

## TOOL 7: INCLUSIVE INFORMATION, EDUCATION, AND COMMUNICATION (IEC) MATERIALS

Persons with different types of disabilities have a right to access all information relating to GBV programs on an equal basis with others. GBV messages, whether they are related to GBV prevention and/or access to services for survivors, should be communicated in multiple formats and incorporate different dissemination methods. Depending on the context, examples of this may include producing information in Braille, sign language, and simplified messaging such as pictograms and pictures, which are then disseminated through workshops, dialogues, home visits and community awareness raising activities.

The following simple questions can assist in evaluating whether further adaptation and/or targeted approaches may be necessary to reach certain groups of persons with disabilities with information:

- (1) *Who will be able to understand this information in its current form?*
- (2) *Who won't be able to understand this information in its current form?*
- (3) *Does the information reflect the needs of different people in the community?*
- (4) *What do persons with disabilities think about the IEC materials? Do they have any advice or feedback?*
- (5) *How will the communication be disseminated? What groups will it reach? What groups won't it reach?*

| <i>Type of Disability / Impairment and Effective Communication Methods</i>  | People who are visually impaired or blind | People who are hearing impaired or Deaf | People with intellectual disabilities              | People with physical disabilities |
|---|---|---|--|-----------------------------------|
| Radio   | <b>X</b>                                  |   | <b>X</b>   | <b>X</b>                          |
| Television  | <b>For audio content</b>                  | <b>For visual content</b>               | <b>X</b>   | <b>X</b>                          |
| Printed Materials: Posters, billboards and flyers (dependent upon literacy) |   | <b>X</b>                                | <b>Simplified picture-based messages</b>           | <b>X</b>                          |
| Drama   | <b>For spoken content</b>                 | <b>For visual content</b>               | <b>X</b>   | <b>X</b>                          |
| Discussion groups   | <b>X</b>                                  |   | <b>If simplified and accepted by group members</b> | <b>X</b>                          |