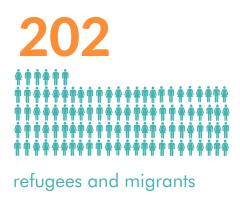


LANGUAGE MATTERS

Testing comprehension among Arabic, Dari, Farsi, Kurmanji, and Sorani speaking migrants in Greece

The Survey



sites



66"Spoken words fly away, written words remain."

- Male refugee in Northern Greece.

Results

88%

60%

word of mouth.

64%

could not answer basic questions on written it was provided in their





Good practices in communicating with communities in need



KNOW YOUR TARGET AUDIENCE

Ask people what language they prefer to receive information in and what dialect they speak.

REMEMBER THAT LANGUAGE IS POLITICAL







PROVIDE MORE INFORMATION

64% of respondents stated they needed more information, primarily related to asylum and legal rights.

DESIGN TO BE UNDERSTOOD

Simplify the content, use graphics, be concise, and make sure the text is large enough to read.





TEST YOUR INFORMATION

Don't rely exclusively on self-reported metrics of comprehension or literacy. 85% of our respondents said they could understand written content in their own language but our testing found only 44% could.

VARY THE FORMAT

Provide a combination of verbal, written, and audiovisual information to ensure you reach everyone.





