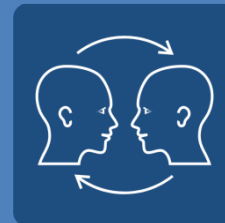


Communication Access UK

Inclusive Communication for All



A Prospectus for Early Adopters

The facts

Communication disability in the UK affects millions of people. Up to 20% of the UK's population experience communication difficulty at some point in their lives, and more than 10% of all children have a long-term communication need.

The impact of communication disability

Communication is not simply about the ability to speak but also the ability to hear and understand what is said to us. This lies at the very core of human dignity. The impact of communication difficulties and disabilities is varied; some people may find it hard to ask a question, name an object or ask for help, while others may have speech difficulties that make them difficult to understand. Others may have problems processing information and difficulties with reading and writing. Some may use communication devices and require time to create their message.

Communication disabilities leave millions without a voice, denying them equality of access and opportunity.

A symbol for equality

The wheelchair symbol is one of the top 10 most recognised symbols in the world. The symbols for hearing and vision are also well known. Yet there was no universal symbol for communication access in the UK until now.

A symbol for communication access, with underpinning standards, has been developed in the UK. Our aim is to make this as recognisable as other disability access symbols.

Why a business/organisation should adopt the communication access symbol

- Become established as a 'communication accessible' business or organisation, acknowledged and promoted nationally and locally.
- Help reduce social isolation and improve the quality of life for people who experience communication difficulties.
- Increase public awareness and understanding of communication difficulties.
- Contribute to your business or organisation's commitment to operate in line with the Equality Act 2010.
- Improve the reputation of your business or organisation.
- Contribute to the development of your staff and enable them to deliver high-quality customer service to all.

What is the symbol and standards?



This is the symbol for Communication Access in the UK, developed in line with the responses of a number of national consultations.

The early adopters phase will test the applicability and resilience of the symbol with the standards.

Standards (applicable at organisational and individual levels)	Actions: How to meet standards at an organisational and individual level	Operational Indicators: How do I know I am getting it right
<p>Recognise every group includes people with communication support needs</p>	<p>Put in place:</p> <ul style="list-style-type: none"> • A public commitment to Inclusive communication • Basic inclusive communication good practice guidelines for all modes of communication • Module on inclusive communication in all core staff training 	<ul style="list-style-type: none"> • Adoption of Communication Access symbol • Rolling programme of staff training • Offer a range of options for people to contact and interact with you • Staff know and apply TALK prompt <p>TIME/ASK/LISTEN/KEEP TRYING</p>
<p>Find out what support is required by the people you are set up to serve</p>	<ul style="list-style-type: none"> • Use available data on communication preferences of your potential users, and where appropriate collect further data • Ask people if they have communication support needs and what helps them understand and communicate with the organisation 	<ul style="list-style-type: none"> • Mechanisms in place for individuals to share their communication preferences • Where appropriate communication preferences are recorded, highlighted and shared with others
<p>Take action in all communication:</p> <ul style="list-style-type: none"> • Adapt physical environment • Match the way you communicate to the ways people understand. • Respond positively to the different ways people express themselves 	<ul style="list-style-type: none"> • Consider communication access from the beginning of all activities from designing physical environments to service delivery • Rolling programme of staff training including knowledge, skills and attitudes • Share inclusive communication resources within the organisation • Verbal/written information available in accessible formats 	<p>Individuals are:</p> <ul style="list-style-type: none"> • Welcomed • Given time to communicate, process information and ask questions • Listened to • Given verbal and written information accessible to them <p>Feedback on Communication Accessibility from service users and staff</p>
<p>Keep Trying</p>	<ul style="list-style-type: none"> • Monitor performance against standards at organisational and individual level • Take action to improve where required 	<ul style="list-style-type: none"> • Annual self-monitoring framework in place • Regular public statement on meeting standards, and actions to be taken to improve

What it means to be an early adopter

By assisting with the first phase of the project, early adopters will be helping Communication Access UK (CAUK) to assess the impact and resilience of the symbol and standards in working environments and frontline services.

Organisations are asked to identify a maximum of two sites to receive Communication Access training, to use the standards, and display the symbol for a defined time period. This will then indicate that the organisation is communication accessible.

How do we get involved?

1. Confirm your participation

- Confirm your organisation's participation with your point of contact in CAUK or email accessproject@communicationmatters.org.uk
- You will then be sent additional information to support the process (electronic download).

2. Review the standards and training

- Review how your organisation will adopt the standards.
- Consider how members of staff across your organisation will receive training.
- Identify a point of contact or a CAUK 'champion' in your organisation.

3. Training and evaluation

- CAUK will provide trainers to visit your organisation and provide face-to-face training to staff members.
- Trained staff members will receive certificates.
- Self evaluation points (through online surveys) for staff members will be defined and agreed.
- Your organisation will also be provided with evaluation forms for the general public to provide feedback.

4. Implementation

- Conform to the standards framework
- Learn the prompt **TALK:**
 - **TIME**
 - **ASK** what helps
 - **LISTEN**
 - **KEEP TRYING**
- Display the symbol across your organisation or service.
- Ensure new members of staff are appropriately trained.
- A mystery customer visit may be arranged.
- Your organisation will be promoted as Communication Accessible.

Will we need a separate budget to be an early adopter?

There will be no direct costs for early adopter organisations. CAUK will incur logistical and training costs for the early adopter phase. Organisations will however need to provide the venue for training.

Organisations may incur potential costs for print of additional copy of the symbol and standards (as CAUK will provide number of printed versions as well as the digital vector); this will however be the prerogative of the organisation.

Staff time for training and self-evaluation may need to be factored in by organisations.

What does the training entail?

For the early adopter phase, face-to-face training will be provided trainers provided by CAUK. This is a training package developed around the standards. It has been designed to underpin the use of the symbol and is based on a number of national consultations with the aim of helping trainees identify 'good communication'.

Face-to-face training sessions will last up to an hour and can accommodate approximately 10 to 15 people per session.

Attendees will then receive training packs containing material reaffirming the training and a certificate.

How will our organisation be monitored?

The aim of the monitoring framework is to measure applicability and resilience of both the symbol and standards in real-life situations and environments. It will include evaluation forms for the general public, self-evaluation for staff that have undertaken the training during review points (which we will define), and engagement via a UK-wide mystery customer network that we have developed.

The data collected will be anonymised and evaluated, and then used to inform any changes before we move forward with mainstreaming the symbol and standards across the UK.

Key contacts

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Communication Access UK is a partnership between:

