A PRACTICAL STANDARD · MAKING LAW, POLICY AND RESEARCH SPEAK HUMAN

Safe to Say, Safe to Reach, Safe to Use

Making important knowledge trustworthy, compelling, and usable in the real world.

The Paper-to-Person Gap

We live in an age flooded with information. Laws, policies, research, professional advice, and safety tips are published every day, usually by people and organisations with good intentions. But just putting info out there doesn't mean the right people see it. And even when they do, doesn't mean they can actually use it.

So yeah, the problem isn't always with the experts themselves. It's what happens as their knowledge travels from them to the person who actually needs it. At Lejacie, we call this the **Paper-to-Person Gap**. Really, it all comes down to one deceptively simple question:

Can a real person find this, trust what it says, and use it when it matters?

SAFE TO SAY

Safe to Say is about explaining as much as you responsibly can, without losing the boundaries that make expertise trustworthy.

Can I trust what this tells me?

SAFE TO REACH

Safe to Reach is about using the science and art of attention ethically, so important expertise can compete for people's focus without tricks.

Will I even see it, recognise it's for me, and feel moved to pay attention?

SAFE TO USE

Safe to Use is about making sure info works for real people, in real circumstances.

Can I grasp what it means, judge it, and take a real next step?

THE STRESS TEST

The 4:47pm Test

A simple way to stress-test assumptions is the 4:47pm Test. Not because 4:47pm matters, but because real life is messy. Rarely lines up with the ideal conditions on paper. The test asks:

> **Would this still work if someone was tired, overwhelmed, interrupted, missing info, or racing the clock?**

> **Could they spot what matters, know what they can trust, figure out what to do next, and reach the right help?**

> **Would the professional helping them know where their authority stops and how to hand the person off without leaving them stranded?**

ONE RULE AT THE HEART

Making info more engaging or actionable should never mean making promises the underlying expertise can't back up.

THE STANDARD CAN SHAPE

- Legal, health, safety, and regulatory info the public sees
- Professional training and learning programs
- Facilitator guides, educator resources, training materials
- Practical toolkits, checklists, and decision-support tools
- Government letters, notices, forms, and guidance
- Websites and digital info pathways
- Research-to-practice resources and professional guidance
- Info delivered by AI-assisted tools

Our approach starts with the original expertise, locks in what must stay accurate and bounded, checks how the audience will come across it, and designs for real understanding and action. Then we ask: does it actually work?

The standard's still in the works, not yet validated or adopted as a professional benchmark. Next step: apply, test, evaluate, and refine it with real resources, professionals, and the folks meant to use it.

"Correct enough to issue" isn't always "usable enough to live with."

Could a real person use it when it mattered?

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Read the full introductory paper at lejacie.com

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