

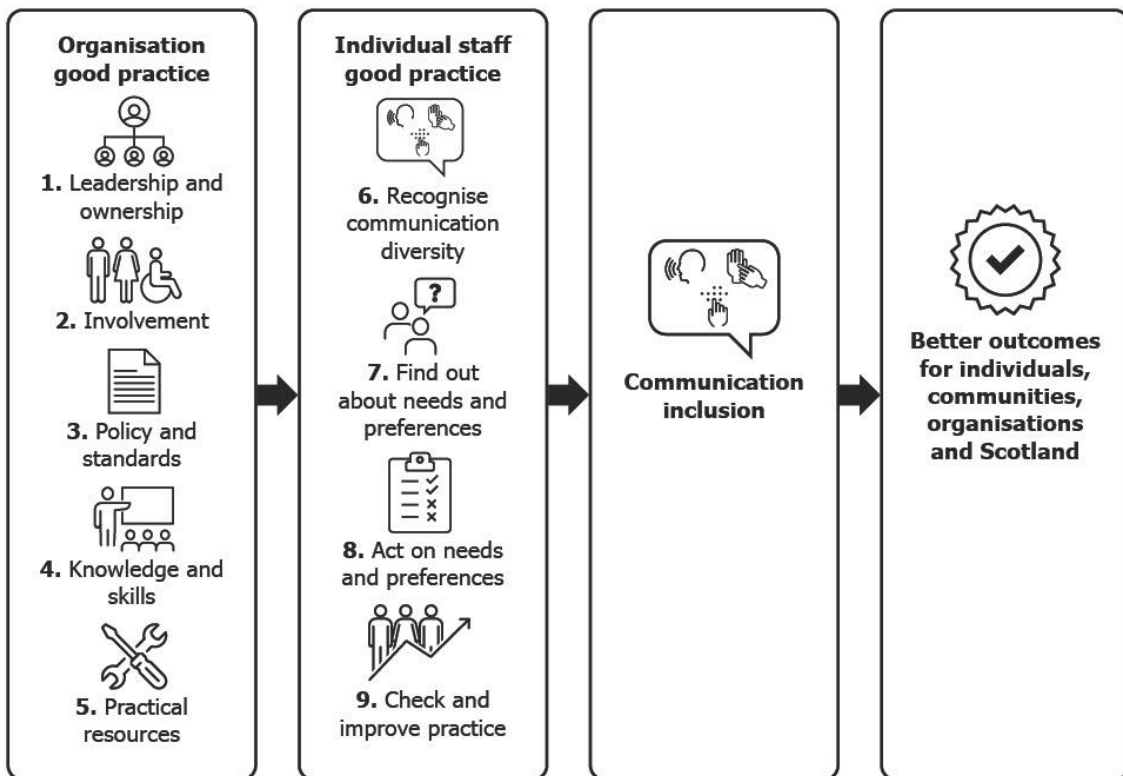


Foundation Inclusive Communication Toolkit

Practical Resources List

Scottish Government encourages all public bodies to implement the [inclusive communication good practice standards and indicators](#) throughout their organisations.

The diagram summarises the standards.



The [Foundation Inclusive Communication Toolkit](#) provides step-by-step guides to help organisations and individual leaders, managers and staff to implement these standards.

Many practical resources are freely available online which may help organisations and staff to implement the standards. The tables below list some of the practical resources freely available at the time of publication.

The list is not exhaustive. It is based on materials that are free and available on Disability Equality Scotland's Inclusive Communication Hub, government and expert organisation's websites. Other practical support can be purchased from expert organisations. Inclusion of a resource on the list does not represent endorsement.

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Requesting alternative formats

We are committed to providing adjustments. We will consider requests for alternative formats or translations for any materials from this publication.

Contact us at mainstreamingstrategy@gov.scot if you would like to request an adjustment or alternative format.

Practical resources list updates

The list of resources is correct at the time it is published. The [Inclusive Communication Hub](#) will host any new resources.

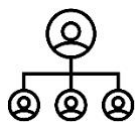
Public bodies may produce their own practical resources, for example communication inclusive information leaflets. Inclusive communication expert organisations can assist public bodies to develop practical resources.

Organisations are encouraged to share any resources they develop, which may be helpful to other public bodies. Contact [Disability Equality Scotland](#) to share resources on the hub.

Resources to help implement standards and indicators for organisation infrastructure

Standards 1 to 5 focus on the infrastructure organisations provide to enable staff at all levels to implement inclusive communication good practice.

Indicators specify the actions which confirm organisations are meeting the related standard.



Standard 1: Leadership and ownership of inclusive communication

Leaders demonstrate a positive commitment to inclusive communication to encourage good practice in their organisation. They empower and encourage all staff to take responsibility for the effectiveness of their own communication.

Indicators	Helpful resources
<p>1.1 Leaders and managers promote a culture which responds pro-actively to communication diversity.</p> <p>They -</p> <ul style="list-style-type: none"> • Regularly highlight that inclusive communication matters to the organisation • Demonstrate good practice in their everyday communication • Proactively challenge discrimination, negative attitudes and assumptions 	<ul style="list-style-type: none"> • Foundation Inclusive Communication Toolkit – Why Inclusive Communication Matters Factsheet • Government Communication Services (GCS) The professional body for government communicators • Inclusive communication – scripts for the beginning of meetings • Inclusive Speaking Guide • Inclusive Writing Guide • Please do inclusive communication – people’s stories • Communication Matters stories from AAC users • Dyslexia Scotland – busting dyslexia myths • Infographics about inclusive communication
<p>1.2 Public commitment</p> <ul style="list-style-type: none"> • The organisation publishes a statement setting out its commitment to inclusive communication good practice 	<p>See, for example</p> <ul style="list-style-type: none"> • Social Security Scotland - About • GCS The professional body for government communicators

Indicators	Helpful resources
<p>1.3 Leaders take a system wide approach to inclusive communication development.</p> <p>They -</p> <ul style="list-style-type: none"> • Collect and use data to understand the communication profile of staff and communities • Use these good practice standards and indicators to assess practice and to identify their organisation’s strengths and areas for improvement • Include inclusive communication improvement objectives in the organisation’s strategic plans • Allocate a proportion of annual budgets specifically for inclusive communication good practice improvements • Implement annual inclusive communication improvement plans to achieve strategic objectives • Publicise, share and spread inclusive communication developments within the organisation, with service users and with other organisations 	<ul style="list-style-type: none"> • Step-by-step guide for leaders and managers - How organisations can achieve inclusive communication good practice • Standards and indicators for organisation infrastructure - assessment checklist



Standard 2: Involve people who communicate in different ways

People who [communicate in different ways](#) are best placed to provide lived-experience expertise to organisations seeking to implement inclusive communication good practice.

Indicator	Helpful resources
<p>2.1 People who communicate in different ways are involved in service development, design, delivery and evaluation.</p> <p>That is -</p> <ul style="list-style-type: none"> • Engagement activities directly involve people who communicate in different ways. For example, policy development, user research, service design, training, communication resource development and evaluation • There is a budget to involve people who communicate in different ways in engagement activities • The staff team includes people who communicate in different ways • Customer feedback systems demonstrate inclusive communication good practice 	<ul style="list-style-type: none"> • Find your local access panel • Beyond Sticky Notes – tools for co-production • Inclusion Scotland coproduction toolkit • Resources to support Accessible Intercultural Communication - Migration Policy Scotland



Standard 3: Inclusive communication policy and quality

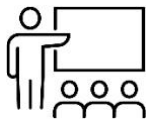
standards

Organisations have and implement inclusive communication policy. The policy influences the way services are designed, delivered and experienced. Industry quality standards apply to specific ways and channels of communication.

Indicators	Helpful resources
<p>3.1 Inclusive communication policy</p> <ul style="list-style-type: none"> The organisation has an inclusive communication policy Leaders regularly share the inclusive communication policy with managers and staff Job descriptions and codes of conduct require all staff to implement individual level inclusive communication good practice standards 6 to 9. Other policy and guidelines refer to the inclusive communication policy and / or these inclusive communication good practice standards. 	<p>Organisation policy examples –</p> <p>Government</p> <ul style="list-style-type: none"> GCS The professional body for government communicators <p>Further Education</p> <ul style="list-style-type: none"> Henshaw’s inclusive communication policy <p>Heath and Social Care Partnership</p> <ul style="list-style-type: none"> Renfrewshire HSCP autism inclusive communication policy <p>Third or independent sector</p> <ul style="list-style-type: none"> RNID inclusive communication policy Communication Inclusion People – our standards and how we meet them

Indicators	Helpful resources
<p>3.2 Multi-channel access, channel standards and opening times</p> <ul style="list-style-type: none"> • Service users can access all services and information on multiple channels • Phone communication is inclusive • Websites and Apps match at least the Web Content Accessibility Guidelines (WCAG) AA standard • Public documents are made available in multiple formats simultaneously • Easy Read publications meet the UK Easy Read Standards (due to be published in 2026) • Translating and interpreting services, including BSL services, meet relevant standards • Service locations and workplaces used for in-person communication are communication accessible • Opening times are flexible to allow people to access services over the widest possible range of days and times of the day 	<ul style="list-style-type: none"> • Digital Scotland Service Standard • Scottish National Standards for Information and Advice Providers: a quality assurance framework - gov.scot • GCS The professional body for government communicators • Web Content Accessibility Guidelines (WCAG) - Service Manual • Understanding WCAG 2.2 - Service Manual - GOV.UK • Understanding accessibility requirements for public sector bodies - GOV.UK • What we mean when we talk about accessibility – Accessibility in government • UK Easy Read Standards information • BSL Standards • Braille Standards • Large print Standards • Accessible PDF standards • Accessible Documents Standards • Accessible Audio Standards • Accessible Images Standards • Venue accessibility checklist

Indicators	Helpful resources
<p>3.3 Quality assurance</p> <ul style="list-style-type: none"> Inclusive communication practice is assessed using these good practice standards and indicators Managers and leaders collect data to measure the impact of good practice 	<ul style="list-style-type: none"> Organisation infrastructure inclusive communication good practice - assessment checklist Individual staff inclusive communication good practice - assessment checklist GCS The professional body for government communicators



Standard 4: Knowledge, skills, and confidence

Leaders, staff and managers have specific knowledge, skills and confidence to implement inclusive communication good practice.

Indicators	Helpful resources
<p>4.1 Inclusive communication training</p> <ul style="list-style-type: none"> Staff objectives include inclusive communication knowledge and skills development All staff are required to and are given time to access basic inclusive communication training (for example, the modules in this toolkit) All staff can and are given time to access further learning in relevant topics 	<ul style="list-style-type: none"> Foundation Inclusive Communication Toolkit Disability Information Scotland: Accessibility awareness (digital information) training

Indicators	Helpful resources
<p>4.2 Inclusive communication guidance, advice and support</p> <ul style="list-style-type: none"> • All staff can access guidance from external expert organisations. • The organisation stores inclusive communication related guidance and policy in a single online location • All staff are aware of and can access a network of in-house champions to support good practice day to day • All staff have access to external expert organisations and professionals 	<p>General guides</p> <ul style="list-style-type: none"> • Foundation Inclusive Communication Toolkit • GCS The professional body for government communicators • Inclusive Communication Hub. • Inclusive communication - GOV.UK <p>Inclusive speaking</p> <ul style="list-style-type: none"> • Inclusive Speaking Guide. • European Disability Forum – guidance for accessible spoken conversations • Guidelines for easy spoken language • Top ten tips for Inclusive Presentations <p>Inclusive writing</p> <ul style="list-style-type: none"> • Inclusive Writing Guide • UK Government information about accessible communication formats • Passion 4 Social webinar about accessible documents • Disability Information Scotland – making information accessible • Dyslexia Scotland typed formats guide <p>Digital communication</p> <ul style="list-style-type: none"> • Inclusion Scotland accessible social media guide • Making Content Usable for People with Cognitive and Learning Disabilities • Understanding accessibility - Service Manual

Indicators	Helpful resources
	<ul style="list-style-type: none"> • Guidance and tools for digital accessibility - GOV.UK <p>Accessible online meetings and events</p> <ul style="list-style-type: none"> • How to organise an Inclusive and Accessible Event • Accessible event planning • Inclusive communication – scripts for the beginning of meetings • NHS England: Making meetings accessible • Accessibility features of Zoom • How to have more accessible online meetings - DARU • Place Standard Inclusive Communication Toolkit <p>Environments / places</p> <ul style="list-style-type: none"> • Create A More Inclusive Environment Deafblind Scotland • Venue accessibility checklist <p>Education / School services</p> <ul style="list-style-type: none"> • How can we create a Language and Communication Supportive Environment in Early Learning and Childcare settings? Resources Education Scotland • CALL Scotland books and reports <p>Health and Social Care</p> <ul style="list-style-type: none"> • RNIB – Accessible resources for health and social care

Indicators	Helpful resources
	<p>Sports and leisure</p> <ul style="list-style-type: none"> • English Federation of Disability Sport inclusive communications guide <p>Employment / Employers / Workplace</p> <ul style="list-style-type: none"> • RNIB – Understanding sight loss for employers • Equality, diversity and inclusion in your workforce - mygov.scot
<p>4.3 Knowledge, skills and confidence monitoring</p> <ul style="list-style-type: none"> • All staff report on their inclusive communication knowledge, skills and confidence as part of their annual appraisal or in staff surveys • Managers collect and review data to ensure the organisation maintains and improves skill levels 	<p>No specific resources available or known to authors at time of publication.</p>



Standard 5: Practical resources available to everyone, all the time

Leaders, managers and staff have easy access to information, practical tools, communication support services and inclusive places to enable them to implement good practice.

Indicators	Helpful resources
<p>5.1. Specific practical resources</p> <p>The organisation provides staff with -</p> <ul style="list-style-type: none"> • Up to date information on the communication needs and preferences (communication profile) of actual and potential service user populations • Paper and online questionnaires (communication profiling tools) to record an individual’s communication needs and preferences • Adaptable templates to help staff produce communication inclusive emails, forms, leaflets, posters, letter, presentations etc. • A comprehensive icon and photo bank with guidance on using visual materials • Paper and online questionnaire to gather service users’ views about their communication experience 	<p>Communication Profiling Tools</p> <ul style="list-style-type: none"> • Communication Passports. • CIP Communication Profile Questionnaire • Stroke – Communication Book <p>Icons and pictures</p> <ul style="list-style-type: none"> • Microsoft 365 icons • Symbols set information • Bonnington Symbols. • Age without limits image library • GCS The professional body for government communicators

Indicators	Helpful resources
<p>5.2. Specialist communication support</p> <ul style="list-style-type: none"> All staff can easily access and/or book specialist communication support including BSL Contact Scotland, Text Relay UK, community language interpreting and translation, Easy Read, large print, Braille, and speech to text translation. Specialist services provide guidance on how staff can make best use the communication support available. The organisation ensures an adequate budget is available to pay for specialist communication support services 	<p>BSL</p> <ul style="list-style-type: none"> Contact Scotland <p>Other community languages</p> <ul style="list-style-type: none"> Resources to support Accessible Intercultural Communication - Migration Policy Scotland
<p>5.3. Inclusive places and facilities</p> <ul style="list-style-type: none"> Staff can access a database listing locally available communication inclusive buildings and rooms, with information on how to book them Staff have access to the facilities required to provide online remote meetings. They are provided with guidelines on how to make online meetings inclusive 	<p>No specific resources available or known to authors at time of publication.</p>

Indicators	Helpful resources
<p>5.4 Storage and awareness of available practical resources and services</p> <ul style="list-style-type: none"> • Practical resources are stored in or can be accessed via a single online location • All staff are aware of the practical resources and services available within the organisation and can easily find these as needed 	<p>No specific resources available or known to authors at time of publication.</p>

Resources to help implement standards and indicators for individual leaders, managers and staff

Standards 6 to 9 focus on what individual leaders, managers and staff do to implement inclusive communication good practice.

Indicators specify the actions which confirm individuals are meeting the related standard. Some indicators are only relevant to staff working one to one with service users.



Standard 6: Recognise every group and community includes people with diverse communication needs and preferences

To implement good practice, every member of staff recognises that people need or prefer to communicate in different ways.

Indicator	Helpful resources
<p>6.1. Demonstrate a positive attitude to <u>communication diversity</u></p> <ul style="list-style-type: none"> • I know my organisation’s inclusive communication policy • I have completed basic inclusive communication training • I access and use the inclusive communication guidance, advice, support and practical resources my organisation provides • I recognise - <ul style="list-style-type: none"> - People have different communication needs and preferences. They may have more than one communication support need - People need multi-channel access to services - People are excluded when services do not use inclusive communication - People who have difficulty talking or reading often do understand others 	<ul style="list-style-type: none"> • Quick inclusive communication guide <p>Basic inclusive communication training</p> <ul style="list-style-type: none"> • Foundation Inclusive Communication Toolkit • GCS The professional body for government communicators <p>Recognising different needs and preferences</p> <ul style="list-style-type: none"> • Foundation Inclusive Communication Toolkit – Why Inclusive Communication Matters – Factsheet • Please do inclusive communication – people’s stories • Communication Matters stories from AAC users • Dyslexia Scotland – busting dyslexia myths • Infographics about inclusive communication <p>Implement good practice</p>

Indicator	Helpful resources
<ul style="list-style-type: none"> • I implement inclusive communication good practice in my everyday practice • I challenge discrimination, negative attitudes and assumptions relating to people who communicate in different ways 	<ul style="list-style-type: none"> • Step-by-step guide - How individual staff can implement inclusive communication good practice



Standard 7: Find out about communication needs and preferences

To implement good practice, staff find out how people need or prefer to communicate.

Indicator	Helpful resources
<p>7.1. <u>Communication profiles</u></p> <ul style="list-style-type: none"> • I read the information my organisation provides about the communication needs and preferences (communication profile) of the community I work with and for • I tell people about the different <u>ways, communication supports, channels, times, and places</u> they can use to communicate with my service • I use the communication profiling tools my organisation provides to - <ul style="list-style-type: none"> - ask all individual clients about the ways, channels, and situations they need or prefer to use to communicate. People may provide this information in a “communication passport” - record needs and preferences in client files, records, or care plans - check information about clients’ communication needs and preferences, before I interact with them 	<ul style="list-style-type: none"> • Quick inclusive communication guide <p>Communication Profiling Tools</p> <ul style="list-style-type: none"> • Communication Passports. • CIP Communication Profile Questionnaire • Stroke – Communication Book



Standard 8: Act on needs and preferences

To implement good practice, staff actively adapt their communication in response to people’s communication needs and preferences.

Indicators	Helpful resources
<p>8.1. Inclusive writing and speaking</p> <ul style="list-style-type: none"> • I speak in a communication inclusive way whenever I talk to people • I write in a communication inclusive way whenever I write to people 	<ul style="list-style-type: none"> • Quick inclusive communication guide <p>Inclusive speaking</p> <ul style="list-style-type: none"> • Inclusive Speaking Guide • Inclusive communication – scripts for the beginning of meetings • European Disability Forum – guidance for accessible spoken conversations • Guidelines for easy spoken language • Top ten tips for Inclusive Presentations • Resources to support Accessible Intercultural Communication - Migration Policy Scotland <p>Inclusive writing</p> <ul style="list-style-type: none"> • Inclusive Writing Guide. • UK Government information about accessible communication formats • GCS The professional body for government communicators • Passion 4 Social webinar about accessible documents

Indicators	Helpful resources
	<ul style="list-style-type: none"> • Disability Information Scotland – making information accessible • Dyslexia Scotland typed formats guide • Inclusion Scotland accessible social media guide
<p>8.2. Enable people to communicate in the <u>ways</u> they prefer</p> <ul style="list-style-type: none"> • I use different ways to communicate to enable people to understand me • I enable people to express themselves in ways they prefer • I organise or help people to access and use the specialist communication supports they need • I actively listen to what people communicate, regardless of how they express themselves 	<ul style="list-style-type: none"> • Ways people understand and express themselves and how to respond <p>Act on individual’s communication needs and preferences, as set out in their communication profile or other records</p>
<p>8.3. Enable people to communicate on the <u>channels</u> they prefer at every step of their communication journey</p> <ul style="list-style-type: none"> • I provide information in person, on paper, on the phone and by email. • I enable people to communicate with me on the channels they prefer. For example, in person, on the phone, by text or by email 	<p>Act on individual’s communication needs and preferences, as set out in their communication profile or other records.</p>

Indicators	Helpful resources
<p>8.4. Enable people to communicate at times they prefer</p> <ul style="list-style-type: none"> • I enable people to communicate with me at times they prefer and at their own pace • I provide inclusive information before, during and after meetings 	<p>Act on individual's communication needs and preferences, as set out in their communication profile or other records.</p>
<p>8.5. Enable people to communicate in places that meet their needs.</p> <ul style="list-style-type: none"> • I enable people to communicate in places that meet their communication and physical access needs 	<p>Act on individual's communication needs and preferences, as set out in their communication profile or other records.</p>
<p>8.6 Resolve communication breakdown</p> <ul style="list-style-type: none"> • I look out for anything that may indicate communication barriers in my service (or example, low take up by some groups of people) • I adapt my communication to resolve communication breakdowns 	<p>No specific resources available or known to authors at time of publication.</p>



Standard 9: Check and improve your communication

As in other areas of professional practice, staff work to continuously improve their inclusive communication good practice.

Indicators	Helpful resources
<p>9.1. Client feedback</p> <ul style="list-style-type: none"> I gather service users' views about their communication experience while using my service. I enable people to feedback in the way they prefer. I act on feedback. I improve my own communication if clients ask me to. I report client feedback to my organisation. I tell clients what I have done 	<ul style="list-style-type: none"> Step-by-step guide - How individual staff can implement inclusive communication good practice
<p>9.2 Personal development</p> <ul style="list-style-type: none"> I use these good practice standards and indicators to assess my own inclusive communication practice and to identify strengths and areas for development My personal development plan includes an inclusive communication objective 	<ul style="list-style-type: none"> Individual staff inclusive communication good practice - assessment checklist Step-by-step guide - How individual staff can implement inclusive communication good practice

Indicators	Helpful resources
<p>9.3 Organisational development</p> <ul style="list-style-type: none"> • I involve people who communicate in different ways in my service evaluations • I support improvements at an organisation level 	<ul style="list-style-type: none"> • Find your local access panel • Beyond Sticky Notes – tools for co-production • Inclusion Scotland coproduction toolkit • Resources to support Accessible Intercultural Communication - Migration Policy Scotland