

Humanising data by creating narratives

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October 2017

About NALA

We help people improve their skills

Every citizen has a right to literacy and numeracy.

Research shows that better literacy and numeracy gives people more choices, increases their income and improves their health.



We help organisations to be more accessible



Better literacy and numeracy is better for everyone.

What is plain English?

- Plain English is a way to write and present information so a reader can understand and act on it after a **single** reading.
- Plain English means:
 - writing accurately and clearly for the intended reader,
 - avoiding jargon, except for people who will understand it
 - using clear layout and design so the information is easy to read.



My insights

1. Use real-life examples
2. Educate writers
3. Make stats easier
4. Write plain English summaries
5. Build trust



Insight 1: Use real-life stories

Better Communication - Better Health



Michael Power

Former Chair of NALA and former
adult literacy student



4:02 / 9:24



YouTube



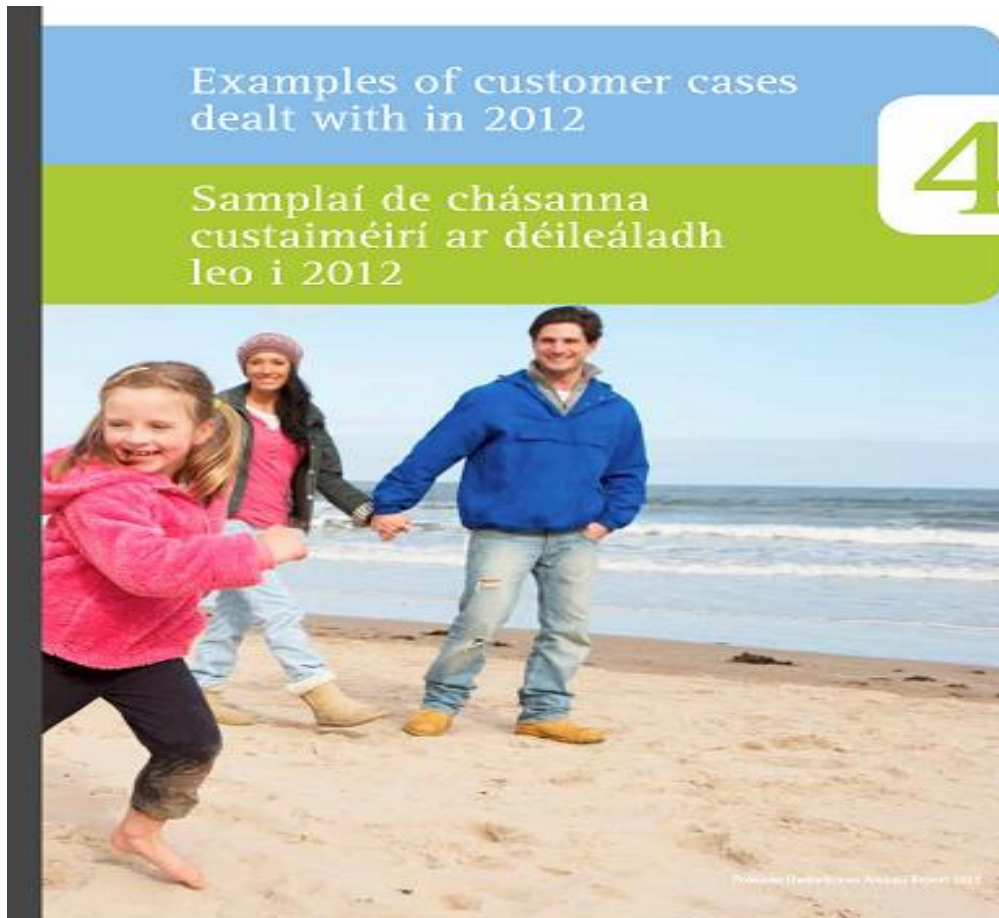
Insight 1: Use real-life stories

Example of 1 of 10 case studies used in Pension Ombudsman Annual Report.



Paul Kenny,
Pension
Ombudsman
Ireland

“My office...”
“We...”



Case 1 Delayed administration

Carol is a former employee of a financial services company. When she retired from work, she claimed there had been an unnecessary delay in administering her benefits and that the trustees of her scheme were not giving her satisfactory answers to the concerns she raised.

My Office contacted the trustees and it became clear that the problem lay with the pension scheme provider which is one of the largest in the country. Due to its size, this provider has separate divisions for personal pension policies and corporate pension schemes.

Carol had occupational benefits that were being administered by the provider's corporate division and personal benefits that were being administered by the other division. The delay in the administration of her benefits had arisen because of communication problems between the two.

Even after the source of the problem had been identified, neither division would take responsibility for the problem, each division blaming the other for the delay. It was necessary to point out to the provider that it did not matter which division was responsible for the delay - ultimately, the provider would have to accept responsibility.

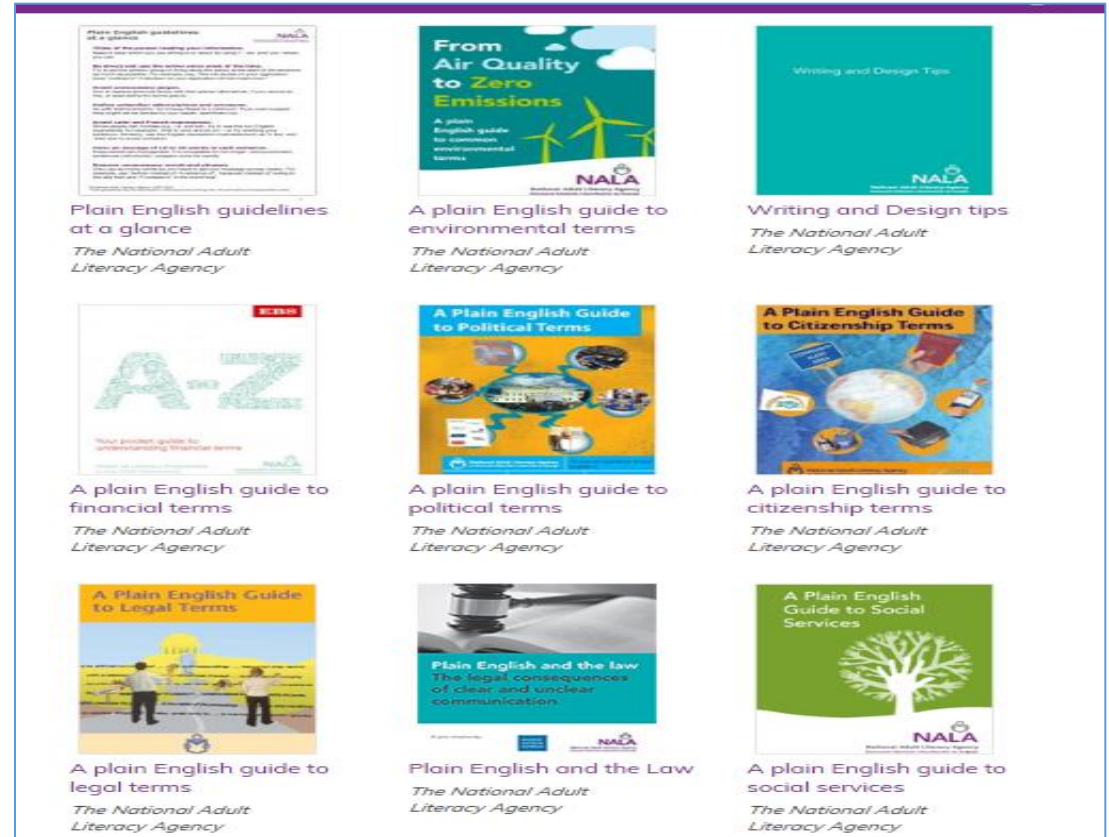
Shortly after making this point to the provider we learned that it had offered a generous compensation sum to Carol, which she accepted.

Insight 2: Educate writers

Train writers to write in plain English

Use free resources or create your own:
www.simplyput.ie

“I thought our original leaflets were pretty clear until you rewrote them. The exercise certainly made me think twice before writing anything.”





Insight 3: Make stats easier

Use everyday words

Instead of:

- ascertain
- modification
- beneficial

Write:

- find out
- change
- helpful

Insight 4: Use plain English summaries

Example

The Longford County Development Plan 2015-2021

Six chapters and each have a plain English summary.

First plan to win Irish Planning Authority Award



Insight 5: Build trust

Plain English Awards



Rosemary Steen, EirGrid and Declan Black, Mason Hayes & Curran (award sponsor)

Q-Mark for quality



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Not just me...



Plain Language Association International (PLAIN)

Conferences held in:

- Washington DC (2005)
- Amsterdam (2007)
- Sydney (2009)
- Vancouver (2013)
- **Dublin (2015)**
- Graz (2017)

Next conference will be in Oslo in 2019.

Finally, I (re)introduce you to two important women



I attribute my success to this - I never gave or took any excuse.

Florence Nightingale



www.thequotes.in



Annette Cheek – the woman behind the US Plain Writing Act 2010.

Thank you for your attention.



Further information

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