Lunch & Learn

Spotlight on: Making your communications more inclusive

If you attended our Inclusivity Works webinar on 'Making your communications more accessible' with expert by experience Hayden Price and Training and Development Manager Claire Howell from Inclusion Gloucestershire, you've hopefully already picked up some useful guidance. Here's our summary of key points and tips.

What are inclusive communications?

Sharing information in a way everyone can access and understand it. This applies to written, verbal and non-verbal communications.

Why is it important?

Diversity is really important, but organisations can be diverse and yet not fully inclusive of the needs of all employees.

Problems with communications

Not being able to understand written communications can stop people from doing things, such as making appointments, getting out and about, going to new places, applying for jobs. This could again be written such as bus timetables, verbal such as telephone systems, or it could be understanding complicated websites.

How can you make your communications more inclusive?

- Consider your language to ensure people feel included but not like they are a problem or hindrance
- 'Talk to me and not who I'm with' but remember to speak clearly
- Don't be overly emotive or 'over caring' to the point people made to feel helpless or patronised
- Ensure written communication uses as little jargon as possible, write and speak in plain language
- Remember one size doesn't fit all
- Don't assume anything – see and challenge your own bias
- Pay attention to the way someone communicates with you which gives a big clue as to how they need to be communicated with
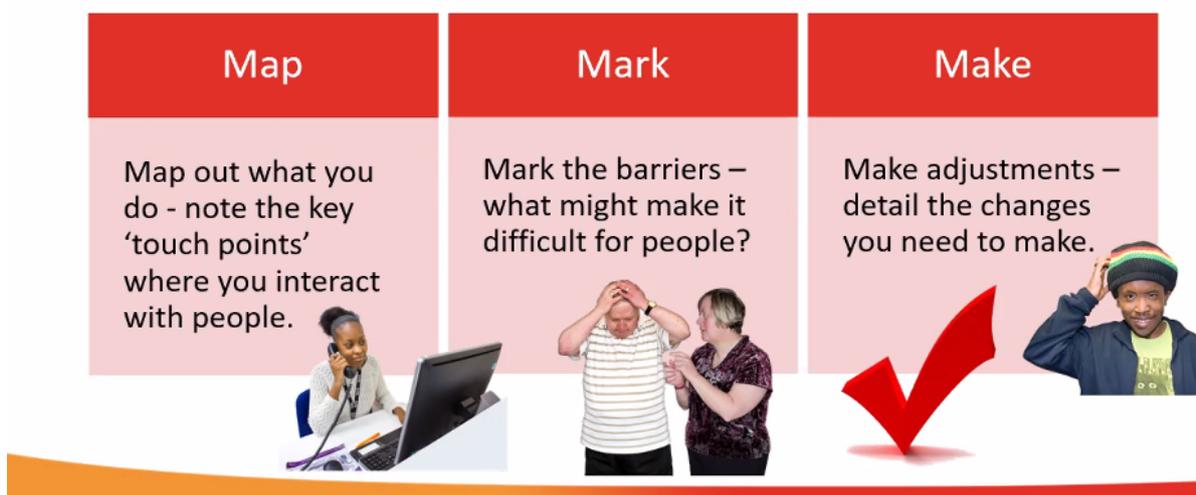- Ask people about their pronouns

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- Understand what people need by asking and listening
- Think about the impact your communication has on other people
- Provide different options for communication and options to be able to contact you and your organisation
- Make technology straightforward to use

My communication – inclusion at every step

Map	Mark	Make
Map out what you do - note the key 'touch points' where you interact with people.	Mark the barriers – what might make it difficult for people?	Make adjustments – detail the changes you need to make.

Q&A's

How helpful are website accessibility tools vs the costs?

'They are very helpful to navigate the website better, and there aren't as many as there should be.' Cost is usually worth the gain. Inclusion Gloucestershire have a panel of people who can test a website to see how accessible they are.

Alt text in images are an easy win, pdfs can be hard to read. Check your websites are compatible with add on browser technologies that people may be using to help them to access websites.

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Is there a balance between asking people about their needs and risking offending people for assuming they need adjustments to be made?

Some organisations ask this to everyone right at the beginning so everyone is treated the same. By law, organisations must make reasonable adjustments where they are requested.

Further support and resources

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 Inclusivity Works

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