

# Inclusive Communication

## *Training session for customers and staff*

On Friday 15th March 2024, the Housing Diversity Network provided training for a group of involved customers and staff around inclusive communication.



The Housing Diversity Network are dedicated to supporting housing sector organisations to cater to the diverse needs of their communities; and foster an inclusive environment that celebrates diversity and embraces the strength of different perspectives.

Customer group Together Greatwell wanted to learn more about inclusive communication as they will be undertaking inclusive media for our customers this year. They worked with HDN to compile the topics chosen for this training.

The training session was a thought-provoking way to talk about what we find difficult about communicating well. It provided us all with some really helpful advice on what to avoid or what to make sure we think about when communicating.

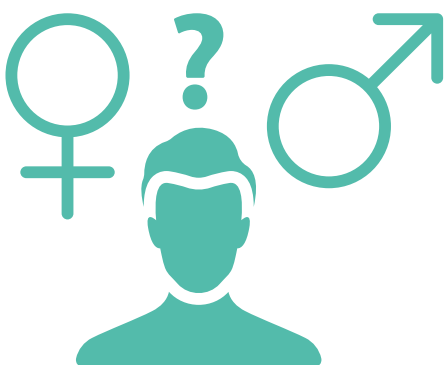
We talked about inclusive language – how using jargon or corporate terms can feel alienating if you're not familiar with professional language; and how some phrases are not familiar to some people – what does “wet behind the ears” mean?

**You need to fill out an NTQ**

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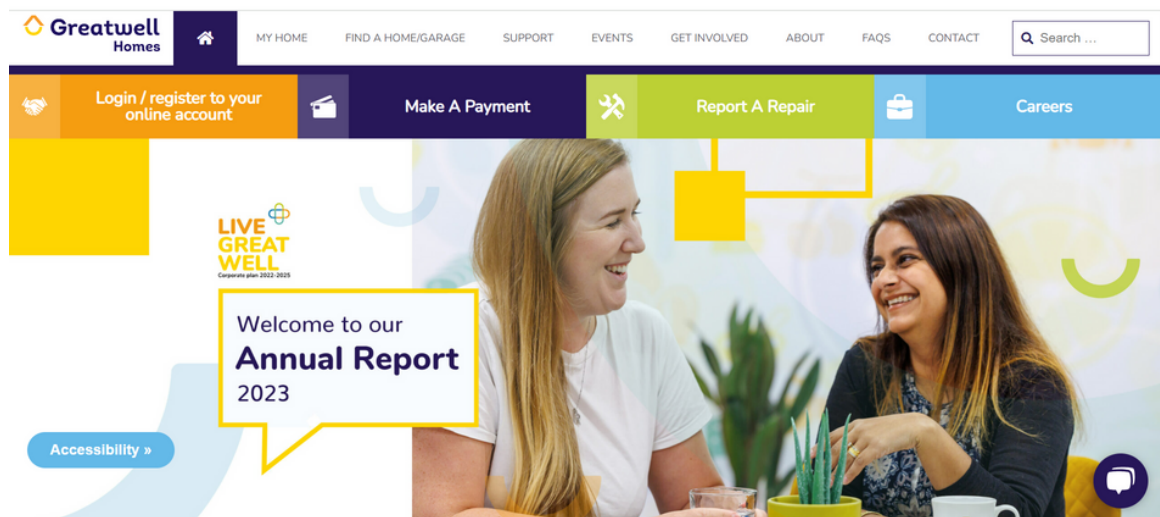
We also talked about how people are referred to – are they wheelchair bound or a wheelchair user? Are they kids or young people?

We had some open discussions about the difficulties some of us have with pronouns and gender identity.



We discussed assumptions we might make about people, and how to respectfully ask questions. We discovered how some of us like to receive information in writing, but others prefer a conversation, or a diagram; and some of us find repetition helpful.

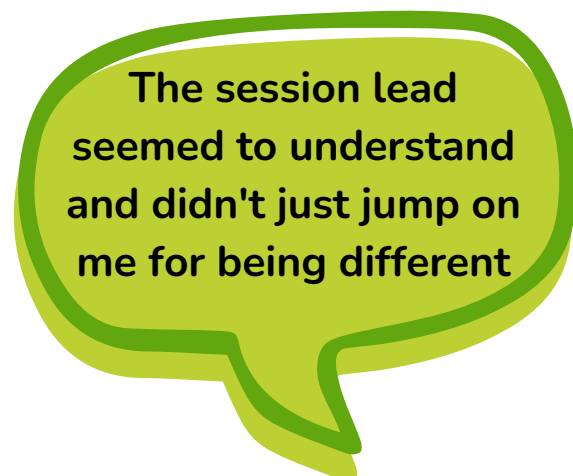
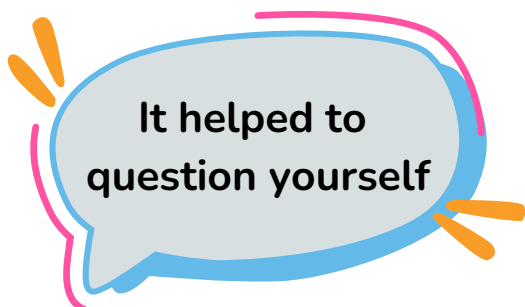
We looked at the images used in our communication – what do the photos on our website make people think of? Do they put across the ideas we wanted? Are there assumptions that some people make that others don't think of? Would anybody look at a group of images and feel left out because they don't see anybody like them?



And we looked at examples of written information – we know that yellow can be difficult to read, written text over a busy background can be hard to see, too much information in a small space can look busy and make the words move around.

We want Greatwell Homes to communicate with customers in a way that feels friendly, natural and helpful. And we want customers to encourage other customers to get involved – to help us understand our customers and improve services for everyone.

Here are some of the things customers said about this training:



If you want to know more about how to get involved and take access training opportunities like this, please contact the Community Involvement team on 01933234450 or [community.involvement@greatwellhomes.org.uk](mailto:community.involvement@greatwellhomes.org.uk)