Setting the tone: Is it about what you say, or how you say it!

Sustainable communication and transfer of information in the areas of dementia, hospice and palliative care for people with a migration background

Conference for the Fachstelle für pflegende Angehörige Berlin (FsPA) (Centre for Family-Caregivers Berlin) and the Zentrale Anlaufstelle Hospiz (ZAH) (Central office for Hospice Information and counselling services)

Wednesday 30 November 2022, 10:00 – 15:00
ZOOM conference

Documentation

Program moderation: Frank Schumann, Director of the FspA

Go where people spend their time

There was tension in the air for the conference "Setting the tone: Sustainable communication and transfer of information in the areas of dementia, hospice and palliative care for people with a migrant background", which the FspA and the ZAH hosted on Wednesday 30 November 2022. Haven´t we talked about this enough. Haven't we already reached our limits too often in the form of ambitious projects, which show no sustainable success on a broad scale? Don't we already know everything about communication and flows of information? Isn't this just an issue with implementation?

Question that were undoubtedly in the room did not stop the more than 100 participants from Berlin and the rest of Germany from logging in to the Zoom conference. The need for exchange and new momentum that the program promised won the day. The important content of the presentations and the discussion is reproduced in the following.

1. Documentation of the plenary session

After greetings from the Chair of the Board of the Diakonischen Werk Berlin Stadtmitte e.V., Edeltraud Flint and the Director of the Kompentenzzentrum Palliative Geriatrie, Dirk Müller, as well as activity "to warm up" with Barbara Gamper from "Tänzer ohner Grenzen" ("Dancers without Borders"), the plenary session started with presentations.

Presentation 1
Mosjkan Ehrari
Analogue and digital access points to migrant communities Experience of a journalist and documentary filmmaker

Mosjkan Ehrari, i.e. the publisher of *Handbook Germany* of New German Media producers, impressively introduced the analysis of the target group(s) as the first step as a prerequisite for any action. Whom are we thinking about? What are migrant communities?

In 2020, the German Federal Office for Statistics identified 26.7% of the population in private households in Germany as people with a migrant background and recorded within this group people with their own migration experience, with a German passport and with other citizenship. (German Federal Office, Micro census 2020). This statistic by itself indicates the size and diversity of this group. However, other factors and characteristics must be taken into an account, meaning that people with a migration background are an extremely heterogeneous group and requiring different communication/information behaviour even in the same community. Ehrari sub-divides the target groups into refugees with family members in the context of family chain migration, migration of ethnic minorities, stateless persons, and late-in-life emigrants, migrant professionals along with their family members, so-called guest workers as well as seconds and third generations.

The second step is to analyses media behaviour. As differentiated as the approaches are, one thing is certain: people with a migrant background feel that they are not represented in German media. Their own lived reality, their own everyday lives are not reflected. Too often, only problem cases are depicted, which do not promote the building of trust. A lack of German-language skills also hindered their consumption. Mother-tongue media offers are an important criterion. In Germany, these can be found in analogue media, but especially on the Internet. Here, too, it is important to look closely at which channels are used by which members of communities to receive information and communicate. Often they include Facebook and WhatsApp groups. Ehrari´s central message is thus: *"In digital media, you have to go where people hang out."* Simply putting offers online and hoping that they will be found does not work. An experience, which was repeatedly shared in the discussion.

Tips for highly customized target group appeal
1. Tailored cultural sensibility
2. Find multipliers who are familiar with the diversity of their own community and can explain it to the outside world and support the issue
3. Ask over and over again: How should I formulate this? What is the right tone?
4. Mother-tongue, low-threshold offers
5. Planning: Things do not move quickly!
:
Tips for successful communication in social media:
- Research: Who uses which channels and in which language(s)?
- Collaboration with administrators and influencers from the communities
- Presence with own content on "external", widely reaching channels
- An own channel does not guarantee any reach into the communities
- Storytelling which reflects the lived reality of the communities

In addition, it needs Women Power, money and expertise in terms of a visual language in which the target group can find itself. Ehrari explains the process based on the example of the *Handbook Germany*, a website published on the Internet in 2017: it is now available in nine languages and has an enormous reach in the target groups. The editorial team, which is made up entirely of native speakers, describes

the website as a digital guide to life in Germany which bundles and processes information and presents important players. A digital community platform is being developed in parallel.

https://handbookgermany.de/de
ehrari@neuemedienmacher.de

Presentation 2
Prof. Dr. Joachim Trebbe
The role of the media in communicating information to migrant target groups

Joachim Trebbe, Journalism and Communications Scientist at the Free University of Berlin dovetailed almost perfectly with the speaker before him. Like Moskjan Ehrari, he referred to the heterogeneity of the target group and the necessity of questioning in detail what we really mean by a migrant background. This expert in media and social migration is himself affected as a caregiving family member; he researched sources in the context of care, dementia and palliative care for this conference. His intensive search for current data material was only sporadically rewarded. "We lack the foundation in data, in order to really depict the effectiveness of media in a migrant context," he concluded.

What could be predicted with relative certainty from the analysis, however, is the demographic development of the population in private households. In 10 to 15 years, people over the age of 65 with a migrant background will be in percentage terms approximately the same as people without a migration background, and therefore a very relevant group for caregiving. Among other things, we learned about the most important sources of information on health and care among migrants, and also how a generation's behaviour towards traditional media change as they get older and the effects this will have on the foreseeable use of the new social media platforms. The concept of media, which used to refer preferably to television, radio and daily newspapers, has dissolved today. Trebbe recommended that we keep an eye on social media platforms such as Facebook and Instagram, as well as messenger services like WhatsApp and Telegram as well, because our target groups mainly hang out there.

Nevertheless, television continues to be an important medium, especially among the elderly. A study by the Zentrum für Qualität in der Pflege in der Charité from the year 2011 lends itself to the conclusion that in many communities; more than half of migrants speak their mother tongue either mainly or exclusively when at home. Under these conditions, Trebbe says, it might have been a mistake for public television in Germany to do away with almost all foreign language programming in the last 5-10 years. Perhaps the kind of content that is the subject of this conference could have been communicated well there.

Here, though, the new media is outrunning the old. A study from 2020 investigated the topic of health in social media. (Stapf, p. 78). In forums for English-, Arabic-, French- and Polish-speaking (new) migrants, the posts on counselling topics were clearly dominated by women. Also in connection with the extreme role of women in

migrant families when it comes to providing care, Trebbe identified them as an extremely important target group and a key focus for media work.

In summary, Trebbe formulated three theses:

1. Migration is _one_ social characteristic.
   The person's age, family integration, level of education, socio-economic status – these are actually characteristics that have much more influence on information and care needs than having a migrant background.
2. Language is the (most important?) key.
   If you want to communicate, you have to attend to the language of the cohorts. Users very much tend to consume digital media in their mother tongue. Even if German is mastered, the language used with older members of the family tends to remain predominantly the mother tongue. We cannot underestimate this.
3. Mainstream mass media no longer exist.
   Television no longer reaches everyone. However, it is still important to continue to appear there. However, other media are becoming more important: social media, digital media and messenger media. If we want to strengthen communication in this context, we will have to move in this direction.

"You can see that we have other problems in Germany at the moment or that the weight is being distributed differently than attending to the media use of people with a migrant background. I am sorry for that," says Trebbe.

From the discussion:

Hülya Karci, **Director of a Turkish-language volunteer visiting service in the Nachbarschaftsheim Schöneberg e.V. and theatre teacher:** As a migrant, it annoys her that we are still talking about how to reach the target group. With reference to the presentation by J. Trebbe, she argued that yes, the prerequisites were mentioned: language... otherwise we are all the same once we hit 60... in addition, everyone has the right to get support.
Karci is promoting a print medium, her bilingual picture book "Meine Oma hat ein Elefantengedächtnis", which was published in 2022. She wished to raise public awareness of the topic of dementia.
https://www.nbhs.de/aktuelles/news-detail/artikel/ein-bilderbuch-fuer-alle-meine-oma-hat-ein-elefantengedaechtnis

Mosjkan Ehrari referred to her experience with the website https://handbookgermany.de/de. In many communities, knowledge of the care system, individual entitlements and financial support is extremely limited. This especially concerns people who have arrived in recent years. But young people also absolutely need to be addressed. Because they are the family members who do the caring or, as grandchildren, provide information to family members.
Ehrari confirmed the enormous importance of the messenger app Telegram for conveying information among migrants.

Presentation 3
Ute Hauser

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Raising awareness, sensitivity and participation: Analogue and digital communication on new pathways in the project "Demenz im Quartier" ("Dementia in the District")

Ute Hauser is the Managing Director of the Alzheimer Gesellschaft Baden-Württemberg e.V. (AlzG B/W) and has been engaged with the topic of dementia for 20 years. She presented an example of neighborhood-based work. Success was based not least on a functioning communications strategy with a mix of analogue and digital elements and intensive networking. The project "Demenz im Quartier" was part of the state strategy "Quartier 2030" ("District 2030") in Baden-Württemberg. Five districts were selected to make them "active against dementia".

Dementia requires new images and a new form of communication – independent of origin, she declared at the start. Too often, dementia is treated as equivalent to decline, age and deficiency.

Dementia needs another language, as well. It doesn't always have to be in a foreign language or mother tongue. The important thing is an everyday language in which professional jargon remains as excluded as possible. Reaching people in their everyday lives where they are right now is her concern and she shows herself in agreement with the previous speakers.

The thought of generating awareness through emotional engagement also flowed into the communication strategy of the ambitious project. "Without awareness there is no consciousness. If you have consciousness, you are sensitized," says Hauser. "And if you are sensitized, you can, in the best case, initiate participation and engagement." And engagement is precisely what is needed if we are to get closer to the "caring society" which we all want.

The short film "Durch den Nebel" ("Through the fog") was shown as an example of how important messages can be told through stories, and how images, language, music and voice can transport people and touch them deeply. https://www.youtube.com/channel/UCRT-tRVsJmCqdqE0_xpy6vA

Enthusiastic responses in the chat confirm its effect. With the support of the project "DeMigranz" from Demenz Support Stuttgart, the film has since been translate into Russian and Turkish. (Ms. Hauser would also like to have some feedback from native speakers).

"Demenz im Quartier" emphasized the necessary triad of awareness, consciousness and engagement and so the following question played a central role: How do we manage to reach people in a broader social environment?

"It soon became clear to us: self-help. We often have a false understanding of self-help. We do too much on our own. We are the experts in dementia and we decided to bring in experts in communication and design to help us."
With the help of an agency, a shared communication strategy was created for all five districts. The core of the campaign was the two poster campaigns:
1. "Raising awareness – 'Sometimes' campaign ..." (slides 9-10)
2. "Dementia momentum campaign – change of perspective" (slides 16-17)

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On the posters in campaign 1, drawings of young people illustrate uncomfortable everyday situations that can happen to anyone. Underneath the picture is the sentence: "People with dementia experience this every day." Each poster closes with a personal message: "You make the difference. Walldorf gets involved."
Features:
- Expands the target group with diverse young people
- Personal address
- Imperfect visual imagery in order to attract attention

The latter conflicts with the demand for new images stated at the beginning. But the agency convinced the dementia specialists that this was the way to start, according to Hauser. To raise awareness, you have to meet people where they are.

The first poster campaign was followed by additional original, somewhat humorous campaigns intended to raise awareness of the topic of dementia (c.f. slides 12-15). A change of perspective began with the later "dementia momentum campaign", turning away from the focus on deficiencies toward a focus on resources." **"Sometimes we need to take on a different perspective in order to understand something,"** was the message that appeared on postcards, posters and flyers simultaneously, accompanied by online workshops and dementia partner training in 120 communities , districts and multi-generational residences....

Posters in campaign 2
Features:
- Specific examples of what individuals can do
- Generate a sense of community
- Focus on attentiveness and listening

Understanding and becoming active also requires further information. For this reason, the AlzG B/W developed the so-called *KompassDemenz,* a website which gently introduces people to the topic of dementia. All of the posters in the campaign are printed with the relevant QR code. (www.kompassdemenz-bw.de)

Recommendations for potential imitators:

- Think about agency services early on and develop resources for this
- Draft an extensive written briefing
    - For the internal clarification of goals and expectations
    - As a guide and aid for the agency
- acknowledge and use the agency's expertise (negotiation processes)
- Secure subject-area knowledge transfer in the whole process
- Wording – different (but still correct) languages, different images

Related links:
https://www.alzheimer-bw.de/
https://www.youtube.com/channel/UCRT-tRVsJmCqdqE0_xpy6vA
https://www.alzheimer-bw.de/demenz-mehr-erfahren/am-ende-des-lebens/

2. Documentation of the workshops

Workshop 1

The flow of information in cultural and religious communities – what facilitates access to preventative, counselling, self-help and training services?

Moderation: Nazife Sari and Lamiss Ghaddar, Interkulturelle Brückenbauer*innen in der Pflege (IBIP)

The search to find the keys to successful communication moved many people. Why did participants pick this workshop and what ideas did they take home from the plenary session?

The presentations were "super exciting" and "great". Mosjkan Ehrari was cited especially often in this workshop. Participants spoke of respect and truthfulness as basic principles of communication. Many emphasized how important it is to them in caring for sick people, that they be able to find themselves in their culture and their socialization and that they be present in public awareness. It is especially true for the black community in Germany because they hardly see themselves represented, even in intercultural service offers. People mentioned their desire for more expertise and continued learning. "How do I reach people from other cultures?" a trainee from a nursing school asked. "Sometimes the material is just too technical. What is important to us is that we do not force anything onto people that they do not want. The flow of information is very important to us."

Suzan Nuhn, research assistant in the Kuratorium Deutsche Altershilfe (KDA), presented a specific practical example from North Rhine Westphalia.
With the aim of opening up access and developing needs-based formats in a participatory manner, twelve regional offices for "Alter, Pflege und Demenz" ("Age, Caregiving and Dementia") were created at the joint initiative of the state government and the carriers of nursing care insurance for NRW. In order to install offers of services for specific target groups, a competence group for migration was developed, dedicated to the topic of improving access for the heterogeneous migrant groups. From the start, it was clear that this could only be done with the target group for the target group.
In cooperation with DeMigranz, the networking format "Workshop Day" was created, involving migrant self-organizations and actors with the same concerns. From this, the idea was developed that access could be increased through mosques. A participating imam brought up the need for training to build bridges between people with dementia, their relatives and local actors. The network reacted.
From this arose the pilot project *"Dementia-sensitive mosques – training for imams and volunteers as multipliers"* in which a number of organizations participated, including a regional office, the KDA, DeMigranz as well as fudul e.V., the Gesundheitszentrum für Migrantinnen und Migranten in Cologne as well as the Islamische Kompentenzzentrum für Wohlfahrtswesen e.V. (IKW).
Two-day training programs for imams and volunteers as important key persons who work as multipliers in their own communities were developed. The training courses took place in mosques. The implementation of the new knowledge in the mosque

community after the training and professional support for the multipliers were considered. An initial test run, for imams and volunteers separately, is planned for the beginning of 2023. After an assessment of the test run, the model will be refined and disseminated.

In summary, *Nuhn* underscored:
Three questions need to be answered as a matter of priority:
1. How do I get access to the target group?
2. How does the target group get access to our service?
3. What funds have to be planned in particular for the public relations work?

In the discussion, Nuhn responded to the question of whether religion is a more important entry point to the communities than national origin: in her experience, religion provides additional support and can make access easier. This applies especially to the older generation. Many listeners agreed with this statement. Others however raised the point that there was not a single Turkish or Muslim community and for that reason, you should use various points of access.

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Lamiss Ghaddar greeted **Obiri Mokini**, Cagintua e.V. / Refugee Radio Potsdam. Mokini, who comes from Nigeria, reflects on years spent as a refugee. In 1996, he fled to Germany and lived in a temporary housing unit in the state of Brandenburg for 15 years while waiting for a residency permit. He feels a great need to amplify the voices of refugees and spoke about his work. In Bad Belzig in 2007, he founded *Cagintua e.V.*, an organisation that explains the dangers of irregular flight, works to eliminate the causes of flight and establishment of democratic perspectives in Africa.

Volunteers from Cagintua e.V. go into the lodgings and residences among other places and tell refugees about their social service and financial entitlements. They work against false information and aim to create a basis for shared communication. For this purpose, a WhatsApp group currently has around 600 participants. Entering into dialogue, building relationships, and developing trust are guidelines for Mokini.

Mokini reported on the difficulties of making oneself heard in society as an association without financial means, as a community and as people. He took up contact with FRRAPÓ, Free Radio Potsdam and initiated the program *Refugee Information Radio Brandenburg.* Under the umbrella of Cagintua e.V., the program by refugees for refugees has run as a non-commercial local radio programme since 2014 every 3rd Monday of the month at 7 pm., "Refugee Radio Reporters" talk about the challenges, they are confronted with in their own language and provide important information about them. An integral part of the program is the social participation of people with refugee experience and joint engagement with the local population. Nine women and six men with refugee experience have qualified as local radio reporters through Refugee Information Radio Brandenburg.

For many refugees, Refugee Radio constitutes a connection and contact to the world outside of their lodgings or their communities. The programs, which only run for two hours due to a lack of resources, help to combat feelings of loneliness and isolation.

Additionally, lived realities are addressed via Refugee Radio and made accessible to a broader public in Germany and internationally.

In the discussion, there was a lot of positive feedback on Mr Mokini's explanations and commitment. One request was, that Refugee Radio also report about senior citizens and care patients.

Refugee Radio, broadcast on VHF (90.7 in Potsdam) and on livestream (http://frrapo.de/player/index.php)

Additional information:
http://cagintua.com/refugee-radio.html

Workshop 2

Best practice: The effectiveness of digital, diversity-sensitive information on dementia and care for the dying

Moderation: Nozomi Spennemann, Verband für Interkulturelle Arbeit, Regionalverband Berlin/Brandenburg (VIA e.V.)

Nozomi Spennemann, i.a. Chair of the "Vereins für kultursensible Pflege – DeJak-Tomonokai e.V." (association for culturally sensitive caregiving) and Coordinator of the Berlin networks "Seelische Gesundheit von vietnamesischen Migrant_innen" ("Mental health of Vietnamese migrants") and"Alter und vietnamesische Migration" ("Age and Vietnamese migration"), led the discussion.

Daniel Ruprecht, of the Deutsche Alzheimer Gesellschaft e.V./Selbsthilfe Demenz (DAlzG) presented www.demenz-und-migration.de. This website was developed in 2017 and has been operated by the national initiative "DeMigranz" jointly since 2020. It is directed toward people with dementia and a migrant background as well as their families and counsellors. Well-structured information about dementia, migration and cultural sensitivity are offered in seven languages on the site and presented in explanatory videos. An eighth language, Lebanese, will be added soon. A section for advice and collection of materials summarizes all the documents found and materials linked in the appropriate language. Another component is a nationwide networking map for Germany, which provides an overview of existing service offers and projects. The gaps indicate that this range of websites is little known in large parts of Germany.
Ruprecht agrees with the previous speakers in the plenary that access on the ground and access to the communities, is needed a) to gather information and b) to be present oneself.

Additional experiences:
- There is a need for appropriate mother-tongue materials.
- The website also needs to be easily accessible by smartphone.
- Use existing structures nationwide and raise awareness in order to be able to approach local actors in the network.

- It takes persistence to be active locally.
- Short-term project financing does not get you there.
- Avoid creating duplicate structures – cooperation with DeMigranz since 2020 instead
- The page is being accessed more heavily from abroad than from Germany; following some search engine optimization.
- Overall, not enough visits to the website – the national association cannot pay to equip digital channels for this specialist target group.
- It is not enough to generate information; we always have to think about "marketing", the access point.

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The discussion largely affirmed the experiences. Participants referred to the project "Demenz im Quartier" in BW and found it particularly inspiring how one can penetrate the depths of people's experiences if there is an appropriate budget behind it. Ruprecht confirmed how good it is to have such an example where the state has co-financed such a project.
The discussion also showed that you do not have to do everything yourself. There are specialists in the operation of messenger services. There is a need for possible new forms of networking. Sometimes you can even make things work with fewer resources, if you work with the right partners. In addition, it is very important to involve migrant organisations in the development of projects.

In the second presentation of the workshop, the focus was on "Viewpoint and new approaches from the Vietnamese community."
An Ngo presented *VCare*, a volunteer-organised self-initiative by family members in the second-generation Vietnamese community in Germany. She took the listeners along on a journey of learning, experience and visions.
On the basis of interviews conducted in the target community and the finding that Support services are only accepted with great hesitation, young people were led to the question of how they can care for their own parents without detriment to their families or careers.
First, they decided to build their own website. "VCare- we care. For a pleasant and dignified life in old age for Vietnamese in Germany". The target group was family members of the second generation. "Help! My parents are getting old! "(https://vcare.health/)
Extensive printed materials were intensely studied in order to put the essential content on the website in simplified, culturally sensitive language. However, just as we learned that thick brochures on the topic are hardly ever read, the actors also had to discover the problem with their own website. This target group does not normally visit this website and will not search it when things get serious, either. Other factors contributed. (Insufficient expertise, low acceptance of the topics and diversity in the target community).
The group found a new approach in "vcare connect – your assistance for your aged parents", an app that is being developed. Digital methods of sharing information should help make life easier, automating processes and focusing on the essentials. Using an example designed for the Vietnamese community, Ngo demonstrated how

you could recognize a need for care just by clicking in the app. ultimately, direct transfer to the care system (counselling) is possible without the need for personal contact until then.

There is still space for personal interaction, however. The solution is hybrid. Contact is established using the app and then followed up by personal counselling, in-person workshops, care management... those involved, family members and caregivers can meet face-to-face in safe places.

In order to amplify their reach, the group went on Instagram to search for influencers and found some in their own community. The flow of information shall mainly run through these channels.

Ngo and her team are very interested in finding out about other project models. They are looking for fellow campaigners and mentors for their mediating platform and not least of all for funding support. Long-term they plan to make their platform cross-community.

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Discussion:

The participants in the workshop are very pleased about the fresh ideas from VCare. However, they are not trained for this kind of modern digital public relations. One potential solution is a coordination office set up to take charge of exactly this part of the project. In the meantime, there are also commercial start-ups, which can fill the gap. Admittedly, the connection of community and digital support as presented in this project is unique.

Katharina Lange (FspA) recommends taking into account the topic of digital information transmission, the work of Minor – Projektkontor für Bildung und Forschung gemeinnützige GmbH. (https://minor-kontor.de) Here a spectrum of methods was developed for searching work in social media, Digital Streetwork. Here, too, the point is to make contact with migrants where they move every day. You can get an impression of how the project works in the video "New in Berlin Plus": https://youtu.be/g-uypMS_87I

Workshop 3

Print – a dying model? Use of multilingual informational brochures and flyers – what methods are there?

Moderation: Claudia Pfister, Zentrale Anlaufstelle Hospiz (ZAH)

The first person to give input was **Tina Westphal**, Director of the Care Support Office Friedrichshain-Kreuzberg, Prinzenstraße 23, who spoke of her experiences in "**the use of translated print media in counselling**".

She emphasised that, within counselling services, personal support is what builds up more trust in people with a migration background. Selected print media are used as supporting materials, however. In particular, the 44 information sheets from the Care Support Offices Berlin (PSP). These are available in all common languages. In the PSP Prinzenstraße, Arabic and Turkish info sheets are used most frequently.

Brochures with a lot of text generally overwhelm those seeking advice. Many media are not available in simplified language and often lack symbols. Since they are hard to understand, they simply remain unused.

Cooperation with bridge builders (IBIP), on the other hand, promotes access to the different communities. The relationship level established in this way is the surest way to reach the goal. Print media then serve as an expanded invitation to talk.

Those involved often turn into multipliers in that they pass on flyers that they received in personal counselling to their circle of family and friends.

Westphal recommended that her colleagues check their display case in front of the door for "Germanness". Simply displaying the word "welcome" in different languages could be very helpful.

The second speaker to provide input was ***Jala El Jazairi*** (ZAH). She spoke on the "Use of flyers and brochures in migrant communities and users of print media from migrant communities." She shared *Westphal´s* experiences. A classic is the brochure "When the doctor can't help anymore." The explanation of the brochure's contents usually follows in conversation.

If flyers are published in the native language, the following information is important: Who does what, where and how do I get into contact with this offer of help?

The linking of print with further digital information is also a goal. This can be for example postcards with a QR code.

El Jazairi also recommended printing information in German and in the native language, because the younger generation may no longer speak the language of the older generation. She also communicated many details, which are to be considered when producing print media.

The subsequent discussion confirmed that the drafting of new print media needs to be well thought out and the target groups need to be involved in advance. YES! There was unanimity that we still need print media, but....

Online resources:
- www.demigranz.de
- www.demenz-und-migration.de
- www.hospiz-aktuell.de (Zentrale Anlaufstelle Hospiz)
- Handbook Germany could possibly be used to present this information. https://handbookgermany.de/de
- https://www.inklusion-kultur.de/infoportal/kommunikation-information/leichte-und-einfache-sprache/