



Inclusive Communication Good Practice Audit Tool

How to use this tool

1. Choose a section
 - [A: Questions for all individual staff](#)
 - [B: Questions for staff responsible for mass communications](#)
 - [C: Questions about inclusive communication organisational assets](#)
2. Read the good practice standards and indicators.
3. Tick the things you already do.
4. Work on the things you do not do yet.



A: Questions for all individual staff



Standard 1: Recognise every community includes diverse communication needs and preferences.

Indicators

As an individual staff member, I ...

- ☐ Plan my personal communications, such as meetings, so people have a choice of ways, channels and situations for communicating with me.
- ☐ Pro-actively and confidently use inclusive communication good practice every day, with everyone. (See “Act” below)



Standard 2: Find out about communication needs and preferences.

Indicators

As an individual staff member, I ...

- ☐ Tell people about my own communication needs and preferences.
- ☐ Ask clients and colleagues about their communication needs and preferences as soon as I can.
- ☐ Access permitted information about clients and colleagues communication needs and preferences.



Standard 3: Act on needs and preferences

Indicators

As an individual staff member, I ...

- ☐ Speak in a communication inclusive way in person, on the phone, during meetings and presentations.
- ☐ Write in a communication inclusive way in emails, on social media, presentation slides, in meeting notes, reports, surveys etc.
- ☐ Offer clients and colleagues two-way communication in person, on the phone, online or on paper.
- ☐ Provide inclusive information before, during and after meetings.
- ☐ Give people time to prepare before and respond during meetings.
- ☐ Use inclusive physical and online places - offices, meeting venues, online remote meetings.
- ☐ Use communication supports if people need them. For example, large print, Braille, BSL interpreter, palantypist.



4: Check and improve what you do.

Indicator

As an individual staff member, I ...

- ☐ Ask people what they think about your communication and how you could improve it.



B: Questions for staff responsible for mass communications



Standard 1: Recognise every community includes diverse communication needs and preferences.

Indicators

For mass communications we ...

- ☐ Plan mass communications so that people have a choice of ways, channels and situations for communicating with the organisation.
- ☐ Proactively, confidently use inclusive communication good practice in all mass communications. (See “Act” below)



Standard 2: Find out about communication needs and preferences.

Indicators

For mass communications we ...

- ☐ Ask clients and colleagues about their communication needs and preferences for population level communication activity such as events, meetings, consultations.
- ☐ Share permitted information about clients and colleagues with chair people, presenters and participants.



Standard 3: Act on needs and preferences

Indicators

For mass communications we ...

- ☐ Coach colleagues to speak in a communication inclusive way at meetings, workshops etc.
- ☐ Write in communication inclusive way in forms, leaflets, fliers, webpages etc.
- ☐ Ensure our website is WCAG 2.1 compliant to at least AA standard.
- ☐ Provide the same information in person, online, on paper and on the phone as much as we can.
- ☐ Use inclusive physical and virtual places - offices, meeting and event venues, online remote meetings.
- ☐ Offer and use communication supports if people need them. For example, large print, Braille, BSL interpreter, palantypist.

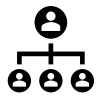


Standard 4: Check and improve what you do.

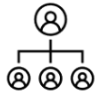
Indicator

For mass communications we ...

- ☐ Ask people what they think about our mass communication and how we could improve it.



C: Questions about inclusive communication organisational assets



Asset 1: Leadership and ownership

Indicators

- ☐ We have buy-in to inclusive communication good practice from most executive leaders and staff.
- ☐ We know what our clients and colleagues think of our communication inclusive practice.
- ☐ We have a clear vision of what excellent communication inclusive looks like, feels like and does. (See Inclusive Communication Good Practice Standards and Indicators.)
- ☐ We publish a statement about our commitment to inclusive communication.
- ☐ We have an inclusive communication objective in our strategy.
- ☐ We have an Inclusive communication action plan with a budget and timelines.
- ☐ We explicitly ask and expect all staff to implement inclusive communication good practice as much as possible.



Asset 2: Involvement of people who communicate in different ways

Indicators

- ☐ We have data on our client's socioeconomic position, disability, and age profile. This indicates risk of communication exclusion, diversity and inequity.

- ☐ We involve of people who communicate in different ways in our service development, delivery and evaluation.
- ☐ We have a budget to involve people who communicate in different ways.
- ☐ We monitor the communication profile of people who engage with us.
- ☐ We work to overcome gaps in communication diverse engagement.



Asset 3: Inclusive communication policy, standards, service designs

Indicators

- ☐ We have and promote an inclusive communication policy and standards.
- ☐ Our in-house communication style guide incorporates inclusive communication good practice.
- ☐ We design our services, so people have a choice of ways, channels and situations for communicating with us throughout the customer journey.
- ☐ We have a communication inclusive staff recruitment and retention policy.
- ☐ We check our inclusive communication practice as part of the quality assurance process. And act if improvements are needed.



Asset 4: Knowledge, skills, and confidence to implement policy and standards

Indicators

- ☐ We check our team's inclusive communication knowledge and skills annually.

- ☐ We provide an ongoing knowledge and skills development programme on topics such as inclusive events, consultation and research, writing, speaking etc.
- ☐ We have in-house champions to support sustained improvements.
- ☐ We provide comprehensive inclusive communication guidance to all staff.



Asset 5: Practical resources easily available to everyone, all the time

Indicators

- ☐ We have an easy-to-use system to record and share people's communication needs and preferences.
- ☐ We have templates for communication inclusive emails, forms, leaflets, posters, letter, presentation etc.
- ☐ We have an icon and photo bank. And guidance on how to use them.
- ☐ We use inclusive physical and virtual places - offices, meeting venues, online remote meetings.
- ☐ We provide easy access to specialist communication support service providers. This includes BSL interpreters, community language interpreting and translation, large print, Braille and speech to text translation (palantypists). And guidance on how work with them.
- ☐ We have a budget to pay for specialist communication support services.

Communication Inclusion People help you check, plan and develop inclusive communication good practice.

Contact us in the way you find easiest.



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