



# Join us in advocating for accessible communication that connects and empowers!

**24 November – 1 December 2024**

**“Accessible Communication: Connect, Include, Empower”**

For Disability Action Week 2024, BHA will collect and share statements from Queenslanders highlighting the importance of accessible communication. We will feature personal stories and insights into the power of accessible communication and what it means for Queenslanders.

By bringing real voices to the campaign, we aim to break down stigma, build understanding, and inspire action, making each story a vital part of raising awareness and fostering empathy.

**How to Get Involved:** Record a short video, or take a photo, and share how accessible communication connects, includes, or empowers you or others.

Your story can inspire others and raise awareness about the value of accessible communication for those with hearing loss.

Overleaf you will find a guide on how your valuable story or insight can be part of the campaign.

**#BetterHearingBetterLiving**

Advocacy, advice, and support for all affected by hearing loss



# Contribution Guidance

## What Should I Contribute?

We are looking for a **short, simple piece to camera**, using nothing but a smart phone. Or if time doesn't permit, take a **selfie** and submit that with your thoughts.

We have listed some questions below which may prompt your response.

## What Should I Say?

The **focus is on accessible communication and what that might mean to you**. The questions below may help with some ideas... but above all, we just want to hear your thoughts.

"How has accessible communication connected you to others or empowered your life? Feel free to share a personal story or broader reflection on its impact in the community."

"Why is accessible communication important for ensuring 'Better Hearing Better Living'? You can share how it benefits individuals or contributes to a more inclusive society."

"How can better support for accessible communication improve hearing health services in Queensland? Share your thoughts on what needs to change for 'Better Hearing Better Living' for all."

## I'm a Politian or an Influencer

If you're **speaking as an advocate or policymaker**, you can focus on the broader community impact of accessible communication and how public policy can improve the outcomes for people with hearing loss.

## Submission Details

Please **submit your video or photo and statement before 24 November to BHA** via email at [info@bhabrisbane.org.au](mailto:info@bhabrisbane.org.au).

**Include your name** and, if relevant, your title and organisation. We will then caption your submission appropriately when posting it on your behalf during Disability Action Week.

**Please feel free to post it** as well on your own channels during the week.

If posting on your own channels, please include the hashtags **#betterhearingbetterliving** and **#disabilityactionweek**

## Video Production Instructions

### Lighting

Natural light: Shoot near a window or use soft indoor lighting. Ensure your face is well-lit by keeping the light source in front of you. Avoid harsh shadows or backlighting.

### Framing (Portrait)

Hold your phone vertically (or get someone to video you). Position it at eye level for a natural look. Ensure your face and shoulders fill the screen, leaving some space above your head.

Ensure headroom and eye-line are centred and not too close to the edges of the frame.

### Sound

Record in a quiet room. If possible, use a microphone or headphones with a built-in mic. Speak clearly, maintaining a steady tone.

### Length and Focus

Aim for a 15-45 second video. Pick one or two key points to focus on. Keep your message concise and impactful.

### Energy and Tone

Choose a tone that matches your message (whether it's personal, professional, or somewhere in between). Keep it natural and engaging.

## Don't Forget the Hashtags!

Include the campaign hashtags when posting online:

- **BetterHearingBetterLiving**
- **DisabilityActionWeek**



**Don't forget to like and share any campaign posts you see**