



IMPROVING HEALTHCARE  
FOR PEOPLE WITH DISABILITY 

# See Me. Hear Me. Respect Me.

Disability awareness campaign

Stakeholder kit – Parents and carers

**DELIVERING**  
FOR QUEENSLAND



**Queensland**  
Government

Background.....	2
The campaign .....	3
Key messages .....	3
Target audience.....	4
How you can get involved .....	4
Training .....	5
Newsletter content/eDM – under 200 words .....	5
Communication Resources .....	6
Videos.....	7
Posters (including QR Code) .....	9
Digital assets.....	11
Templates.....	13
Social media tiles.....	15
How to guide .....	18
Teams background.....	18
Part 1 – Download image .....	18
Part 2 – Turn off Mirror my video .....	18
Part 3 – Upload the new Teams image .....	18
Social media guide .....	18
eNewsletter .....	19

## Background

Since 2023, Queensland Health has been working with the Queenslanders with Disability Network (QDN), drawing on their knowledge and lived experience in the disability sector.

In August 2023, QDN led focus group discussions with people with a wide range of disabilities. They shared honest, powerful stories about the challenges they face in hospitals, emergency departments and health clinics. A key message was clear: respectful communication — both verbal and non-verbal — can make a big difference in how care is experienced.

Their feedback also reinforced the importance of including the voices of people with disability in the design of healthcare services — to ensure they are truly seen, heard and respected.

Guided by this input, Queensland Health launched its first internal disability awareness campaign in March 2024: *See Me. Hear Me. Respect Me.* Co-designed with the community, it's aimed at healthcare workers and encourages a better understanding and connection with people with disability.

It has since sparked meaningful conversations — about how we connect with others, how we listen, and how we can look beyond assumptions. It's a reminder to see, hear and respect people for who they are.

Since then, the campaign has grown to include more voices and experiences, including children and young people in Phase 2, and now parents and carers in Phase 3.

## The campaign

In this third phase of the campaign, we focused on the voices of parents and carers of people with disability. Their stories matter. Many children and young people go to health appointments with their families, and the way parents and carers see disability can shape how their children—and others around them—see it too.

Health workers play a vital role—not only in caring for young people with disability but also in supporting their families. The way they speak, listen, and connect can help parents and carers feel more confident and supported, especially in the early years and as children grow into young adults.

This part of the campaign focuses on understanding the challenges families may face, while also sharing helpful tips, advice, and real-life stories to make those experiences better for everyone.

To help tell this story, the campaign features health workers from Queensland Health who are also parents of children with disability. These individuals offer a unique perspective—seeing things from both sides—and bring honesty, empathy, and genuine insight to the narrative. One health worker also shares her uplifting experiences and positive stories about working with children and families living with disability.

Queensland Health proudly acknowledges these staff who generously took part in the campaign. Their voices illuminate the lived experiences of families, and the compassionate care provided across the health system.

Together, these voices show what's possible when we listen, learn, and lead with respect.

## Key messages

- This is our journey. You're part of it.
- Hope is a superpower.
- Understand the power and strength of family.
- Helping the person includes helping the family, too.
- You can make a difference with the little things.

## Target audience

### Primary

- Queensland Health clinicians, healthcare workers and other health staff
- Carers and support people of people with disability
- People with disability.

### Secondary

- General public
- Key stakeholder groups, e.g., disability sector representative groups, government, Commonwealth, NGOs, peak bodies.

## How you can get involved

Please help in sharing the *See Me. Hear Me. Respect Me.* message across your teams and networks.

This stakeholder kit is complete with ready-to-use communication materials to help you promote the campaign in your workplace, whether you're posting on internal channels or running a team session.

We've also included a [facilitator's guide](#) if you'd like to use the campaign videos as part of team meetings or training exercises. It's a great way to spark conversation and reflection on how we communicate with and support people with disability.

For Queensland Health staff, there's also a link to our [online disability awareness training](#) — free and open to all internal staff.

These resources have been carefully developed and approved by Queensland Health experts to support consistent, respectful messaging.

If you'd like to tailor or adapt any of the materials for your local use, or **for more information**, please get in touch with the Partnerships Team at [Engagement@health.qld.gov.au](mailto:Engagement@health.qld.gov.au) — we're happy to chat and support you.

## Training

The Queensland Health [Disability Awareness Training](#) is now live on iLearn!

This short online training is designed to help us all feel more confident, informed and prepared to support people with disability accessing healthcare in Queensland.

It's part of the [Disability Service Plan 2025-2028](#) and supports our commitment to providing inclusive, respectful and responsive care.

We encourage you to complete the training and share it with your team.

## Newsletter content/eDM – under 200 words

### **See Me. Hear Me. Respect Me.**

The *See Me. Hear Me. Respect Me.* campaign continues to spark meaningful conversations about how we see, treat, and connect with people with disability. It encourages us all to look beyond the surface and truly see, hear, and respect others.

This third phase of the campaign focuses on the voices of parents and carers of people with disability. Their stories matter. Families often attend health appointments together, and the way parents and carers view disability can shape how their children—and others—understand and experience it.

Health workers play a vital role—not just in providing care, but in building trust and confidence with families. Small actions, like how they speak, listen, and include parents, can make a big difference, especially in the early years and during adolescence.

The campaign also features health workers—some of whom are parents or children of a person with disability—as well as a staff member who works closely with families of children with disability. Through their real-life stories, practical tips, and advice, they offer unique perspectives that bring honesty, insight, and empathy to the conversation.

Together, these voices show the power of listening, learning, and leading with respect. It's about making health care better—for everyone.

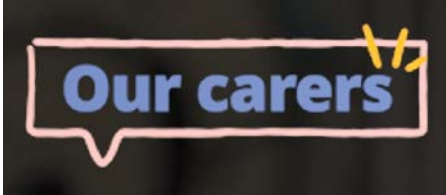




## Communication Resources




These are the resources you can download from the [campaign website](#) and use to promote the campaign within your team and network.

Resources:





- Videos
- Posters: A3 and A4; with and without a QR Code
- Digital assets
  - Digital posters
  - Screen savers
  - Signature block
  - Teams background
- Templates
  - Facilitator's guide
  - Word document
  - PowerPoint
- Social media tiles.

## Videos

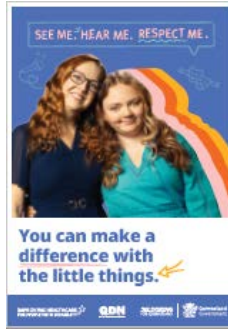
Videos		
Resource title	Preview	Link
<b>Our carers - introduction</b>		<a href="#">Click here</a>
<b>Hope is a superpower</b>		<a href="#">Click here</a>
<b>Defining disability</b>		<a href="#">Click here</a>
<b>Meet me where I'm at</b>		<a href="#">Click here</a>
<b>The challenges we face</b>		<a href="#">Click here</a>

<p><b>The journey to adulthood and beyond</b></p>		<p><a href="#">Click here</a></p>
<p><b>Emily's story - extended</b></p>		<p><a href="#">Click here</a></p>
<p><b>Helen's story - extended</b></p>		<p><a href="#">Click here</a></p>

## Posters (including QR Code)

Resource title	Preview	Links
<p><b>Poster #1</b>  <b>This is our journey. You're part of it.</b></p>		<p><a href="#">A3</a>  <a href="#">A3 with QR Code</a></p> <p><a href="#">A4</a>  <a href="#">A4 with QR Code</a></p>
<p><b>Poster #2</b>  <b>Hope is a superpower.</b></p>		<p><a href="#">A3</a>  <a href="#">A3 with QR Code</a></p> <p><a href="#">A4</a>  <a href="#">A4 with QR Code</a></p>
<p><b>Poster #3</b>  <b>Understand the power and strength of family.</b></p>		<p><a href="#">A3</a>  <a href="#">A3 with QR Code</a></p> <p><a href="#">A4</a>  <a href="#">A4 with QR Code</a></p>
<p><b>Poster #4</b>  <b>Helping the person includes helping the family, too.</b></p>		<p><a href="#">A3</a>  <a href="#">A3 with QR Code</a></p> <p><a href="#">A4</a>  <a href="#">A4 with QR Code</a></p>






**Poster #5 –  
You can make a difference  
with the little things.**







[A3](#)  
[A3 with QR Code](#)




[A4](#)  
[A4 with QR Code](#)

## Digital assets

Resource title	Preview	Link
<p><b>Digital Poster #1</b>  <b>This is our journey. You're part of it.</b></p>		<p><a href="#">Click here</a></p>
<p><b>Digital Poster #2</b>  <b>Hope is a superpower.</b></p>		<p><a href="#">Click here</a></p>
<p><b>Digital Poster #3</b>  <b>Understand the power and strength of family.</b></p>		<p><a href="#">Click here</a></p>
<p><b>Digital Poster #4</b>  <b>Helping the person includes helping the family, too.</b></p>		<p><a href="#">Click here</a></p>
<p><b>Digital Poster #5</b>  <b>You can make a difference with the little things.</b></p>		<p><a href="#">Click here</a></p>

<p><b>Screensaver – 1920x1080</b></p>		<p><a href="#">Click here</a></p>
<p><b>Signature block</b></p>	<p>Queensland Government departments and agencies</p>  <p>Non-government agencies and organisations</p> 	<p><a href="#">Click here</a></p> <p>For non-government <a href="#">Click here</a></p>
<p><b>Teams background</b></p>		<p><a href="#">Click here</a></p>

# Templates

Resource title	Preview	Link
<p><b>Facilitator's guide</b></p>	 <p>The preview shows the cover of the 'See Me. Hear Me. Respect Me. Facilitator's Guide' with the Department of Health logo. The content includes an 'About this guide' section, a 'Video series overview' with three items (01 Our Carers, 02 The challenges we face, 03 Defining disability), and a footer with the slogan 'SEE ME. HEAR ME. RESPECT ME.' and 'IMPROVING HEALTHCARE PARTNERSHIP WITH DISABILITY'.</p>	<p><a href="#">Click here</a></p>
<p><b>Word document - one page</b></p>	 <p>The preview shows a one-page document template with a 'Document title' at the top. It features a 'Background' section with a paragraph of text, followed by 'Heading' and 'List' sections containing bullet points. The footer includes the slogan 'SEE ME. HEAR ME. RESPECT ME.' and 'IMPROVING HEALTHCARE PARTNERSHIP WITH DISABILITY'.</p>	<p><a href="#">Click here</a></p>
<p><b>Word document - Cover page and body</b></p>	 <p>The preview shows two pages of a word document template. The left page is a cover page with a large rainbow graphic, the slogan 'SEE ME. HEAR ME. RESPECT ME.', and the text 'Title', 'Subheading 1', and 'Subheading 2'. The right page is the body of the document, containing 'Heading', 'List', and 'More information' sections. The footer on both pages includes the slogan and 'IMPROVING HEALTHCARE PARTNERSHIP WITH DISABILITY'.</p>	<p><a href="#">Click here</a></p>

**PowerPoint**



[Click here](#)

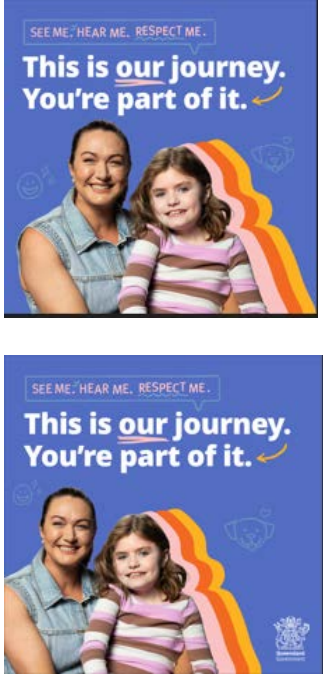

**Title here**

Text here



## Social media tiles

**IMPORTANT:** Queensland Government agencies don't need to use the images with the Coat of Arms but non-government agencies are required to use images with the Coat of Arms (CoA).

Resource title	Preview	Link
<p><b>Social media tile#1</b>  <b>This is our journey. You're part of it.</b></p> <p><b>Suggested copy:</b></p> <p>Queensland Health has launched <b>Phase 3</b> of <i>See Me. Hear Me. Respect Me.</i> — this time,spotlighting the heartfelt experiences of parents and carers of people with disability.</p> <p>Their voices matter. Their stories inspire.            Let's listen, learn, and show respect.</p> <p>Tap the link for to find out more.</p>		<p><a href="#">Click here</a></p> <p>With Coat of Arms  <a href="#">Click here</a></p>
<p><b>Social media tile #2</b>  <b>Hope is a superpower.</b></p> <p><b>Suggested copy:</b></p> <p>Queensland Health has launched <b>Phase 3</b> of <i>See Me. Hear Me. Respect Me.</i> — this time,spotlighting the heartfelt experiences of parents and carers of people with disability.</p> <p>Their voices matter. Their stories inspire.            Let's listen, learn, and show respect.</p> <p>Tap the link for to find out more.</p>		<p><a href="#">Click here</a></p>

		<p>With Coat of Arms  <a href="#">Click here</a></p>
<p><b>Social media tile #3</b>  <b>Understand the power and strength of family.</b></p> <p><b>Suggested copy:</b></p> <p>Queensland Health has launched <b>Phase 3</b> of <i>See Me. Hear Me. Respect Me.</i> — this time, spotlighting the heartfelt experiences of parents and carers of people with disability.</p> <p>Their voices matter. Their stories inspire. Let's listen, learn, and show respect.</p> <p>Tap the link for to find out more.</p>	 	<p><a href="#">Click here</a></p> <p>With Coat of Arms  <a href="#">Click here</a></p>
<p><b>Social media tile #4</b>  <b>Helping the person includes helping the family, too.</b></p> <p><b>Suggested copy:</b></p> <p>Queensland Health has launched <b>Phase 3</b> of <i>See Me. Hear Me. Respect Me.</i> — this time, spotlighting the heartfelt experiences of parents and carers of people with disability.</p> <p>Their voices matter. Their stories inspire. Let's listen, learn, and show respect.</p> <p>Tap the link for to find out more.</p>	 	<p><a href="#">Click here</a></p> <p>With Coat of Arms  <a href="#">Click here</a></p>

## Social media tile #5

### You can make a difference with the little things.

#### Suggested copy:

Queensland Health has launched **Phase 3** of *See Me. Hear Me. Respect Me.* — this time, spotlighting the heartfelt experiences of parents and carers of people with disability.

Their voices matter. Their stories inspire.  
Let's listen, learn, and show respect.

Tap the link for to find out more.



[Click here](#)

With Coat of Arms

[Click here](#)

## How to guide

### Teams background

There are three parts to uploading a background to the Teams gallery:

- Part 1 - Download the image from the campaign website
- Part 2 – Turn off Mirror video from Device Settings
- Part 3 - Upload the background to the Teams Gallery.

#### Part 1 – Download image

1. Download the Teams background from the campaign website.
2. Save this in the Pictures folder on your PC.

#### Part 2 – Turn off Mirror my video

1. Open a Teams meeting.
2. Select the More button (three dots).
3. Locate and select Device Settings from the dropdown menu.
4. Scroll down to Mirror my video.
5. Turn off Mirror my video.
6. Leave Device Settings.

#### Part 3 – Upload the new Teams image

1. Go back to the More button (three dots).
2. Locate and Select Video effects from the dropdown menu.
3. Select the Add new button (on the upper right-hand side under Video effect).
4. Go back your Pictures folder and click the Teams image.
3. Press Open.
5. Preview the background.
6. Apply the background.

### Social media guide

To begin, ensure you have downloaded the high-resolution images [here](#):

Note: Queensland Government agencies don't need to use the images with the Crest, but non-government agencies are required to use images with the Coat of Arms.

## Facebook

1. From the top of your News Feed or timeline, click **Make Post**.
2. Select and copy the text you wish to post from the pre-approved social media posts above.
3. To add an image or video, select **Photo** and find the location of the file.
4. Choose where you'd like to share your post (the location on your Facebook page). When you add an image, you'll also have the option to share to 'your story'. Click to select **News Feed, Your Story**, or both:
5. News Feed: Your post will show up in News Feed and on your timeline.
6. Your Story: Your story will be visible to your selected audiences for 24 hours.
7. Click **Share**.

## Instagram

1. To upload an image first tap at the bottom of the mobile screen device. Note: You can't upload images from a desktop computer to Instagram.
2. Tap **Library** (iOS) or **Gallery** (Android) at the bottom of the screen and select the image you'd like to share. Tap **Next**. Tap **Next** again (we advise against the use of effects or filters).
3. Tap **Write a caption...** and type in one of the pre-approved social media posts above. Tap **OK**.
4. Tap **Share**.

## eNewsletter

Cut and paste the copy above into your organisation's newsletter/eDM. The video and high-resolution images can be downloaded from the Queensland Health Asset Library.