

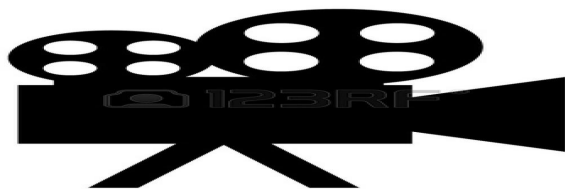


Guidance on



#speakupforcommunication & #speakupforSLCN

- Thank you for your interest in helping to
 - **#speakupforcommunication**
 - **#speakupforSLCN**
- The idea of these is to celebrate and highlight:
 - what people are going to do to improve the lives of children and young people with speech, language and communication needs.



#speakupforcommunication



#speakupforSLCN



Guidance on



#speakupforcommunication & #speakupforSLCN

- Here are some tips to help you produce a VoxPop clip.
- We look forward to seeing what you produce!



#speakupforcommunication



#speakupforSLCN

Top Tips 1/2

- **THINK:** take some time to think what you want to say – you might want to write it down and practice saying it – and whether to do your clip alone or with friends and colleagues.
- **BE AUTHENTIC:** Your message should be authentic, based on your own experience – **it's a chance to tell your story.**
- **BE POSITIVE:** It should be positive in tone, highlighting outcomes achieved and the difference you've made.



Top Tips 2/2

- **BE HONEST:** Where change is needed, you should highlight the change you want to see.
- **FOCUS ON SOLUTIONS:** You should highlight the solutions to the issues rather than just the problems.
- **BE SHORT:** Keep your clip short: ideally they should be between 30 to 60 seconds, although shorter ones are fine too. To keep your clips punchy, don't make them longer than a minute.



Top Tips 3/3

- **HIGHLIGHT RESOURCES:** highlight materials you've used or are planning to use – for example, www.bercow10yearson.com and its resources - and how these will help you make a difference and improve children and young people's lives.





Script for #speakupforcommunication & #speakupforSLCN



- Your message could be:
 - Simple
 - More in-depth
- Are you:
 - Someone who has had speech, language and communication support or the parent or carer of someone who has?
 - A practitioner?

#speakupforcommunication

#speakupforSLCN



Simple script



Your message could be as simple as:

- *Hello, my name is X. I pledge to #speakupforcommunication and #speakupforSLCN.*

#speakupforcommunication

#speakupforSLCN



More in-depth script



You might want to say something more in-depth:

- *Hello, my name is X. I pledge to #speakupforcommunication and #speakupforSLCN because I want to help transform the lives of children and young people with communication needs.*
- *Hello, my name is X. I pledge to #speakupforcommunication and #speakupforSLCN by doing X, X, X – think about what practical things you might be able to do.*

#speakupforcommunication

#speakupforSLCN



Your story



If you are someone who has benefitted from speech, language and communication support, or are the parent or carer of someone who has, highlight the difference that has made. For example:

- *Hello, my name is X. I've been able to access speech and language therapy. It has helped me to X, X, X. Not everybody is as lucky as me and not everyone can access the services they need. That is why we need to #speakupforcommunication and #speakupforSLCN.*

#speakupforcommunication

#speakupforSLCN



Your story



If you are a practitioner, whether a speech and language therapist or another professional:

You can adapt the text in the previous slide to suit your own setting or context, highlighting how you have worked together to help improve outcomes for children and young people with communication needs and their families.

#speakupforcommunication

#speakupforSLCN



Capturing others' stories*



If you're a practitioner, think about how you can capture:

- children and young people's stories
- parents' and carers' stories
- other professionals' stories about how you work together

**** N.B. check your organisation's consent policies and make sure you get the appropriate consents from those you are recording. If you're unsure what to do, speak to your manager or your organisation's communications team.***

#speakupforcommunication

#speakupforSLCN



Other stories



Share your ideas, what you plan to do in the next year, or talk about someone else's plans. For example:

- *Hello, my name is X. I am a [speech and language therapist/teacher etc]. This year I plan to #speakupforcommunication and #speakupforSLCN by.....*

#speakupforcommunication

#speakupforSLCN

Social media

- Use social media to share your Vox Pop clips and encourage others to produce some.
- Tag @ICANcharity @RCSLT & @RCSLTpolicy.
- <https://www.facebook.com/icantalk/>
- <https://www.facebook.com/RCSLTOfficial>
- Include: #speakupforcommunication & #speakupforSLCN



#speakupforcommunication

#speakupforSLCN



More info...



- If you need any more information, please contact:
 - @RCSLTpolicy
 - peter.just@rcslt.org or caroline.wright@rcslt.org



#speakupforcommunication

#speakupforSLCN