**Inclusive Messaging Group**

**Co-designing messages for inclusive audiences**

The Inclusive Messaging Group exists support ‘message givers’ to work with community, voluntary, faith and social enterprise (VCFSE) sector organisations and volunteers to ensure messages are communicated inclusively to different cohorts of people/audiences.

Members of the Inclusive Messaging Group are organisations that are already working with cohorts of people, through their usual activity, who are often described as ‘hard to reach’ or ‘disengaged’. These organisations have a good insight into how to craft inclusive message’s so they are heard as intended, and what works well /or doesn’t with various intended audiences.

The group can be used as a ‘sounding board’ to give recommendations on how messages can be communicated inclusively or to actively help produce the inclusive messages through a variety of media, in a diverse range of languages and ways.

**Together**

The Inclusive Messaging Group aims to support partnership communication initiatives such as #TogetherRochdale by providing a link with community leaders and a wide range of VCFSE organisations and helping craft ‘how’ messages are delivered in a way that is inclusive.  The aim of #TogtherRochdale is to bring all VCFSE organisations together with statutory partners and local providers to ensure there is a constant robust approach to communications within the Rochdale borough.

The Inclusive Messaging Group has also committed to supporting Access All Areas, an accessible information project, led by RADDAG which will provide BSL interpretation, documents in easy read and audio formats. The project will give volunteers an opportunity to learn new skills, advance to paid employment and generate an income to self-sustain the project.  The Inclusive Messaging Group will support the development of the project and promote the service when established.

By working together, we are able to:

* Ensure that cohorts of people, that are sometimes left out or not catered for are represented
* Give feedback and advice on how messages may be received and how behaviour may be affected by messages- including unintended consequences
* Progress grassroots ideas into action quickly and effectively by making the most of assets held within the group
* Provide a link back into communities and close the ‘you said / we did’ feedback loop

**Membership**

Facilitated by Action Together. Open membership to all VCFSE organisations and citizens, interested contributing to the groups priorities.

Action Together initially called for an expression of interest to join this group, at Grassroots Gatherings (regular VCFSE meet up), in connection to the COVID19 Outbreak Management Plan. However this is an open group and participants can join at any time, we expect this group to exist outside of COVID19 priorities.

**2020 Priorities**

1. Continue to support engaging with communities to give COVID19 related messages in inclusive ways
2. Establish use of ‘The Frame’ as a mechanism for consultation with the group around communicating messages
3. Support One Rochdale Health and Care to undertake public engagement around Commissioning Intentions, particularly in phase 1 ‘Information Giving’
4. Support Healthwatch and partners in developing #TogetherRochdale and associated partnership communications