

# INCLUSIVE COMMUNICATION AND LANGUAGE CHECKLIST

## How to use the checklist and supporting tools

Once you have completed the template, you can work through the checklist to identify areas of improvement. Remember, it is not necessary for every piece of communication to include all the elements of good practice detailed in the checklist below. Rather, each piece will include different elements depending on what you have identified as being a priority in the preceding template. If you need more detailed information about a particular diversity group or area revisit section 1, 2 and 3 for more specific information. As you move forward think about the timelines, person/s responsible and relevant budget allocation to make this happen.



## The checklist focuses on the following areas:

- Language and visuals
- Design and format
- Diversity, wellness & reablement

## Checklist Process

### Step 1:

Read each of the questions under the elements of good practice and decide if they apply to your communication material. Include any comments about changes needed and identify actions required

### Step 2:

Review the results and discuss the required actions needed with your team

### Step 3:

Develop and implement a plan to modify your communication material, you may want to involve consumers in this process. Revisit the phrase alternatives, EMR Alliance example and website examples to get ideas

### Step 4:

Reassess your material using the checklist to ensure that everything is covered in your revised version



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Use the checklist to review your communication material (print or electronic) against the relevant elements of good practice.

The first two sections: 'Language & Visuals' and 'Design & Format' should always be considered when reviewing your communications material.

You will need to decide which elements within the Diversity, Wellness & Reablement section you wish to consider, depending on your target audience and the messages that you want to deliver.

Language & visuals				
Elements of good practice (Indicate Yes, Sometimes or No)	Y	S	N	Comments and actions
<p><b>Communication is documented in plain language</b> Are your key messages clear and direct? Do you avoid the use of acronyms, complex medical terminology, and jargon (e.g. social isolation, person centred, ASM)?</p>				
<p><b>Communication accurately describes your intended target audience</b> Is the intended target audience clearly identifiable? Are the program's key eligibility requirements identified and do these align with program funding requirements? Do you encourage people to explore options based on their individual circumstances?</p>				
<p><b>Using a motto or catch phrase</b> If you use a motto or catch phrase does it reflect your organisation's values, principles, mission or quality statement?</p>				
<p><b>Service or activity is clearly described</b> Do you clearly name and describe the benefits of the service or activity you are offering? e.g. <i>social outing group, occupational therapy – supporting you to live independently at home</i></p>				
<p><b>Using flags and symbols</b> Do you display symbols and written acknowledgements to demonstrate your commitment to providing a safe and inclusive environment? If you are using the Aboriginal, Torres Strait Island, Rainbow, Transgender flags or the interpreter symbol are they accompanied by supporting text? Do staff understand why these are used and does staff practice align with the messages you are trying to communicate?</p>				
<p><b>Images reflect and empower our community</b> Do images reflect the diversity of your consumers, service and the community in general? Are the images empowering and positive? e.g. <i>'doing with, not for' or people actively involved in activities</i></p>				

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Design & format				
<i>Elements of good practice (Indicate Yes, Sometimes or No)</i>	Y	S	N	<i>Comments and actions</i>
<p><b>Font is easy to read</b> Does the communication use a plain font that is easy to read? <i>e.g. arial, calibri.</i> Do you use colours that enhance the communication and is easy to read? <i>e.g. dark print</i></p>				
<p><b>Communication layout maximises readability</b> Do the colours and format of your communication maximise readability? <i>e.g. Have you used white space, columns or images to break up text or draw the reader to the key messages?</i></p>				
<p><b>The communication platform is representative of the way the target audience access information</b> Have you chosen a communication platform that is accessible and appropriate for your target audience? <i>e.g. newsletters, media (radio or newsprint).</i> Have you explored the use of alternative communication aids? <i>e.g. communication boards, large print, braille, pictograms?</i></p>				

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<b>Diversity, wellness and reablement</b>				
The following questions relate to the information in section 3. These are a guide to inclusive communication. You will need to decide which elements within the Diversity, Wellness & Reablement section you wish to consider, depending on your target audience and the messages that you want to deliver.				
<i>Elements of good practice (Indicate Yes, Sometimes or No)</i>	Y	S	N	<i>Comments and actions</i>
<p><b>People living with Dementia</b> Does your communication explain dementia in a way that is sensitive to people's understanding of dementia including cultural considerations? Do you use empowering language?</p>				
<p><b>Aboriginal and Torres Strait Islander peoples</b> Does your communication describe how you connect with, and/or are committed to supporting local Aboriginal clients/communities? Do you acknowledge Aboriginal and Torres Strait Islanders as the traditional owners of the land? Are you using correct terminology when talking about Aboriginal and Torres Strait Islander peoples?</p>				
<p><b>People from CALD communities</b> Is your communication culturally appropriate and appealing for the targeted audience taking into account specific language, ethnic or cultural group/s? Does your promotion demonstrate your commitment to, or experience in working with CALD communities?</p>				
<p><b>People who identify as LGBTIQ</b> Does your communication specifically address LGBTIQ people in a positive way and describe how your service is committed to being welcoming and safe? Do you promote a positive connection with LGBTIQ communities through cases studies or quotes? Do you use images, symbols or flags to promote a welcoming environment?</p>				
<p><b>People with a disability</b> Do you use empowering, inclusive language and terminology that focuses on the strengths and capabilities of people with disabilities? Do you focus on ability rather than disability?</p>				
<p><b>People experiencing financial and social disadvantage</b> Have you clearly communicated the costs of your services and any financial support or waivers for people who cannot afford the services? Have you communicated the fee structures and support available to all staff? Does your communication explain how people can form social connections?</p>				
<p><b>People of all gender identities</b> Does your communication material positively represent men, women, transgender and gender diverse people? Is your language gender neutral and free of stereotypes? Does it consider their preferences, needs and support? Have you clearly communicated the rationale for any gender specific services?</p>				
<p><b>Older people</b> Do you use words and images that reflect positive ageing? Do words and images promote independence or 'doing with' and not 'doing for'?</p>				

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Wellness & reablement				
Elements of good practice (Indicate Yes, Sometimes or No)	Y	S	N	Comments and actions
<p><b>Promoting Wellness &amp; Reablement</b> Does your communication use positive words, phrases or visuals that are enabling and promote wellness, independence and connection to others?</p>				
<p><b>Respecting peoples values</b> Do you include affirming language to demonstrate that you are interested in who people are and how they wish to live their life? e.g. <i>we listen; we value people's life stories and experiences</i></p>				
<p><b>Building capacity</b> Does the communication describe how you help people to build their capacity to improve or retain the things that are important to them? e.g. <i>We will support you to get back to the things you enjoy doing</i></p>				
<p><b>Enabling Choice</b> Does your communication describe how you enable choice for people, their scope of involvement and the degree to which they can exercise choice? e.g. <i>We will work with you in a way that best meets your needs</i></p>				
<p><b>Supporting autonomy</b> Does your communication describe how you support a person's independence, irrespective of how each person defines independence? Do you use language that empowers people, such as <i>'we listen to you, you decide what's important'</i></p>				
<p><b>Planning</b> Does your communication describe how you support clients to develop a plan and the benefits of this approach?</p>				
<p><b>Working together</b> Do words, phrases and visuals describe the extent to which people (including clients, family, friends or other service providers) are involved in the care process and how this partnership approach will shape the way services are planned and delivered?</p>				
<p><b>Being flexible and responsive</b> Does the communication convey flexibility, responsiveness and adaptability when supporting clients? e.g. <i>'providing unique support responses'</i></p>				