

# Augmented Language: A Brief Introduction

Accessibility Video Tutorials

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# What we will cover in this video

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In this video, we will discuss & demonstrate:

- ✓ What is **Simple, Easy to Read** Language?
- ✓ What is **Augmented Language**?
- ✓ Why does **Augmented Language** matter for survivors with disabilities?
- ✓ How can we use **Augmented Language** in our materials for survivors? How do we **communicate** meaning **with images**?

# What is Simple, Easy-to-Read Language?

Communicating simply and accessibly for survivors with disabilities

# Simple, Easy-to-Read Language

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- **simplifies** language to be more clear, welcoming, and understandable for survivors with cognitive disabilities
- Concrete nouns and verbs
- Fewer words
- Simpler, more common words
- Short sentences with one idea
- Sentences without conditions (if, then)
- Direct, active sentences
- Share only necessary information
- Give examples

# What is Augmented Language?

Communicating with images

# Augmented Language

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Simple, easy-to read language that

- Includes complementary **images** to fully convey the written concepts
- Offers **alternative & multiple** ways to engage with materials: audio recordings, video, tactile maps, interactive multimedia



# Who is Simple & Augmented Language for?

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Simple & Augmented Language is *simpler* than plain language.

## **Plain Language**

Universal, default

## **Simple Language & Augmented Language**

Adapted for people with cognitive disabilities, including intellectual disabilities. Augmented language is simple language augmented with images.

# Using Simple & Augmented Language in our communications

In materials and interactions



# We all learn in many ways

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## **Watching:**

- Videos
- Illustrations/animation
- Demonstration

## **Interacting:**

- Webinars
- Guided e-learning
- Games

## **Doing:**

- Action/experience

## **Listening**

- Storytelling
- Podcasts

## **Reading:**

- Books
- Papers/Briefs/other publications
- Articles & Blogs
- Statistics, charts, graphs

# Writing in Simple & Augmented Language

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- Share instructional information in a **step-by-step method**, with corresponding **images**
- Use **one line** or **one bullet point** for each idea or step
- Use **larger print, sans serif** font (16-22 pt. font)
- **Don't** use euphemisms
- Use numbers **(3)** instead of the spellings **(three)**

# Simple, Easy to Read Language

## Example: Outreach Materials

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### **Plain Language:**

It can be overwhelming to go back to work after an assault. You might feel distracted and emotionally worn-out. We can help you figure out how to pay your bills.

### **Easy-to-Read Language:**

If you are hurt or abused:

- It can be hard to go to work.
- You might feel sad or tired.
- We can help you.

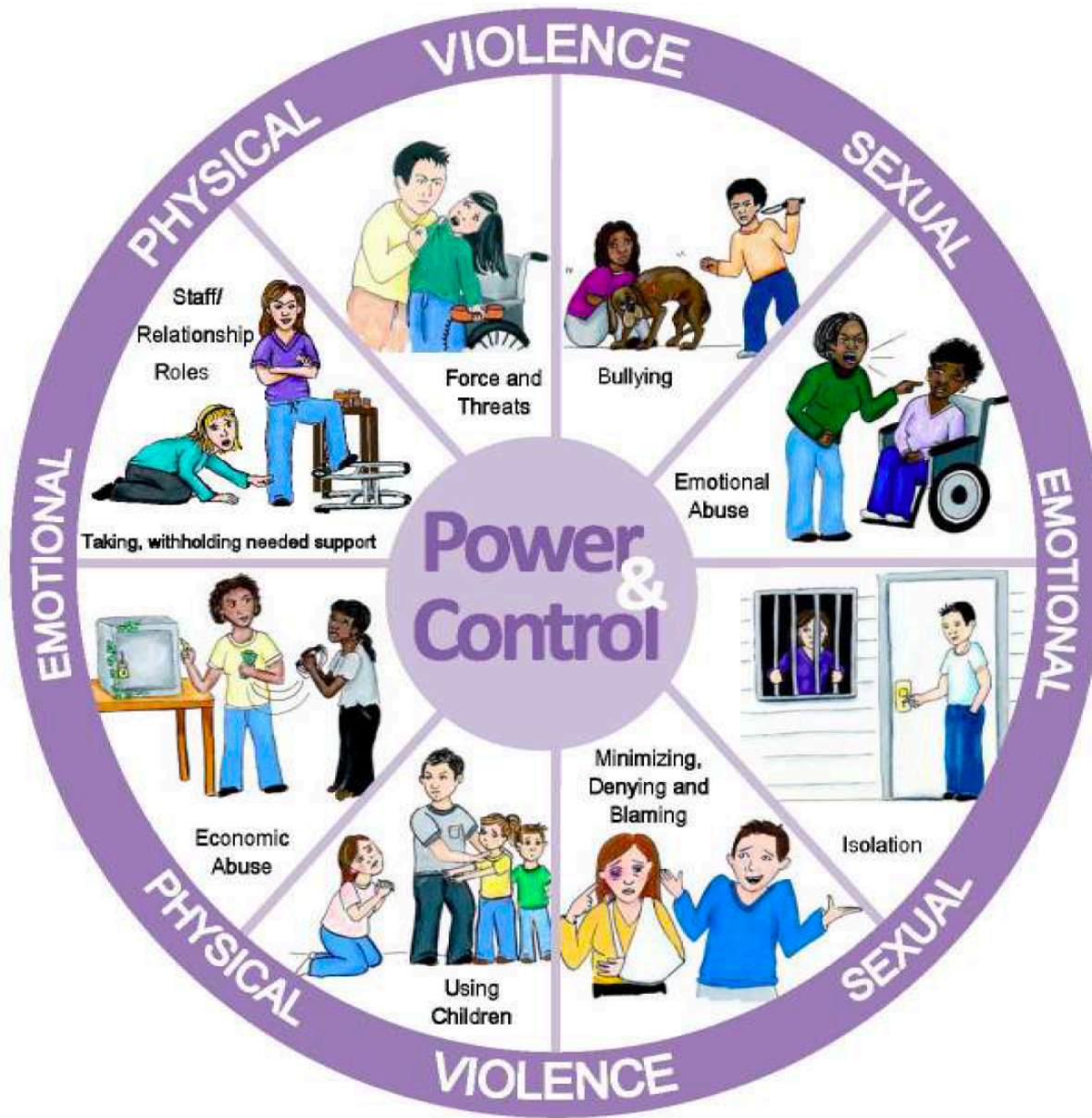
# Augmented Language Example: Web Communications

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"Do you need to talk?  
You can talk to a crisis  
counselor on the phone.  
A crisis counselor is a  
person who will listen to  
you. A crisis counselor  
will help you get  
support. Please call  
555-5555. You can call  
anytime of day or  
night."



# Using Pictures



**Created by:**

**Project Peer,**  
**Washington, D.C.,**  
**Power and Control**  
**Wheel for Women**  
**with Developmental**  
**Disabilities and/or**  
**mental health issues**

# Choosing Images for Materials

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- **It is important to choose images that:**
  - Are representative, accurate, and relevant to the content.
  - Use adequate color contrast
  - Include alternative text and captions
- Watch our video about **Alternative Text** to learn more about how to make images accessible for survivors with disabilities.

# How do I know if my language is easy to read and augmented?

## **Ask!**

- Invite people with cognitive and intellectual disabilities to the table ***from the beginning***.
- Compensate people with disabilities for their work.
- Not all intellectual and cognitive disabilities are the same.

**“Nothing about us without us.”**

# To Recap: Simple & Augmented Language

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**Augmented language is simple and “easy to read”.**

- ✓ Simple and Augmented language is more accessible for survivors with intellectual and other cognitive disabilities.
- ✓ It is helpful to offer multiple ways and formats for survivors to access your materials and information. We all learn in different ways.
- ✓ Simple, easy-to-read language is concrete, direct language. It uses short sentences with simple words (mostly nouns and verbs).
- ✓ Augmented language includes images, symbols, examples, and definitions of unfamiliar terms.
- ✓ Invite people with intellectual disabilities to develop materials in augmented language.



# Thank you!

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For more information and videos about accessible content, visit: [www.endabusepwd.org](http://www.endabusepwd.org)

Ending abuse of people with disabilities is a team effort.

Contact us for support:

**End Abuse Email Address:** [cvs@vera.org](mailto:cvs@vera.org)

**End Abuse Phone Number:** [\(212\) 376-3096](tel:(212)376-3096)

**End Abuse Toll Free Phone Number:** [\(855\) 274-8222](tel:(855)274-8222)