

COMMUNICATIONS

When we apply equity and inclusion to all communications, we take action to ensure that historically excluded groups are heard and everyone is informed.

1. Have we considered all possible audiences? Who has been historically excluded?
2. What specific communication strategies ensure historically excluded groups are heard and reached? (e.g., working with community leaders, direct outreach, bulletin boards, community newspapers, social media).
3. How do the messages we are communicating foster inclusion, respect, and equity?
4. Are the messages we communicate inclusive, respectful, truthful, and equitable across all audiences?
5. Are there concepts or terms that may be culturally specific and need to be changed to make them more accessible?
6. Is the medium easily accessible and understood by the full diversity of our audience? (e.g. plain language, accessible formats, graphics, multiple languages, both online and print, phone messaging and voicemail).
7. Have we considered what populations will be missed by only using certain methods? (e.g. online, email or social media communications) Do we use successful approaches?
8. Have we considered if there is a budget or alternative resources for translation services?
9. Do images represent the full diversity of employees and communities? Ask...
 - Do they capture the diversity within specific communities of people?
 - Will the people portrayed in the images relate to and feel included in the way they are represented?
 - Is everyone portrayed in positive images that promote equity and break stereotypes?
 - Consider: who is active and passive, who is at the center, and who is serving and being served.

Ask About Inclusion

Are the people most impacted and informed meaningfully included in discussions and decisions?

What policies or practices contribute to the exclusion?

Who is accountable for making changes that ensure inclusion?