

## **Transcript**

### **Module 1 – Introduction**

#### **Slide 1**

Welcome to Scottish Government's "Foundation Inclusive Communication Toolkit". Thank you for engaging with it. This toolkit provides guidance and practical tools to help make public bodies more communication inclusive.

#### **Slide 2 – Introduction**

Module 1 introduces the toolkit.

It includes -

A video of a service user talking about the difference inclusive communication can make.

A quick definition of inclusive communication.

Important points to keep in mind – for individual staff and organisations.

A list of the benefits of inclusive communication for public bodies.

The purpose of the toolkit, contents and who it is for.

Toolkit format.

First actions to take to make you, your team and your organisation more communication inclusive.

#### **Slide 3 – Service user's perspective**

Hello, my name is Elliott James Pettitt.

My experience of communication exclusion - as my communication barrier is invisible people don't give me time.

People look at me as if there is something wrong with me.

It is a source of anxiety when I am in a queue waiting to get to a kiosk and there are three different members of staff, and you don't know how any of them could go.

It feels sometimes with individuals where they just hand off information, which is most of the time inaccessible. And I am left to feel on my own. From the service which I'm seeking help from, it feels safer to remove myself from them.

And I'm asking public services to make communication inclusive as feeling seen, feeling heard allows individuals to thrive, to build their confidence.

It encourages and enables them to seize opportunities, to connect with people and to really feel and nurture a sense of belonging and community.

I encourage all public facing organisations in Scotland to make their communication inclusive as it makes for a kinder Scotland.

Thank you

#### **Slide 4 – Quick definition**

Before we go on to talk about the toolkit, here is a quick definition of inclusive communication. Toolkit module 3 provides a more detailed definition.

People need or prefer to communicate in diverse ways.

Communication is better when organisations recognise and respond to that diversity.

Inclusive communication allows more people to understand and express themselves easily.

It is about -

All ways of communicating like writing, speaking, and signing.  
Online, on the phone, on paper and in person communications.  
Situational factors like the time and place of a communication.  
And it matters at every point and every communication.

## **Slide 5 – Important points to keep in mind**

Implementing inclusive communication good practice is a journey. It requires systemic change. It is gradual. It takes time. It needs to be planned. And it needs consistent effort.

Do not be daunted! Start from where you are.

Make progress at a pace that works for you, your team and your organisation.

It takes time and resources. But the costs of exclusion are far greater.

The more quickly you improve, the sooner you will see the benefits.

## **Slide 6 – Benefits**

Communication exclusion gets in the way of good outcomes for everyone. For example, research shows communication exclusion leads to people missing out on services. It can contribute to poor mental health and wellbeing. And for organisations, communication breakdown can reduce efficiency and increase errors and complaints.

Inclusive communication does the opposite. It offers many benefits. This is a summary. Benefits and the costs of exclusion are set out in more detail in module 2 of the toolkit.

Inclusive communication enables public bodies to –

Engage better with more people from more diverse communities.

Achieve better outcomes.

Improve public trust and engagement.

Save time and the costs of communication breakdown.

And be kinder, fairer and more person centred.

## **Slide 7 – Toolkit Content and Purpose**

The Toolkit -

1. Explains why inclusive communication matters.
2. Sets out an enhanced definition of good practice. This builds on existing materials and guidance on inclusive communication.
3. Provides step by step guides and practical tools to help public bodies work towards good practice.
4. Supports consistent practice across public bodies.
5. If all public bodies use the same approach, they could share learning and any inclusive communication resources they develop. Every public body could gain from local innovations.

## **Slide 8 – All staff in all public bodies**

The Toolkit is for all staff in all public bodies in Scotland.

Scottish Government encourages staff in all public bodies to use it.

Everyone, from staff members to leaders, are encouraged to firstly - work through each toolkit module.

The 5 toolkit modules take about 3 hours in total.

People can do this at their own pace. And in any order.

Individuals can complete it solo or with others. The presentations are designed to support individual and whole team training.

After each module individuals are encouraged to use the practical tools provided with the module to take the actions set out.

## **Slide 9 – Toolkit Format**

The toolkit shows good inclusive communication practice.

All materials

- use inclusive writing.
- are screen readable.

Presentations include BSL, voiceover and subtitles.

Organisations are encouraged to use materials for local training and development activities.

Each module includes -

- a presentation,
- downloadable, printable practical tools and,
- actions for toolkit users.

## **Slide 10 – Actions**

It is time for you to take your first actions.

First - download the inclusive Toolkit flyer from the Introduction module web page.

Next - share it on different channels and in different situations to reach more colleagues. Share it -

- online - by email, intranet or learning platform
- in person - at meetings and staff induction sessions
- on paper - in newsletters or as a handout

Finally – decide, with colleagues, how you will use the toolkit in your team and/or your organisation.

Well done! You have finished Module 1 presentation.

Thank you for helping to make Scotland more inclusive for hundreds of thousands of people who face communication disadvantage or exclusion.

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