

COMMUNICATIONS EXPERT MEETING *SPOTLIGHT ON ACCESSIBILITY*

Wednesday 26th February

Agenda

9.00-12.30 Session 1: Spotlight on communications and accessibility

9.00-9.30 Introduction to UNAPEI, member of COFACE member

by Isabelle Chandler, Head of Advocacy department of UNAPEI & Clara Alibert, Advocacy Officer

Presentation of work and campaigns of UNAPEI, including the [#jaipasecole](#) inclusive education campaign.

9.30-10.30 Spotlight on France. How Unapei is committed to accessible communication? Easy-to-read: from advocacy to automaticity.

by Maxime Bonnemayre, Project officer and Claire Grisard, Desk officer on accessibility, UNAPEI

Presentation of UNAPEI's major process of developing the Easy-to-read in France:

- explanation of Easy-to-read principles
- explanation of major advocacy events
- development and finally establishment of *Cap'falc project*.

What is the "*Cap' FALC*" project? Led by Unapei, the Cap'FALC project aims to significantly improve access to information for all through the generalization of Easy to read and to promote the sustainable participation of people with intellectual disabilities in the life of society. Its objective is to create a tool to assist in the transcription of texts into Easy to read. The project combines research in artificial intelligence and the know-how of Easy to Read producers to develop a novel algorithm that feeds software that facilitates the production of Easy to Read texts.

Q&A with COFACE members

10.30-11.00 *Coffee and tea break*

11.00-12.30 *Communications and accessibility: European perspectives*

- 1) Presentation of Easy-to-read in Luxembourg ([KLARO](#)), by Sylvie Bonne & Christopher Schmitt, APEMH (Luxembourg)
 - Examples of collaborations with the national governmental agencies and administrative offices in order to get information accessible for citizens
 - The future role of visualisation (videos) and of adapted tools (smartphone apps) for people with intellectual disabilities.
- 2) Trends and developments on accessibility from EU institutions and networks and what COFACE and its members can learn from it, by Irene Bertana, COFACE Policy and Advocacy Officer
 - Introduction of European trends (communications, legislation, campaigns)
 - What are we bringing home? Activity to create a COFACE Accessibility Guide (messages, rules, guidelines)

Q&A with COFACE members. Discussions and next steps for 2020

12.30-13.30 *Lunch break*

13.30-16.15 Session 2: General communication strategies
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13.30-14.30 *Reaching out to future parents: What do we do about Instagram?*

- 1) Presentation of Instagram Strategy, by Michaela Marksová, Communications Coordinator of W4W Czech Republic (COFACE member) <https://www.instagram.com/womenforwomenczech/>
- 2) How to use Instagram on a European level? Development and Challenges, by Isabell Wutz, Communication Officer of COFACE <https://www.instagram.com/familieseurope/>

3) Discussions and next steps for 2020:

- List of COFACE members on Instagram
- Can we build an Instagram strategy which is mutually beneficial to COFACE and its members
- Decide on long-term of objectives for Instagram

Q&A with COFACE members

14.30-16.00 Combining European and national communications activities in 2020

Discussion led by Elizabeth Gosme, Director of COFACE and Isabell Wutz, COFACE Communication Officer

- Update on key communications dates in 2020 for COFACE and COFACE members (campaigns, international days, new media tools, video, etc)
- Families Corner: COFACE Newsletter for 2020-2030. Collection of opinion articles from COFACE members.
- Launch of *Families of Today Lab*

What is the *Families of Today Lab*? Throughout this year, COFACE is building a mapping of practices and campaigns of members in a structured way – *the Families of Today Lab*. The first map is the Digital Families Map, which will be published in March. We will continue conducting mappings around each COFACE meeting in 2020, namely on:

1.Communication practices 2.Work-life balance 3.Inclusive education
4.Child well-being 5.Vulnerable families.

After our Paris meeting on communications, it would be great if you could fill in this short survey to provide us with one example of a communication practice (action, campaign, programme) which is used by your organisation which you think is worth sharing with the communications network of COFACE and beyond. We would then share the results of this mapping with the participants of the meeting.

16.00-16.15 Closing words by UNAPEI Director, Marie Aude Torres Maguedano