



**We help you reach more people through inclusive communication**

## **Assets organisations need to implement inclusive communication good practice**

Inclusive communication good practice only happens when organisations have the assets they need to make it happen. The five assets and the bullet pointed indicators listed here have been co-produced with people who experience communication exclusion. They reflect learning from several decades of local and national inclusive communication projects in different sectors. They also reflect change management good practice.



### **Leadership and ownership of inclusive communication**

- Buy-in to inclusive communication good practice from the Board to customer facing services.
- Knowledge of clients and colleagues experience of inclusive communication practice.
- Shared vision of what excellent communication inclusive looks like, feels like and does.
- Public statements about our commitment to inclusive communication.
- Inclusive communication objective/s in strategy.
- Inclusive communication action plan with a budget and timelines.
- Explicitly ask and expect all staff to implement inclusive communication good practice as much as possible.



## **Involvement of people who communicate in different ways**

- Up to date data on members socioeconomic position, disability, and age profile. This indicates risk of communication exclusion, diversity and inequity.
- Involvement of people who communicate in different ways in service development, delivery and evaluation.
- A budget to involve people who communicate in different ways.
- Monitor the communication profile of people who engage with the organisation.



## **Inclusive communication policy, standards, communication journeys**

- Have and promote inclusive communication policy and standards.
- The in-house communication style guide incorporates inclusive communication good practice.
- Services are designed, so people have a choice of ways, channels and situations for communicating throughout the client / customer journey.
- A communication inclusive staff recruitment, retention, and development policy.
- Inclusive communication practice is part of the quality assurance process. And action is taken if improvements are needed.



## **Knowledge, skills, and confidence to implement policy and standards**

- Regular checks on team's inclusive communication knowledge and skills.
- Ongoing knowledge and skills development programme on topics such as inclusive writing, speaking, events, consultation and research, reports etc.
- Network of in-house champions to support and enable good practice day to day.
- Easy access to inclusive, comprehensive inclusive communication guidance available to all staff.



## Practical resources easily available to everyone, all the time

- An easy-to-use system to record and share people's communication needs and preferences.
- Templates for communication inclusive emails, forms, leaflets, posters, letter, presentation etc.
- Easy access to comprehensive icon and photo banks. And guidance on how to use them.
- Use of inclusive places - offices, meeting venues, online remote meetings.
- Easy access to specialist communication support service providers. This includes BSL interpreters, community language interpreting and translation, large print, Braille, speech to text translation (palantypists). And guidance on how work with them.
- An easy to access budget for specialist communication support services.

## Contact Communication Inclusion People any way you find easiest



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Contact us via an online  
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