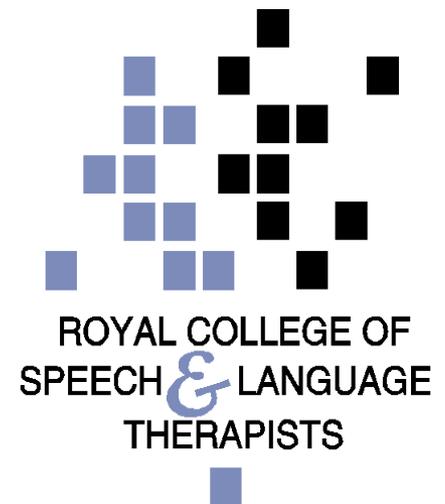


RCSLT workshop: Towards a diverse profession Outcomes and summary themes

*26 June
2019*

 **#SLTDiversity**



Common themes



- Better branding and marketing of the profession
 - More diverse images
 - More diverse role models
 - Think about our language in careers promotion and the workplace
 - Promote SLT careers in the right social media & online – vlogging/ podcasts/ stories/ You Tube
 - Ensure we promote to GenZ in ways that appeal to them.
 - Outreach to community touchpoints not just online and schools – identify the influencers
 - A new national student network to help campaign?
 - Make the most of own resources: Bulletin / RCSLT website
- Research – characteristics of SLTs, motivations, learning from other professions
- Support for students
 - Curriculum to proactively prepare students for different cultures and diversity issues they may experience on placement and in the workplace.
- Support for SLTs
 - Need for new diversity support networks
 - SLT tailored resources that support cultural differences in workplaces and with service users
- Unconscious bias/ discrimination – proactive not reactive

Diversity: gender



- Branding that provides more visibility about the scientific nature of the SLT role, recognising that this may enhance appeal of the profession to men, and also to a more broad group of women.
- Use HEI widening participation funds to attract/target men – smarter with social media for Gen Z.
- Challenge assumptions that male SLTs only wish to work in adult/ research/ management roles.
- More diverse images/ videos
- Use images relating to clients and the work rather than the SLT
- Consider female nature of workplace environment and how that can feel to men
- Develop male support networks
- Research looking at impact of adjectives in use of promotion/ job descriptions:
 - “leader”
 - “part-time”

Diversity: ethnicity



- Establish BAME networks locally and nationally.
- A role for BAME champions?
- SLT tailored resources to support understanding of cultural differences in populations.
- Diversity in careers promotion materials and social media.
- Develop a culturally relevant curriculum for students.
- Equip HEI's, practice educators and clinical teams with skills and knowledge to support BAME students on placement and BAME members of clinical teams.
- Teaching – resources to support bilingualism – opportunity to seek internationally?
- The profession should reflect how to deal better with incidents of discrimination/ unconscious bias and how to proactively ask the question.
- Is there an attainment gap for BAME students?

Wider aspects of diversity



- More diversity in the images of SLT that are displayed.
- Recognition that some aspects of diversity are better communicated via narrative (eg socio-economic/ invisible disabilities) and some via images.
- Role models profiling career trajectories of a more diverse group of SLTs.
- University admissions/ support for students with disabilities – how much do we know?
- How to support pressures of the training – mental health / financial.
- What do “reasonable adjustments” look like for SLT?
- The profession should reflect how to deal better with incidents of discrimination/ unconscious bias and how to proactively ask the question.
- Work experience/ shadowing opportunities could be focussed on those from a disadvantaged or more diverse background.

Careers promotion



- Multi-modal/ up-to-date use of social media/ vlogging/ podcasts/ You Tube/ Snapchat magazine/ review #language re diversity eg “speechies”.
- Develop a new national SLT student network to promote SLT and engage a more diverse audience/ use community “touchpoints”.
- Actions to improve schools careers advice on SLT.
- New qualitative research around target groups (teens/primary) views of SLT and experiences of and characteristics of SLT students.
- National advertising campaign on You Tube.
- Develop a reflective diversity toolkit for use by SLTs to inform development of resources/ events publications/ workforce development to promote more diverse workforce.
- Better range of SLT roles promoted.
- Make benefits off an SLT career clearer eg NHS benefits.

What next?



- Bulletin report.
- Webinar to discuss outcomes – end August.
- Project groups to take forward actions – both national and local. We will be seeking volunteers to help.
- Schools outreach – development of projects and resources.
- Report to Board of Trustees.