

Quick Questions:

Considerations When Providing Complex Information in Easy-to-Understand Formats

Who has the information?

What agencies or groups are working on the issue? What is the timeline for changes that will affect individuals with disabilities and their families? Is someone else already preparing information to educate consumers?

Who knows what the information means?

What is the impact that this change will have for people with disabilities and their families? How many people will it impact? Is there an adequate match between resource allocation and the need for information?

Who can make the information easy-to-understand?

Who can create and present information that is easy for individuals with disabilities and their families to understand? How much is the “right” amount of information?

What is the best format for users?

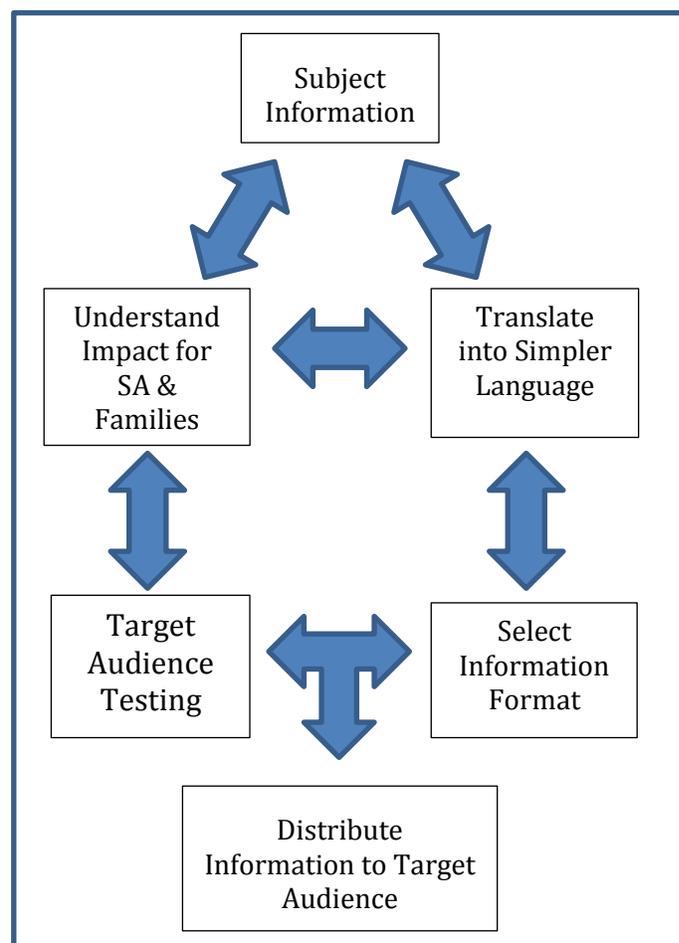
Are simple one-page bulletins (with graphics) an option? Video podcasts on YouTube? Sharing the information on a Facebook page? Consider how proposed methods which will allow you to assess impact and provide an avenue for users to give you feedback about what was effective and what wasn't.

Who can be the test audience?

How to locate people who are willing to read the material and convey whether it makes sense? Who can identify what additional information is needed? Who is brave enough to admit they don't get what you're trying to communicate?

What is the best way to distribute the information?

Depending on the longevity of the need to communicate, is it better to build a new distribution network or to work with other organizations that are already in contact with your targeted audience? (For example, Parent to Parent or Special Olympics or DD Partner Networks)



Thoughtful planning at each step of the process increases the likelihood that information is developed that will be useful. Some steps, like identifying a “translator” can be done simultaneously with other steps.

For more information, contact:

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