



We help you reach more people with inclusive communication

Inclusive Communication Good Practice Standards

Staff and organisations are more inclusive if they apply the following four standards. The bullet points list some indicators of good practice. People who experience communication exclusion co-produced the standards. They encompass standards and principles set out in other publications.



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

As an individual staff member, I...

- Plan my personal communications (such as meetings, emails etc.) so people have a choice of ways, channels and situations for communicating with me
- Proactively and confidently use inclusive communication good practice every day, with everyone. (See “Act” below).
- Know how to do inclusive communication and use the guidance and resources available.

For mass communications we ...

- Plan mass communications (such as information sharing, consultations, events, meetings, recruitment etc.) 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)
- Ensure leaders know how to do inclusive communication and use the guidance and resources available.



2: Find out about communication needs and preferences.

As an individual staff member, I ...

- 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.
- Share my own communication needs and preferences when I want to.

For mass communications we ...

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



3: Act on needs and preferences

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, on presentation slides, in meeting notes, in reports, consultation responses 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 and events.
- Give people time to prepare before and respond during meetings.
- Use inclusive places - offices, meeting venues, online remote meetings.
- Use communication supports if people need them. For example, large print, Braille, BSL interpreter, palantypist,

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, flyers, 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 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,

4: Check and improve what you do.

As an individual staff member, I ...

- Ask people what they think about my communication and how I can improve it.

For mass communications we ...

- Ask people what they think about our communication and how we can improve it.

Contact Communication Inclusion People any way you find easiest

