



IMPROVING HEALTHCARE  
FOR PEOPLE WITH DISABILITY 

# See Me. Hear Me. Respect Me.

Disability awareness campaign

Stakeholder kit



Queensland  
Government

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## Background

Around 1 in 5 Australians have a disability, and around 1 in 3 people with disability in Queensland have a severe or profound disability. This means they need help with basic activities like self-care, mobility, and communication.

In addition to experiencing more complex health needs, people with disability may face many barriers accessing healthcare, including physical, communication and financial barriers.

In 2023, the Strategic Communication Branch (SCB) and Strategic Policy Branch (SPB) asked the Queenslanders with Disability Network (QDN) to conduct focus group sessions with people with disability to find out:

- What makes it hard for them to get healthcare and health information
- Where they go for health information
- How they want clinicians, healthcare workers, and health staff to talk to them.

The focus groups showed that the main challenge for people with disability in getting healthcare and understanding health information is that communication can be too complicated between them and healthcare providers. The main message highlighted in focus groups was "understand me, listen to me, speak to me, and support my health needs at different times in my life."

## The campaign

Queensland Health is launching a communication campaign aimed at raising awareness about the unique health and communication needs of people with disability. The campaign, titled "See Me. Hear Me. Respect Me.," aims to empower individuals, especially healthcare practitioners and health staff, to understand and respect these needs, and to create a more inclusive and supportive community where people with disability are seen, heard, and respected.

The department used a co-design approach in developing the campaign, working closely with QDN members in focus group sessions. The slogan for the campaign, "See Me. Hear Me. Respect Me." was coined by QDN members and emphasises the importance of acknowledging the unique communication needs of people with disability. SCB worked with Smoke Creative to develop a communication campaign that highlights that there is no one-size fits all approach with a person with disability.

Through this campaign, Queensland Health hopes to encourage people to take action and make a real difference in the lives of people with disability.

## Key messages

- See Me. Hear Me. Respect Me.
- Know me, know my disability.
- Not all disability is visible.
- Disability doesn't define. We are all diverse.
- Park all biases outside the door.
- I am more than my disability.

## Target audience

### Primary

- Queensland Health clinician, healthcare workers and other health staff.

### Secondary

- People with disability
- Carers and support people of people with disability
- Key stakeholder groups, e.g., disability sector representative groups, government, Commonwealth, NGOs, peak bodies.

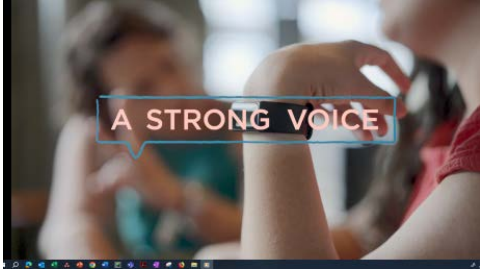



## How you can get involved

Please consider sharing the communication resources provided in this stakeholder kit on your communication channels to help us spread the message. The kit includes various materials such as videos, screensaver, digital screens, Teams meeting background, signature block, posters, document templates, factsheets on effective communication with people with disability, and a link to a disability awareness training that is free for everyone.

We would appreciate it if you could share these messages without altering them, as they have been approved by Queensland Health's experts. If you wish to modify the messaging, please contact the Partnership Team at [Engagement@health.qld.gov.au](mailto:Engagement@health.qld.gov.au) to discuss your requirements.

## Communication resources

A range of resources are available for download from the [Queensland Health Asset Library](#).

Resource	Preview
<p><b>Video Long form - A strong voice</b></p> <p>Download <a href="#">3 mins, 39 sec</a></p>	
<p><b>Video - Disability does not define me.</b></p> <p>Download <a href="#">30-sec</a> <a href="#">15-sec</a></p>	
<p><b>Video - I am more than just my disability.</b></p> <p>Download <a href="#">30-sec</a> <a href="#">15-sec</a></p>	
<p><b>Video - Know me, know my disability.</b></p> <p>Download <a href="#">30-sec</a> <a href="#">15-sec</a></p>	

**Video - Not all disability is visible.**

Download

[30-sec](#)

[15-sec](#)



**Video - Park all biases outside the door.**

Download

[30-sec](#)

[15-sec](#)



**Poster**

**Disability does not define me. We are all diverse**

Download

[A4](#)

[A3](#)



**Poster**

**Park all bias outside the door.**

Download

[A4](#)

[A3](#)



**Poster**

**Not all disability is visible.**

Download

[A4](#)

[A3](#)



**Poster**

**Know me, know my disability.**

Download

[A4](#)

[A3](#)



**Poster**


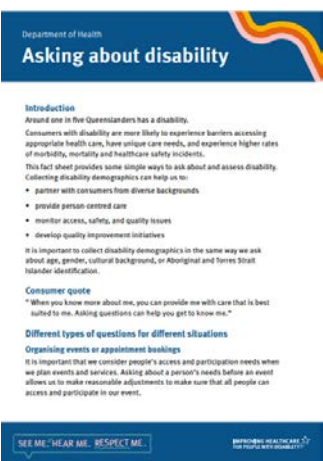
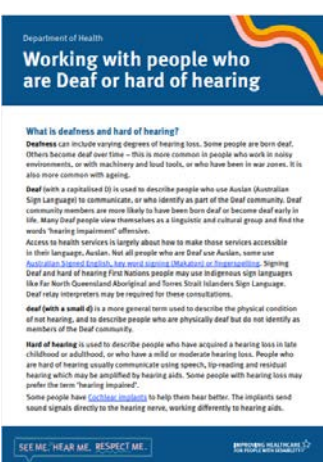
**I am more than just my disability.**


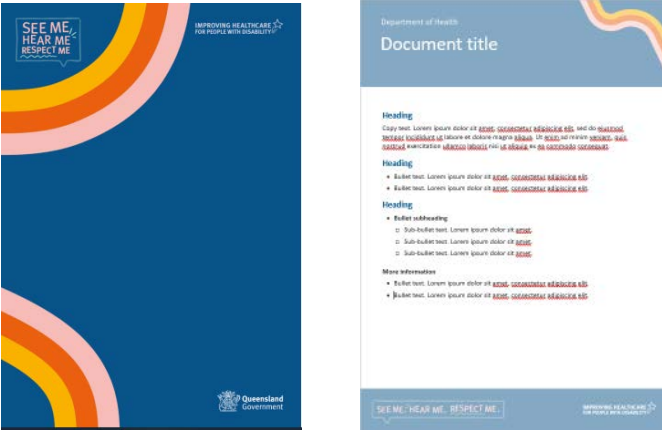
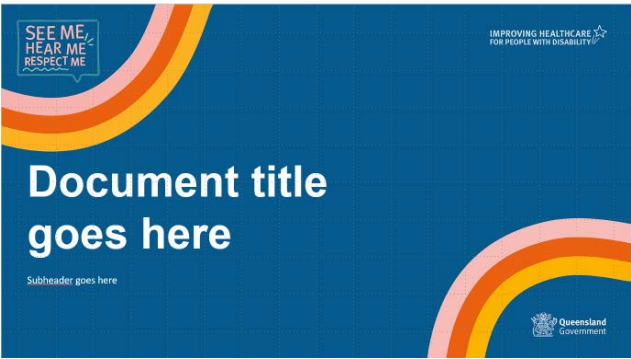
Download

[A4](#)

[A3](#)



<p><b>Fact sheet</b></p> <p><b>Hosting accessible and inclusive meetings</b></p> <p><a href="#">Download</a></p>	 <p><b>Department of Health</b> <b>Hosting accessible and inclusive meetings</b></p> <p><b>Introduction</b> Around one in five Queenslanders has a disability. This fact sheet helps you to plan activities which are accessible for staff and consumers with disabilities. Simple changes can help you to engage with diverse consumers and make it easier for people to access and participate in your events.</p> <p><b>STEP 1: Ask about my access and participation needs</b></p> <ul style="list-style-type: none"> <li>• People with disability are the experts in their own needs and often know the solutions which work for them. It is important to ask people about their access and participation needs during orientation, planning or booking processes.</li> <li>• Ask participants "Is there anything I can do to assist with any access or participation needs?"</li> <li>• You may want to give examples such as: space for mobility aids, parking or drop off information, public transport information, interpreter access, wheelchair access, room set up, or if a support person is also attending. You may also want to check if support people need any assistance for their roles.</li> </ul> <p><b>STEP 2: Make reasonable adjustments to meet my needs</b></p> <ul style="list-style-type: none"> <li>• <b>Choose an accessible venue</b> <ul style="list-style-type: none"> <li>o Decide if online attendance is possible and offer this to participants.</li> <li>o Check if the venue has accessible parking or a drop off area near the entrance. You need to consider parking costs and reimbursement for consumers.</li> <li>o Check that the room is in an accessible part of the building – look for steps, lift access, trip hazards and doorway tips.</li> <li>o Confirm if there is an accessible toilet near the meeting room.</li> </ul> </li> </ul> <p><b>SEE ME. HEAR ME. RESPECT ME.</b> <b>QUEENSLAND HEALTHCARE</b></p>
<p><b>Fact sheet</b></p> <p><b>Asking about disability</b></p> <p><a href="#">Download</a></p>	 <p><b>Department of Health</b> <b>Asking about disability</b></p> <p><b>Introduction</b> Around one in five Queenslanders has a disability. Consumers with disability are more likely to experience barriers accessing appropriate health care, have unique care needs, and experience higher rates of morbidity, mortality and healthcare safety incidents. This fact sheet provides some simple ways to ask about and assess disability. Collecting disability demographics can help us to:</p> <ul style="list-style-type: none"> <li>• partner with consumers from diverse backgrounds</li> <li>• provide person-centred care</li> <li>• monitor access, safety, and quality issues</li> <li>• develop quality improvement initiatives</li> </ul> <p>It is important to collect disability demographics in the same way we ask about age, gender, cultural background, or Aboriginal and Torres Strait Islander identification.</p> <p><b>Consumer Quote</b> "When you know more about me, you can provide me with care that is best suited to me. Asking questions can help you get to know me."</p> <p><b>Different types of questions for different situations</b></p> <p><b>Organising events or appointment bookings</b> It is important that we consider people's access and participation needs when we plan events and services. Asking about a person's needs before an event allows us to make reasonable adjustments to make sure that all people can access and participate in our event.</p> <p><b>SEE ME. HEAR ME. RESPECT ME.</b> <b>QUEENSLAND HEALTHCARE</b></p>
<p><b>Fact sheet</b></p> <p><b>Working with people who are Deaf or hard of hearing</b></p> <p><a href="#">Download</a></p>	 <p><b>Department of Health</b> <b>Working with people who are Deaf or hard of hearing</b></p> <p><b>What is deafness and hard of hearing?</b> <b>Deafness</b> can include varying degrees of hearing loss. Some people are born deaf. Others become deaf over time – this is more common in people who work in noisy environments, or with machinery and loud tools, or who have been in war zones. It is also more common with ageing.</p> <p><b>Deaf</b> (with a capitalised D) is used to describe people who use Auslan (Australian Sign Language) to communicate, or who identify as part of the Deaf community. Deaf community members are more likely to have been born deaf or become deaf early in life. Many Deaf people view themselves as a linguistic and cultural group and find the words 'hearing impairment' offensive.</p> <p><b>Access to health services is largely about how to make those services accessible in their language, Auslan.</b> Not all people who are Deaf use Auslan, some use Auslan-based English, and need manual interpretation or transcription. Signing Deaf and hard of hearing First Nations people may use Indigenous sign languages like for North Queensland Aboriginal and Torres Strait Islanders Sign Language. Deaf relay interpreters may be required for these consultations.</p> <p><b>deaf</b> (with a small d) is a more general term used to describe the physical condition of not hearing, and to describe people who are physically deaf but do not identify as members of the Deaf community.</p> <p><b>Hard of hearing</b> is used to describe people who have acquired a hearing loss in late childhood or adulthood, or who have a mild or moderate hearing loss. People who are hard of hearing usually communicate using speech, lip-reading and residual hearing which may be amplified by hearing aids. Some people with hearing loss may prefer the term 'hearing impaired'.</p> <p>Some people have <b>cochlear implants</b> to help them hear better. The implants send sound signals directly to the hearing nerve, working differently to hearing aids.</p> <p><b>SEE ME. HEAR ME. RESPECT ME.</b> <b>QUEENSLAND HEALTHCARE</b></p>

<p><b>Fact sheet</b></p> <p><b>Working with people who are blind or have low vision</b></p> <p><a href="#">Download</a></p>	
<p><b>Fact sheet</b></p> <p><b>Working with people with intellectual disability</b></p> <p><a href="#">Download</a></p>	
<p><b>Template</b></p> <p><b>Word document</b></p> <p><a href="#">Download</a></p> <p><a href="#">Cover page</a></p> <p><a href="#">One page</a></p> <p><a href="#">Footer</a></p>	
<p><b>Template</b></p> <p><b>PowerPoint</b></p> <p><a href="#">Download</a></p>	

<p><b>Signature block</b>  <a href="#">690x100pxls</a></p>	
<p><b>Screen saver</b>  <a href="#">1920x1080 pxls</a></p>	
<p><b>Digital screen</b>  <a href="#">1920x1080 pxls</a></p>	
<p><b>Teams background</b>  <a href="#">1920x1080 pxls</a></p>	

## Training

The Australian Government Department of Social Services is funding a free online disability awareness course through CheckUp.

Access for all aims to improve disability awareness among health providers and increase understanding about the barriers people with disability experience when accessing healthcare.

This training is free until 20 June 2024. To register, visit [Access for All - CheckUP](#)

## Newsletter content/eDM – under 200 words

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

Accessing healthcare can be challenging for people with disability due to physical, communication, and financial barriers. People with disability often have difficulty communicating their symptoms to healthcare professionals and health staff, which can lead to an over-reliance on family members, caregivers, and support staff to interpret their experiences.

Disability awareness training is a critical step in creating a more inclusive and supportive healthcare system that respects the dignity and rights of people with disability.

Queensland Health needs your help by encouraging your staff and colleagues to watch the videos and participate in disability awareness training, which could help empower them to deliver healthcare that meets the unique needs of people with disability.

The Australian Government Department of Social Services is funding a free online disability awareness course through CheckUp.

*Access for All* aims to improve disability awareness among health providers and increase understanding about the barriers people with disability experience when accessing healthcare.

This training is free for all until 20 June 2024. To register, visit [Access for All - CheckUP](#)

## Instructions

### Teams background

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

- Part 1 - Download the image from the Queensland Health Asset Library
- Part 2 – Turn off Mirror video from Device Setting
- Part 3 - Upload the background in the Teams Gallery.

#### Part 1 – Download image

1. Download the Teams background from the Asset Library.
2. Save this in 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.

### **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.

### **More information**

For more information, please email the Partnership team at [Engagement@health.qld.gov.au](mailto:Engagement@health.qld.gov.au)