

# Running an information campaign: putting Communication Support Principles into practice

Go to end of this document for details of each Communication Support Principle

## Before the event

1. Identify the target audience



Communication Support Principle 1



Communication Support Principle 2

2. Design the campaign



Communication Support Principle 1

Consider how to make communication inclusive from the start. Brief the whole campaign team.

3. Agree delivery methods



Communication Support Principle 5

Different people prefer different methods of communication. The methods you choose will influence who is able to access the information. Ask yourself: 'If I had a difficulty understanding, or expressing myself, how would I respond?'

4. Pilot the campaign materials



**Communication Support Principle 5**

Allow time to consult with those who need support to understand information. This will increase the effectiveness of your campaign and, therefore, the take-up rate.

5. Produce the campaign materials



**Communication Support Principle 3**

Poster and Information document templates can be printed from Resources section of toolkit

6. Brief the campaign staff



**Communication Support Principle 1**



**Communication Support Principle 2**



**Communication Support Principle 3**



**Communication Support Principle 4**



**Communication Support Principle 5**



**Communication Support Principle 6**

Brief all staff to adopt the 6 Communication Support Principles. This is important no matter which part of the campaign they are involved in.

For example:

- print and online materials
- telephone helplines
- events
- information stalls.

## After the event

### 1. Evaluation

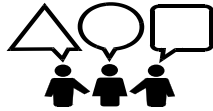


#### **Communication Support Principle 6**

Communication is the foundation of human relationships. None of us gets it right all the time. Be creative. Ask people what they think. Be ready to change.

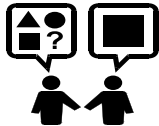
Evaluation form template and Questionnaire example can be printed from Resources section of toolkit.

## 6 Communication Support Principles



### Principle 1:

Recognise that every community or group may include people with communication support needs



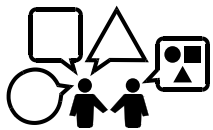
### Principle 2:

Find out what support is required



### Principle 3:

Match the way you communicate to the ways people understand



### Principle 4:

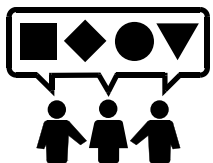
Respond sensitively to all the ways an individual uses to express themselves



### Principle 5:

Give people the opportunity to communicate to the best of their abilities

- Adapt the environment
- Adapt the timing
- Adapt the methods of communication
- Adopt a positive communication style
- Adapt the budget



### Principle 6:

Keep trying

For detailed practical advice print out Communication Support Principles section from toolkit.