

See Me. Hear Me. Respect Me.

Disability awareness campaign (healthcare staff)

Stakeholder kit – external

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Background

Disability is part of everyday life and includes physical, sensory, cognitive, intellectual, neurological and psychosocial impairments. People with disability are not a single group; each person has distinct needs, strengths and experiences shaped by intersecting factors such as age, gender, culture, sexuality and location. These intersections influence how safe, respected and supported someone feels when accessing healthcare.

Around one in five Australians lives with disability. In Queensland, this equates to approximately 1.2 million people—nearly one in four residents—many of whom regularly engage with health and community services.

In partnership with the Queenslanders with Disability Network (QDN), Queensland Health listened to lived experiences across hospitals, emergency departments and outpatient settings. A consistent message emerged: being listened to, being spoken to directly, and being treated with dignity are fundamental to safe, high-quality care.

However, people also described persistent barriers. Many felt dismissed, misunderstood, or treated differently once their disability was identified. These experiences continue to contribute to poorer health outcomes. National inquiries, including the Disability Royal Commission and the 2023 NDIS Review, reinforce the need to improve disability awareness across the health workforce.

The *See Me. Hear Me. Respect Me.* campaign

The *See Me. Hear Me. Respect Me.* campaign shares lived experiences of people with disability and translates them into practical actions that support respectful, inclusive healthcare.

It highlights what matters most in healthcare interactions:

- Clear, inclusive communication
- Being recognised as a whole person
- Shared decision-making
- Care that is flexible and responsive.

While developed within Queensland Health, the campaign reflects **broader system-wide priorities** to improve accessibility and inclusion across all community settings.

Why this matters

This campaign provides practical, evidence-informed approaches that organisations can use to:

- Improve client and patient experience
- Strengthen inclusive service delivery
- Support workforce capability in disability awareness
- Align with national expectations on accessibility and inclusion.

Target audience

This campaign is relevant to:

- Healthcare providers and partner organisations
- Non-government and community service providers
- Peak bodies and advocacy organisations
- Education and training institutions
- Policy and program stakeholders
- Anyone involved in supporting people with disability to access healthcare services

Core principles

The campaign promotes practical principles that can be used across service settings to:

- Understand and reduce unconscious bias
- Deliver person-centred care
- Partner with lived experience (co-design)
- Communicate clearly and inclusively
- Support shared and supported decision-making
- Enable flexible, responsive care

How you can get involved

You can support more inclusive healthcare today by:

1. Embedding the principles

- Review your current practices against the campaign principles
- Incorporate into policies, procedures and training

2. Starting team conversations

- Use campaign videos in team meetings or workshops
- Reflect on communication practices and unconscious bias

3. Using and sharing resources

- Share campaign materials across your organisation and networks
- Integrate content into newsletters, websites and social media

4. Partnering with people with disability

- Involve lived experience in service design, delivery and evaluation

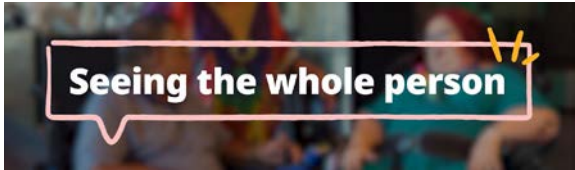
These campaign resources are designed for broader use to:

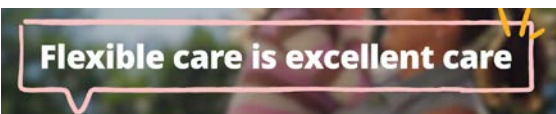
- Support staff learning and development
- Facilitate team discussions
- Promote inclusive practices
- Engage communities and stakeholders.

Communication resources

You can download resources from the [campaign website](#), to promote the campaign within your team and network.

Videos

Resource title/link	Preview
Introduction	
Video 1 Understanding unconscious bias	
Video 1 In practice: Understanding unconscious bias	
Video 2 Seeing the whole person	
Video 2 In practice: Seeing the whole person	

Video 3 Lived experience at the centre	
Video 3 In practice: Lived experience at the centre	
Video 4 Communication that connects	
Video 4 In practice: Communication that connects	
Video 5 The power of partnership	
Video 5 In practice: The power of partnership	
Video 6 Flexible care is excellent care	
Video 6 In practice: Flexible care is excellent care	

Sample newsletter content/eDM

See Me. Hear Me. Respect Me. – Phase 4 launch

Since 2024, *See Me. Hear Me. Respect Me.* has been listening to people with disability, their families and carers. Adults first shared their experiences of healthcare, speaking openly about what works, what doesn't, and what needs to change. Children and young people followed, offering honest and often powerful perspectives. Parents and carers added their voices too, describing the realities of navigating the system day to day.

Together, these stories have created a deeper, more human understanding of what respectful, inclusive care truly looks like—not in theory, but in real life.

Now, that understanding is being put into action.

Across Queensland, healthcare professionals and organisations are stepping into the conversation. They are applying what they've learned in practical ways—changing how they communicate, plan care, and connect with people at every step.

This next phase of the *See Me. Hear Me. Respect Me.* campaign, which also forms the foundation of the department's disability awareness training for healthcare staff, turns lived experience into simple actions that make a difference. It encourages clear, inclusive communication, seeing the whole person, making decisions together, and being flexible to individual needs.

These may seem like small shifts, but they have a big impact. They help build trust, restore dignity, and create safer, more welcoming experiences.

Change is already happening. Services are becoming more inclusive, responsive and person-centred. At the same time, the campaign is building confidence and capability, empowering everyone to play a role.

Because when people feel truly seen, heard and respected, care improves—for everyone.

Visit the [website](#) to learn more about the campaign and explore available resources.