

Making Outreach Materials More Accessible

To recap.



Our outreach materials are not accessible.

(But they're getting better!)

So!

Let's
get to
work!



A few thoughts and
guidelines to start:

Omit
needless
words.

-Strunk & White



(And try to use shorter, less complex words.)



Use language that sounds natural when you read it out loud. You know, like cock-a-doodle-doo.

Immediately following a sexual assault, take whatever steps you can to ensure your safety.

Right after a sexual assault do what you can to be safe.



Write short
active
sentences.

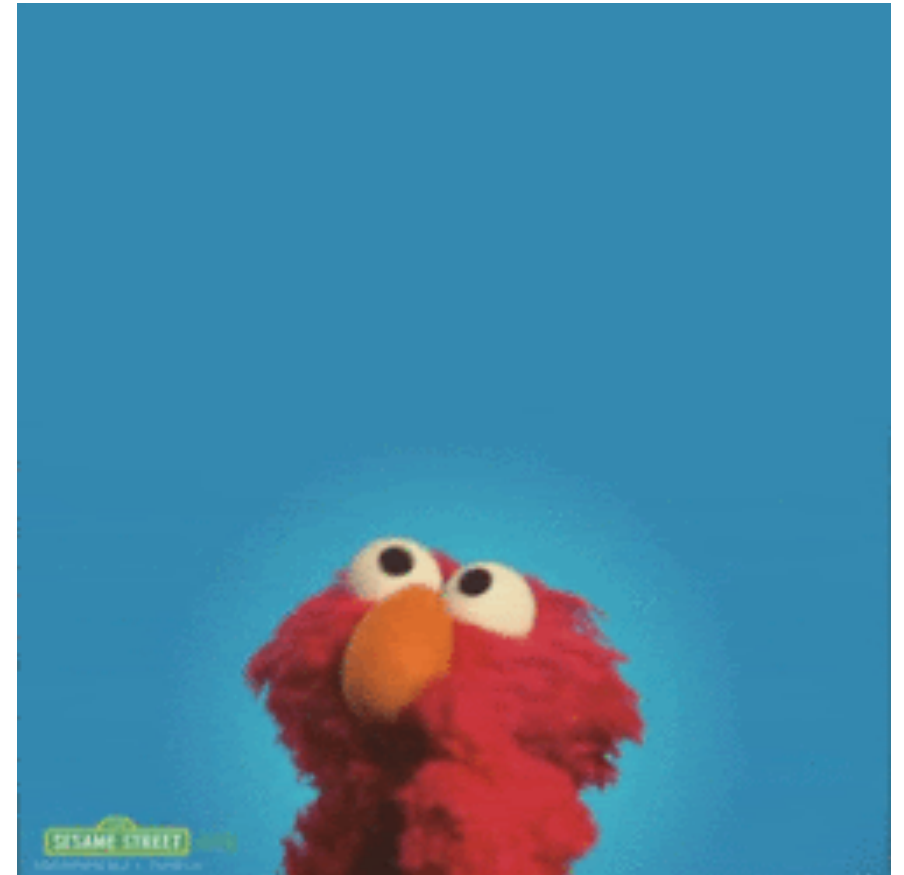
Rearrange
them a bit!

Things I Ask Myself:

Does my audience need to know this?

Am I including it because this is important to me or is this something they should know?

Does the nuance I'm including here belong in outreach materials or in an in-person convo once we get the person "in the door"?



Let's look at an example.

If you or someone you know is interested in a support group, contact Fab Advocate at fabadvocate@gloriouscenter.org. Groups run between 8 and 16 weeks and, as with all Glorious Center services, are free of charge. All support groups are closed and require screening. Anyone who wants to participate in a group will need to submit a Support Group Contact Form and send it to fabadvocate@gloriouscenter.org.

Here are some things I would think about:

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(BEFORE)

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(AFTER)

Groups are free and run for 8–16 weeks. Those who want to join need to send us a Support Group Contact Form [by email](#). We will write back to you and set up a time to talk before the group starts. Call or email us if you need help with the form or have other questions!

The benefit of our advocates is the ability to provide a full range of comprehensive services to victims who have made the decision to report sexual assault.

Our advocates help victims who decide to report to the police. This help includes....



Let's
practice!

As children learn new vocabulary, it is not unusual for them to practice saying the words they've learned.




This is the spot for our new language.



Some things to think about!

- what matters to the audience?
- does the audience know what all this means?
- sentence length
- sentence arrangement
- word choice
- my beautiful feathers and how well I match your logos

Work with a partner or in a group to make the handout more accessible.

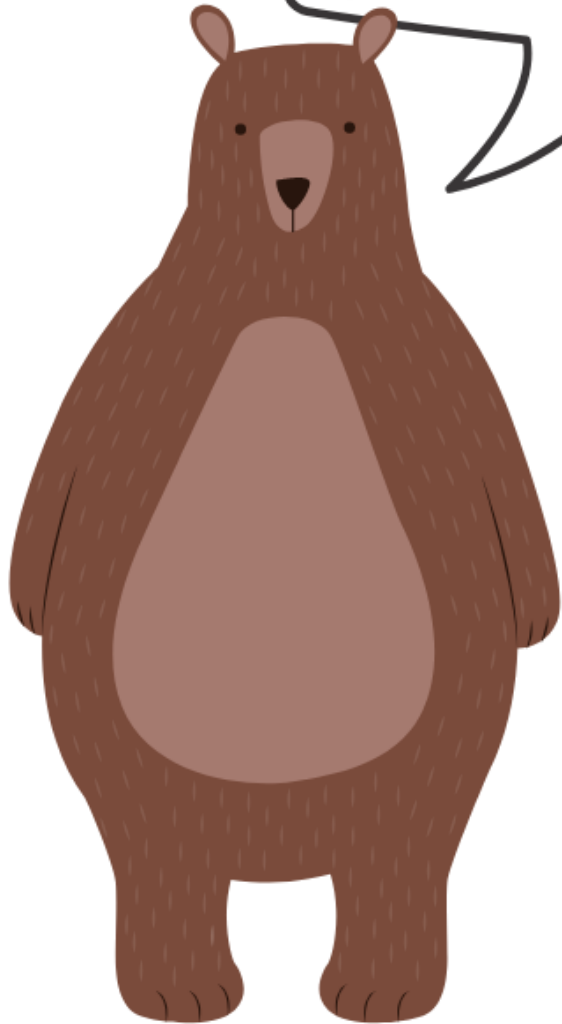


If you want to include different types of support groups, might I suggest a list?

Or if you want to talk about what survivors get out of support groups, a quote helps promote!

Also can you tell my human to turn up the heat? It's December for pug's sake.

Glorious Center offers free support groups for sexual assault survivors of any gender identity. We offer different kinds of support groups in Dog and Cat Counties. Contact us to learn more about our support groups and how to join!



Direct language in outreach materials means that we don't always get to be as nuanced as we might be in person. That's ok!

survivors of sexual violence – sexual violence survivors

"it is not unusual" – it is common/normal

Free of charge – free

Can help – help (note – not saying will help)

Are meant to increase support – increase support

A number of – many

If you have experienced sexual assault – if you have been sexually assaulted

Important Points:*



Use shorter words. Use familiar words.



Write active sentences.



If the sentence needs a comma it may be too long. If your sentence needs anything beyond one comma, it's too long. (See what I did there?)



For a strong reader, more words clarify. For an inexperienced reader, more words complicate their task.



Bulleted lists (like this one) are intimidating for inexperienced readers. For strong readers, it helps organize thoughts.

*From our friends the literacy specialists.



And remember:
If the person can't read it, we can't help them.



Let's get out there and
make things accessible!