



Social Security Scotland
Tèarainteachd Shòisealta Alba

What is Inclusive Communication

Dignity,
fairness,
respect.

What is Inclusive Communication?

People use a wide range of ways to communicate, that is to understand and express themselves.

- Written word including braille and large print
- Speech
- Sign language
- Photographs, drawings and cartoons, symbols and icons
- Objects, looking, eye pointing, eye contact, facial expressions, and gestures.
- Routines, touch, body movements, natural human sounds.

Some ways of communicating are harder to master so they work for fewer people. For example reading and writing or complicated speech.

Some ways of communicating are easier to use so they work for more people. For example everyday words, photographs, symbols, facial expression and body language.

Inclusive communication

- allows the largest number of people to take part in any communication
- supports individuals to use whatever ways of understanding and expressing themselves which they find easiest

Inclusive communication is relevant to all communication

- at the level of the individuals and whole populations
- on all channels - in person, online, on the phone or on paper
- with clients, partner organisations and colleagues

To be communication inclusive individuals and organisations need to apply the Inclusive Communication Principles. They must -

1. Recognise all communities and groups include people who communicate in different ways.
2. Find out how people prefer to communicate.
3. Take action:
 - a. Adapt the physical environment.
 - b. Match the way you communicate to the ways people understand.
 - c. Respond positively to the different ways people express themselves.
4. Evaluate and change.

Individuals and organisations need to have 5 assets in place to “live” these principles. They are

1. Leadership and ownership of inclusive communication. It's everybody's responsibility.
 2. Policy, systems, processes and places that enable inclusive communication.
 3. Effective involvement of people who communicate in different ways.
 4. Knowledge and skills to communicate in an inclusive way.
 5. Inclusive communication practical resources in place or readily available
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