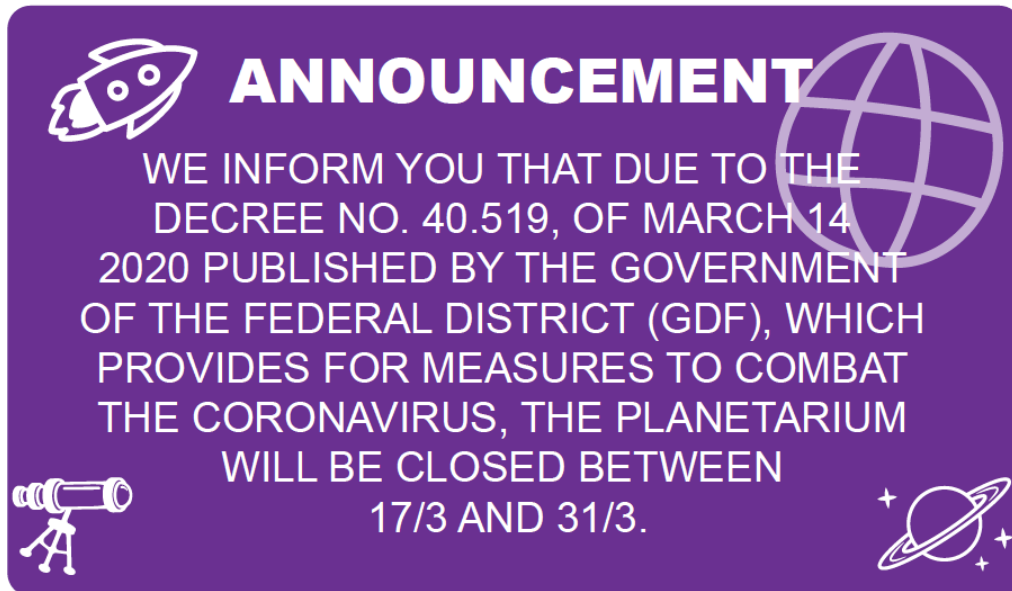
- ✔ Check that the **validator understands**.
- ✔ Check if the validator needs **devices to facilitate communication**.
- ✔ Focus on the validator's skills and always **give positive reinforcement**.
- ✔ If you don't **understand the validator, tell the validator so**.
- ✔ People usually **understand more than it seems**.
- ✔ **Rephrase** when necessary.
- ✔ Use **real-life examples**.
- ✔ **Repeat and summarize**.



Validation

In short,
it is about **filtering essential information**
and communicating it
in the easiest way possible.

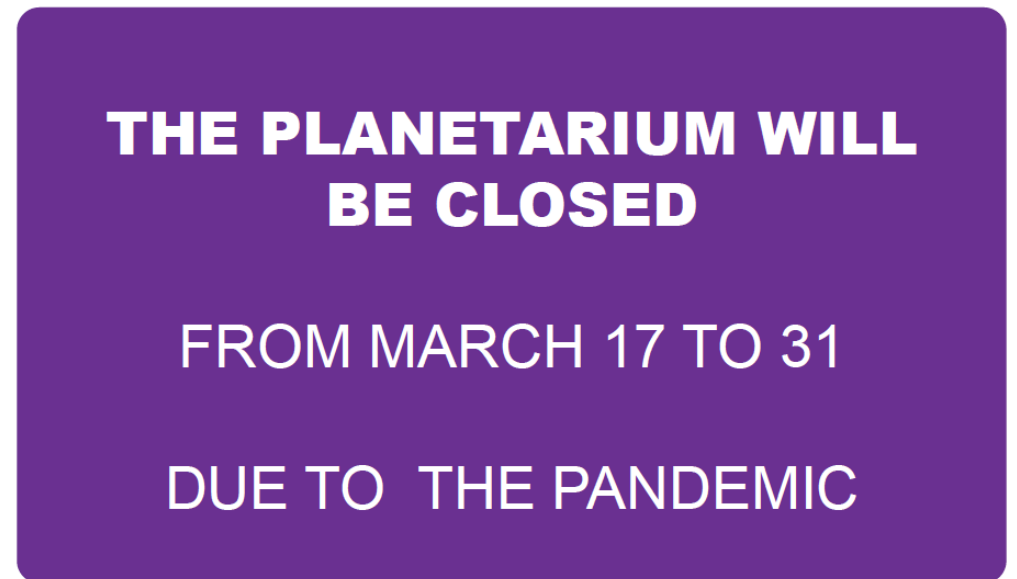
 **Before:**



ANNOUNCEMENT

WE INFORM YOU THAT DUE TO THE
DECREE NO. 40.519, OF MARCH 14
2020 PUBLISHED BY THE GOVERNMENT
OF THE FEDERAL DISTRICT (GDF), WHICH
PROVIDES FOR MEASURES TO COMBAT
THE CORONAVIRUS, THE PLANETARIUM
WILL BE CLOSED BETWEEN
17/3 AND 31/3.




 **After:**



**THE PLANETARIUM WILL
BE CLOSED**

FROM MARCH 17 TO 31
DUE TO THE PANDEMIC

Summary

-  Present the information to your target audience.
-  Check the understanding of the message.
-  Rephrase the content according to the suggestions.

Examples

Easy Language in Brazil

First Document in Plain Language in Brazil - 2012 Health Guidelines for People with Down Syndrome



MINISTÉRIO DA SAÚDE

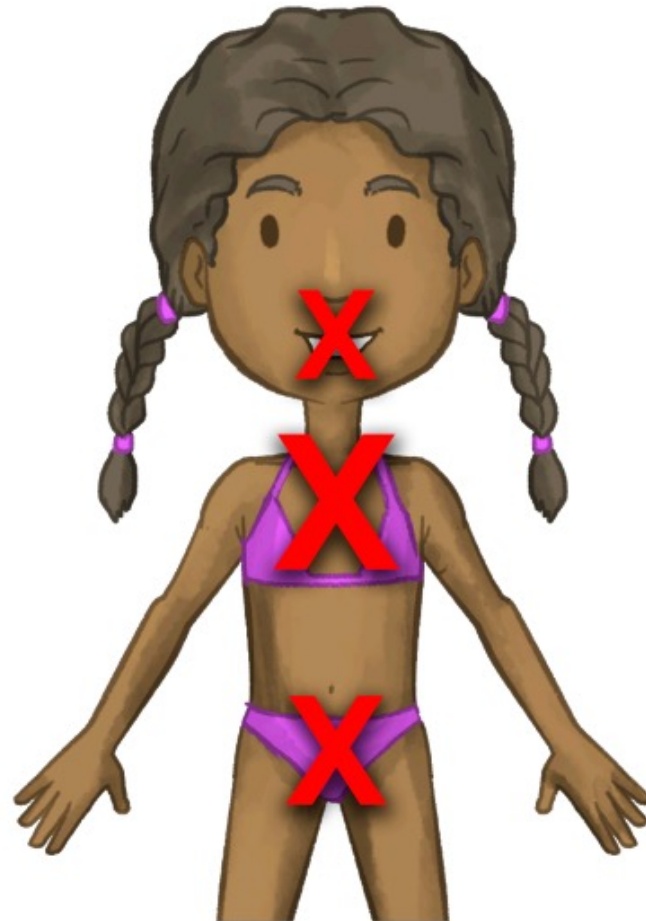
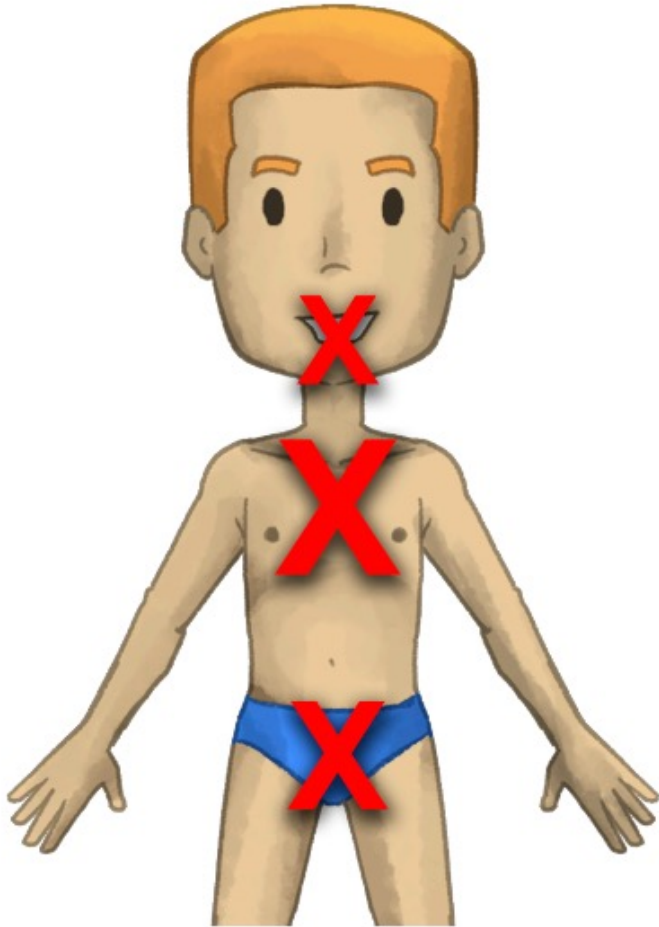




I Protect Myself



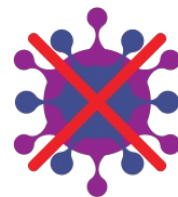
I BEWARE!



IF SOMEONE
WANTS TO TOUCH
MY PRIVATE PARTS



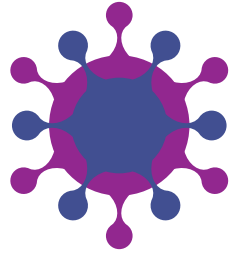
Ação complementar à campanha
Se Liga no Corona



CORONAVÍRUS

COMO SE PREVENIR

LINGUAGEM SIMPLES E ACESSÍVEL

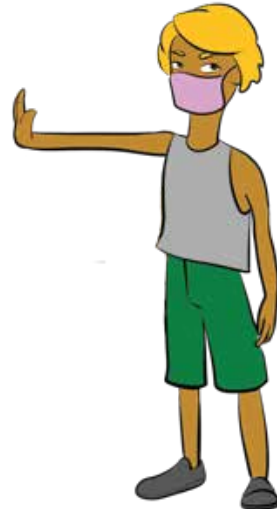


TO AVOID CATCHING

11



**NO LARGE GROUPS
OF PEOPLE**

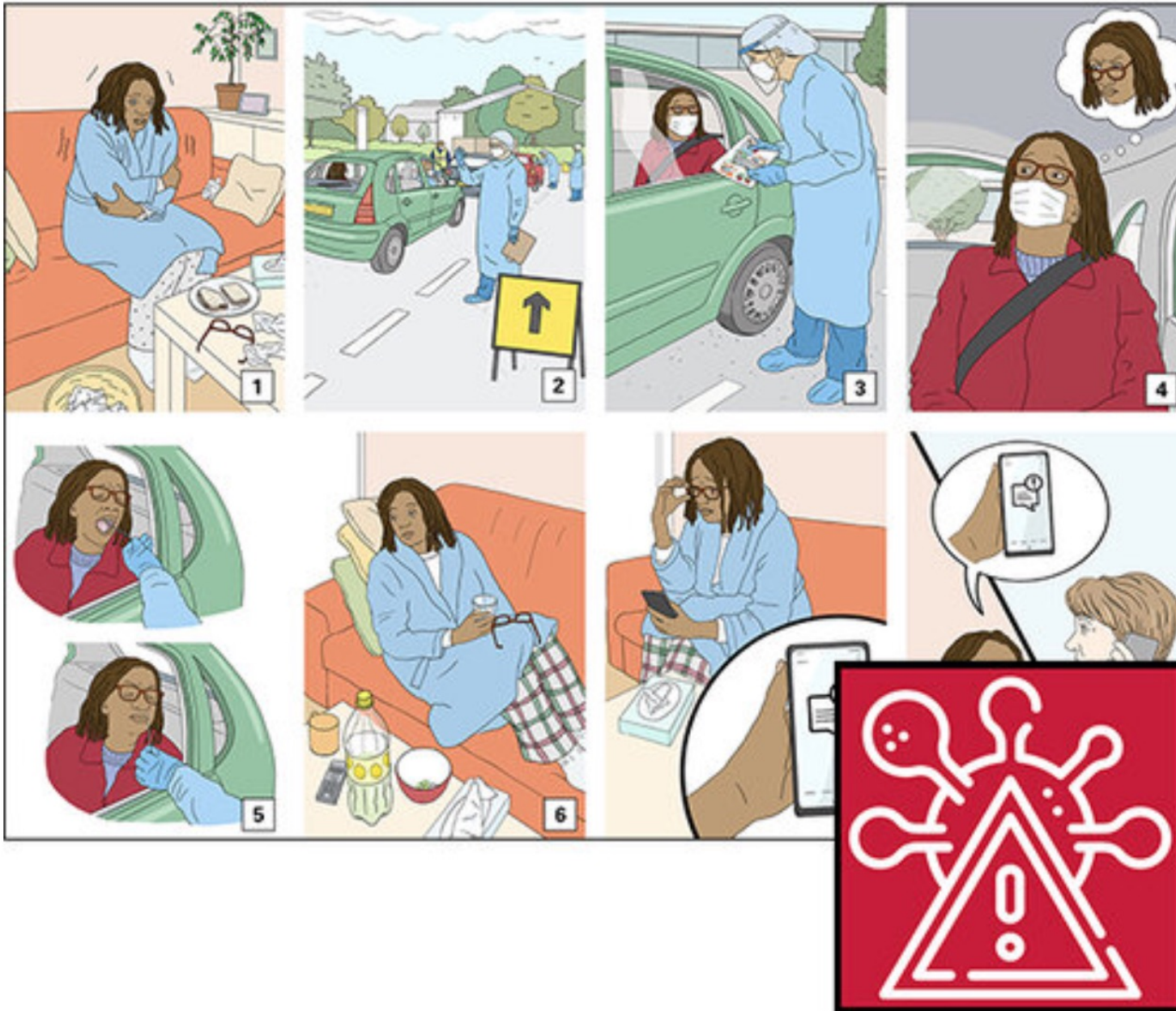


**STAY AWAY FROM
SICK PEOPLE**



Unicef – Coronavirus - Mask

<https://youtu.be/DcIW13I2V4Y>



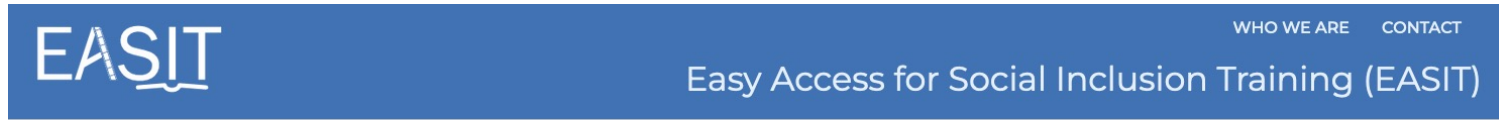
Books Beyond Words

Guides

Easy Access for Social Inclusion Training (EASIT)

<https://transmediacatalonia.uab.cat/easit/>

Anna Matamala – Universidad Autónoma de Barcelona - UAB



- READ ME FIRST
- UNIT 1.
MEDIA ACCESSIBILITY
- UNIT 2.
EASY-TO-UNDERSTAND
LANGUAGE
- UNIT 3A.
E2U AND SUBTITLING
- UNIT 3B.
E2U AND AUDIO DESCRIPTION
- UNIT 3C.
E2U AND AUDIOVISUAL
JOURNALISM
- UNIT 4.
THE PROFESSION

[Home](#) » Read me first

Read me first





With Paola Jelonche – Fundación Visibilia – Argentina, at UN – Event on the Resolution presented by Brazil, sponsored by Dsl and Down Syndrome Australia – COSP 2023

Fundación Visibilia - Manual de Lectura Fácil

<https://www.eudeba.com.ar/Papel/9789502332574/Manual+de+lectura+f%C3%A1cil>

Plena Inclusión España

<https://www.plenainclusion.org/formacion/cursos/curso-de-autoformacion-lectura-facil-introduccion-a-la-adaptacion/>

Óscar García Muñoz

Curso de Autoformación Lectura fácil. Introducción a la adaptación

Escuchar el texto



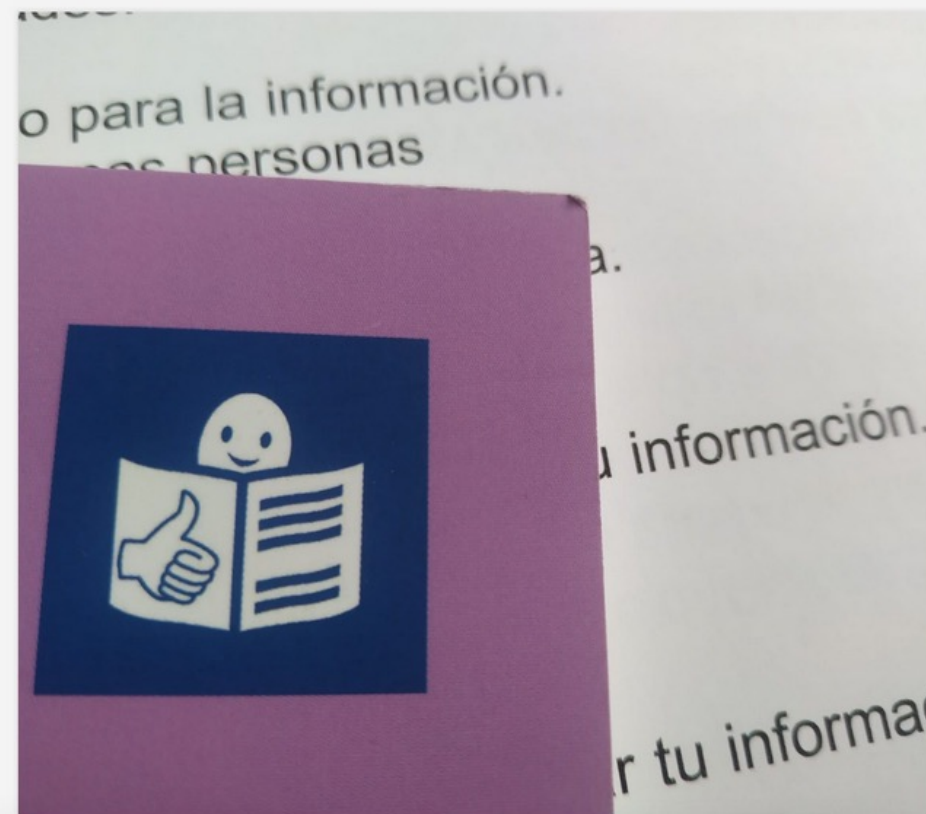
Dónde: Online

Duración: 10 horas

Dirigido a: Empresas, Familias, Personas con discapacidad, Profesionales

Lectura fácil: Sí

Apúntate para participar



GUIA

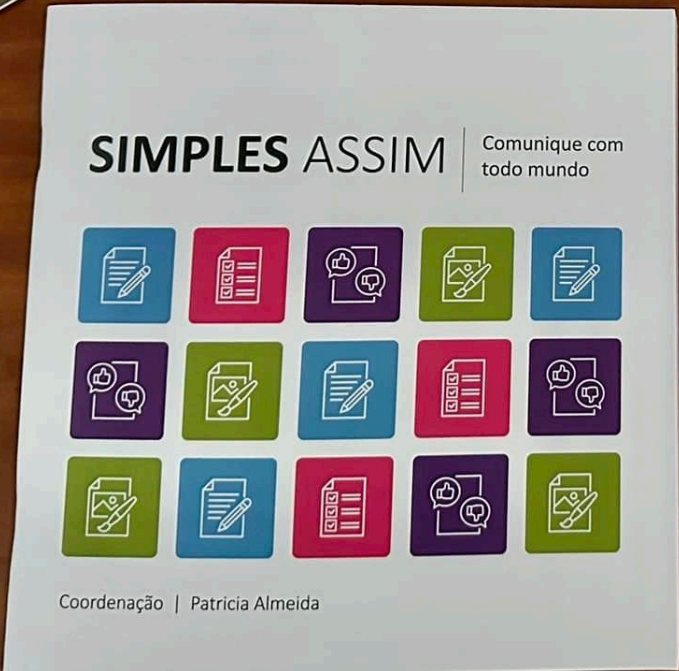
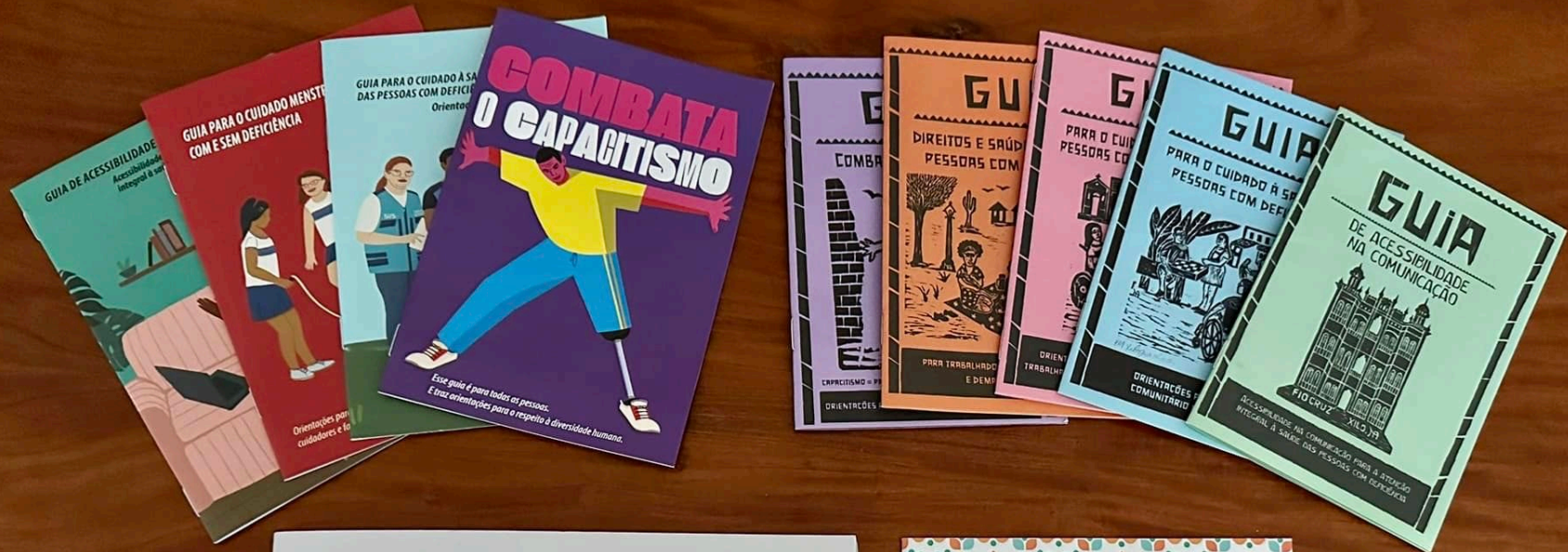
DE ACESSIBILIDADE NA COMUNICAÇÃO



**Acessibilidade na comunicação
para a atenção integral à saúde das
pessoas com deficiência**

Fiocruz – National School for Public Health Accessible Guides

<https://portal.fiocruz.br/noticia/fiocruz-lanca-guias-que-estimulam-comunicacao-acessivel>



Fiocruz's Accessible Guides

Fight Ableism

Simple as this – how to use Easy Language

I Protect Myself

Accessibility in Communication

Health Care for People with Disabilities

Sexual Health and Rights of Persons with Disabilities

Menstrual Care for People with and without Disabilities

Vanessa de Oliveira Dagostim Pires - Verônica Pasqualin Machado
Renata Porcher Scherer - Catarine Kemper

MANUAL DE LEITURA FÁCIL

para educadores

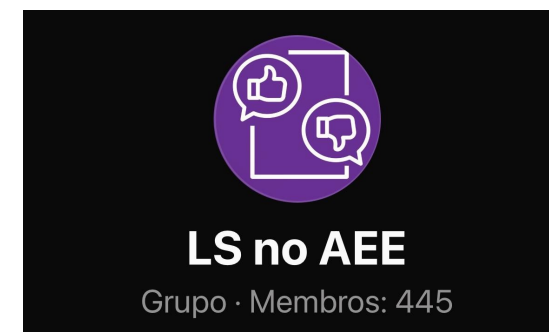


EASY READ IN EDUCATION

Easy Reading Handbook for Educators
Guidance tool for professionals in education,
to be used in the preparation of texts and
educational materials.

<http://omp.ifsul.edu.br/index.php/portaleditoraifsul/catalog/view/243/64/336-1>

WhatsApp Group Easy Language and Education



Patricia Almeida, from Brazil, activist for human rights and mother of three women, the younger Amanda, who was born with Down syndrome.

- Retired Brazilian foreign servant, - Vice-consul in New York and Geneva. Medal of the Order of Rio Branco – Knight Degree – Ministry of Foreign Affairs of Brazil.

- Journalist, worked as an editor at TV Educativa and TV Manchete and as a producer at BBC Brazil in London.

- Specialist in Plain Language (Universidad Autónoma de Barcelona, Plena Inclusión – Spain and Fundación Visibilia - Argentina), Master of Arts in Disability Studies (CUNY - City University of New York).

- Director of Communication of the Brazilian Federation of Down Syndrome Associations and member of the National Front of Women with Disabilities in Brazil.

<http://federacaodown.org.br/>

- Former advisor to the National Secretariat for the Inclusion of Persons with Disabilities, participated in the translation and ratification process of the United Nations Convention on the Rights of Persons with Disabilities in Brazil.

- Organizer of Simple as This – How to use Easy Language guide, Public by National School of Public Health, Fiocruz.

<https://www.arca.fiocruz.br/handle/icict/59614>

- Creator of the news agency Inclusive – Inclusion and Citizenship (Human Rights Education and Autistic Pride Awards), GADIM – Global Alliance for Disability in Media and Entertainment, GADIM Brazil, Odimídia – Observatory of Diversity in the Media.

<http://www.inclusive.org.br/>

<https://gadim.org/>

<https://www.gadimbrasil.org/>



- Co-author of Eu Me Protejo (I Protect Myself) - inclusive education to prevent violence in childhood.

<https://www.eumeprotejo.com/>

Booklet in English:

https://www.eumeprotejo.com/_files/ugd/f04b3c_fa8afe64172d4779beda9a10eae29e92.pdf

- Co-author of Canta e Lê (Sing and Read) - children's videos to learn to speak and read.

<https://www.youtube.com/playlist?list=PLjh9XfGtby6VXdIUCx1zd7tvHkJjZtiE->

- Co-founder of the Movimento Down, Zika Movement and Necessary Adoptions. Former Board Member of Down Syndrome International.

<https://www.movimentodown.org.br/>

<https://movimentozika.wordpress.com/>

<https://www.adocoesnecessarias.org/english>

- Coordinated civil society efforts for the UN resolutions on World Down Syndrome Day and Easy to Understand Communication.

<https://s38312.pcdn.co/wp-content/uploads/easy-to-understand-draft-resolution.pdf>

<https://digitallibrary.un.org/record/721907?ln=en>

- Member of the Jury of the International Diversify TV Mipcom Award (Cannes). Collaborator of the MetaSocial Institute, of the campaign Being Different is Normal. <https://diversifytv.com/>

Portfolio: <https://cunyonline.digication.com/patricia-almeida/Welcome>

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Thank you!!!!

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www.eumepratejo.com