



Social Security Scotland
Tèarainteachd Shòisealta Alba

Inclusive Communication Action Plan

2022-2025

Dignity,
fairness,
respect.

Crystal
Mark
23972

Clarity approved by
Plain English Campaign





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Inclusive Communication Action Plan 2022-2025

Our Inclusive Communication Action Plan will help us be even better at communicating inclusively with Scotland's communities and our staff.

Communicating inclusively allows the largest number of people to take part in that communication. It supports people to use whatever ways of understanding and expressing themselves they find easiest.

The plan is about building the five assets listed below. These will help us deliver what we must do by law and what is in Our Charter. They will help us show our values of dignity, fairness and respect and create an organisation that is inclusive for everyone.

In 2022, we will work on 13 of 21 of the action plan's objectives, mostly about leadership in inclusive communication. In 2023 and 2024, we will continue this work and begin work on the rest of the aims.

Senior leaders, colleagues and the External Inclusive Communication Reference Group have agreed this is the right plan. To make sure we do everything in our action plan, the Inclusive Communication Team will work together with colleagues and others with an interest in our work.

Inclusive Communications Action Plan objectives 2022-2025

The objectives below list the things we will do to build the assets, or the foundations we need in place, to communicate inclusively.



Asset 1: Leadership and ownership

1. Create a shared, clear vision. This will show clients and colleagues what excellent inclusive communication in our organisation will look like, feel like and result in.
2. Produce an action plan that covers everything fully and sets out how much it would cost to achieve it.
3. Improve how we make decisions about inclusive communication.
4. Produce and carry out a plan for inclusive communication leaders and champions.
5. Set out the Inclusive Communication Team roles.



Asset 2: Ways of delivering inclusive communication

6. Set out what good inclusive communication looks like for us and how we will keep track of what we are doing.
7. Create a clear way of choosing how to communicate inclusively.
8. Produce a plan with colleagues to deliver inclusive communication across our work and communications, including how much it would cost.
9. Make an ongoing commitment to invest in improving our inclusive communication. We will also get the best value for money and the best possible service for clients and colleagues.



Asset 3: Involving people who communicate in different ways

10. Create a fact sheet that sets out what people's experience of communication disadvantage is and how it connects to other disadvantages, such as social, economic and health disadvantages. People at a communication disadvantage find it harder than others to understand or to express themselves.
11. Produce and put in place a plan for people living with communication disadvantage to play a part in inclusive communications.
12. Improve the way the Inclusive Communication Team helps people to take part in the action plan.
13. Check if we can get money to help people with first-hand experience of communication disadvantage to play a bigger part in this action plan.



Asset 4: Skilled staff

14. Agree what views, understanding and skills people need to communicate inclusively.
15. Help check what inclusive communication skills our staff have or are missing in different teams and roles.
16. Create and deliver a plan for staff to learn inclusive communication skills, including finding new ways for staff to learn.
17. Encourage staff to learn about inclusive communication.



Asset 5: Inclusive communication resources

18. Create a full list of the resources needed to support our teams.
19. Check our existing resources to see how good they are, how many there are, if staff know about them and if staff can get them easily.
20. Set up one place for all our resources where all staff can find them easily.
21. Create and put in place a plan for creating new resources that will help deliver inclusive communication standards.