

Inclusive Communication



REAL
REAL Passenger REAL Person



Department
for Transport

Communication Tips

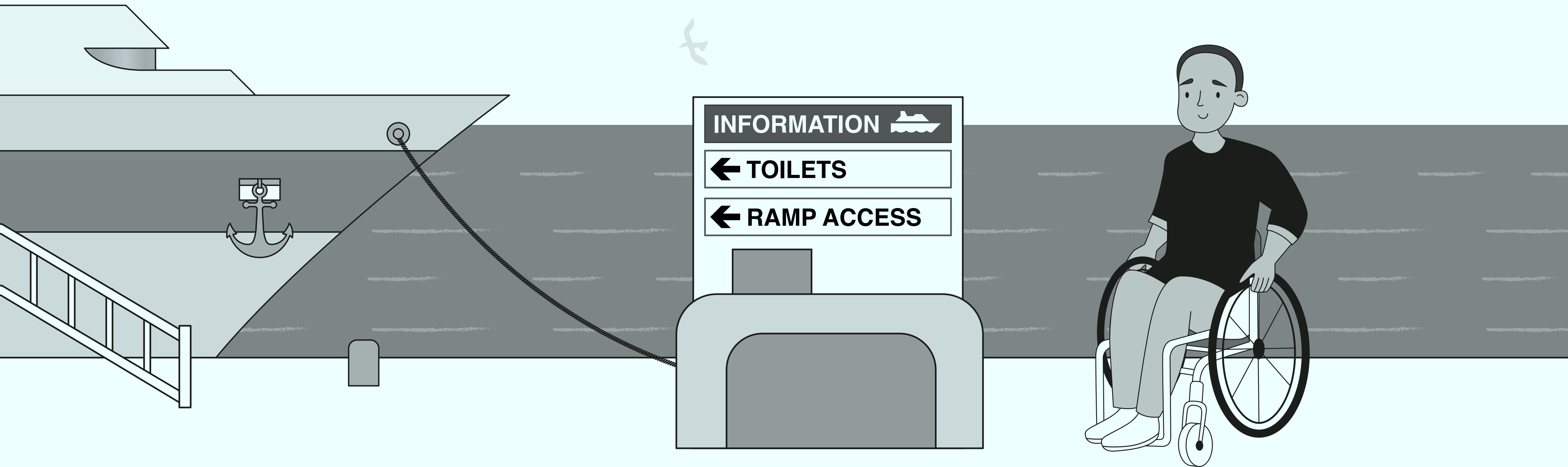
If you think someone might benefit from extra support, don't be afraid to ask:

‘Do you need any assistance with your journey?’ or ‘Can I help you at all?’



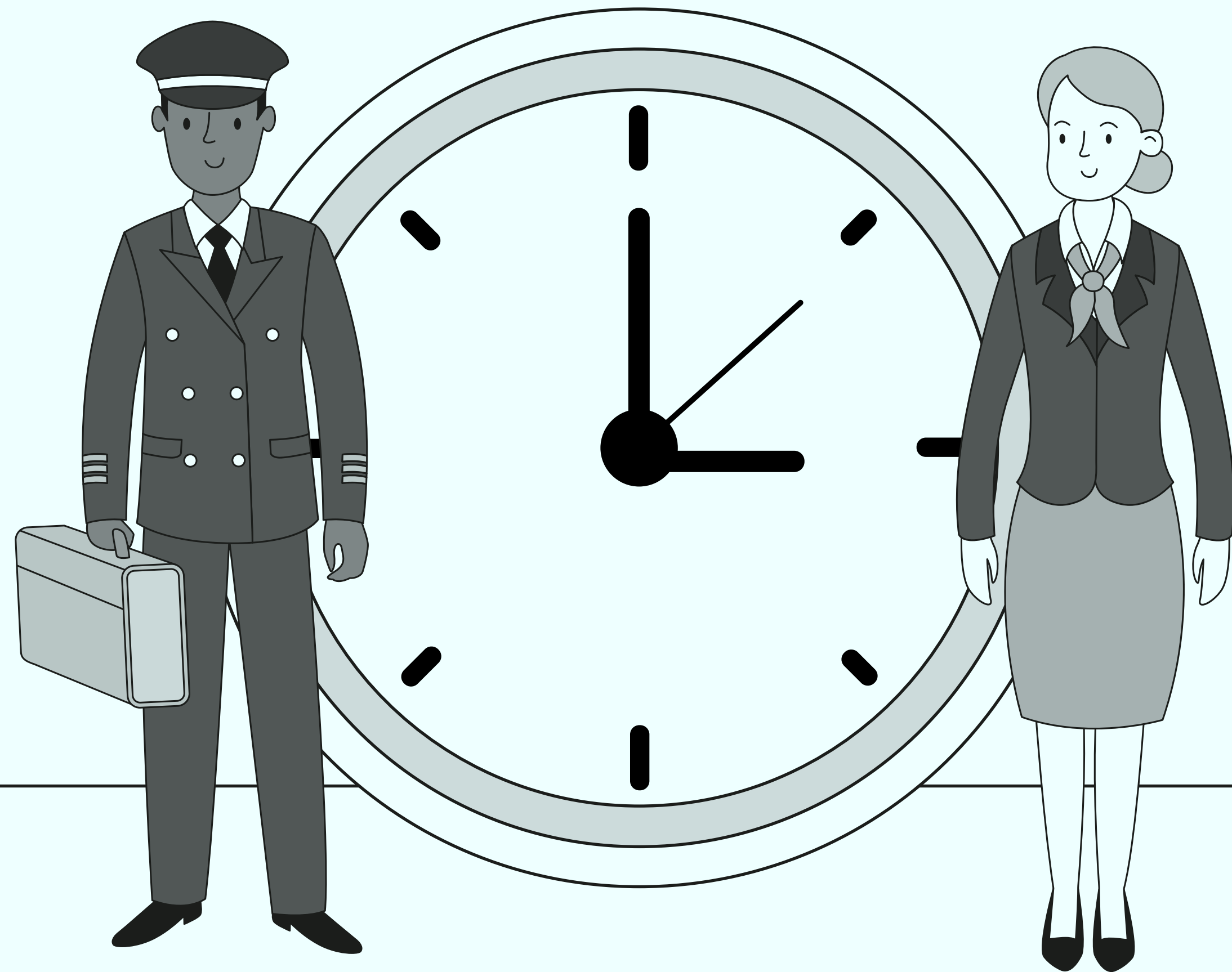
Communication Tips

Find out about accessible
routes and facilities.



Communication Tips

Remember that sometimes people need extra time to understand or to explain what they need.



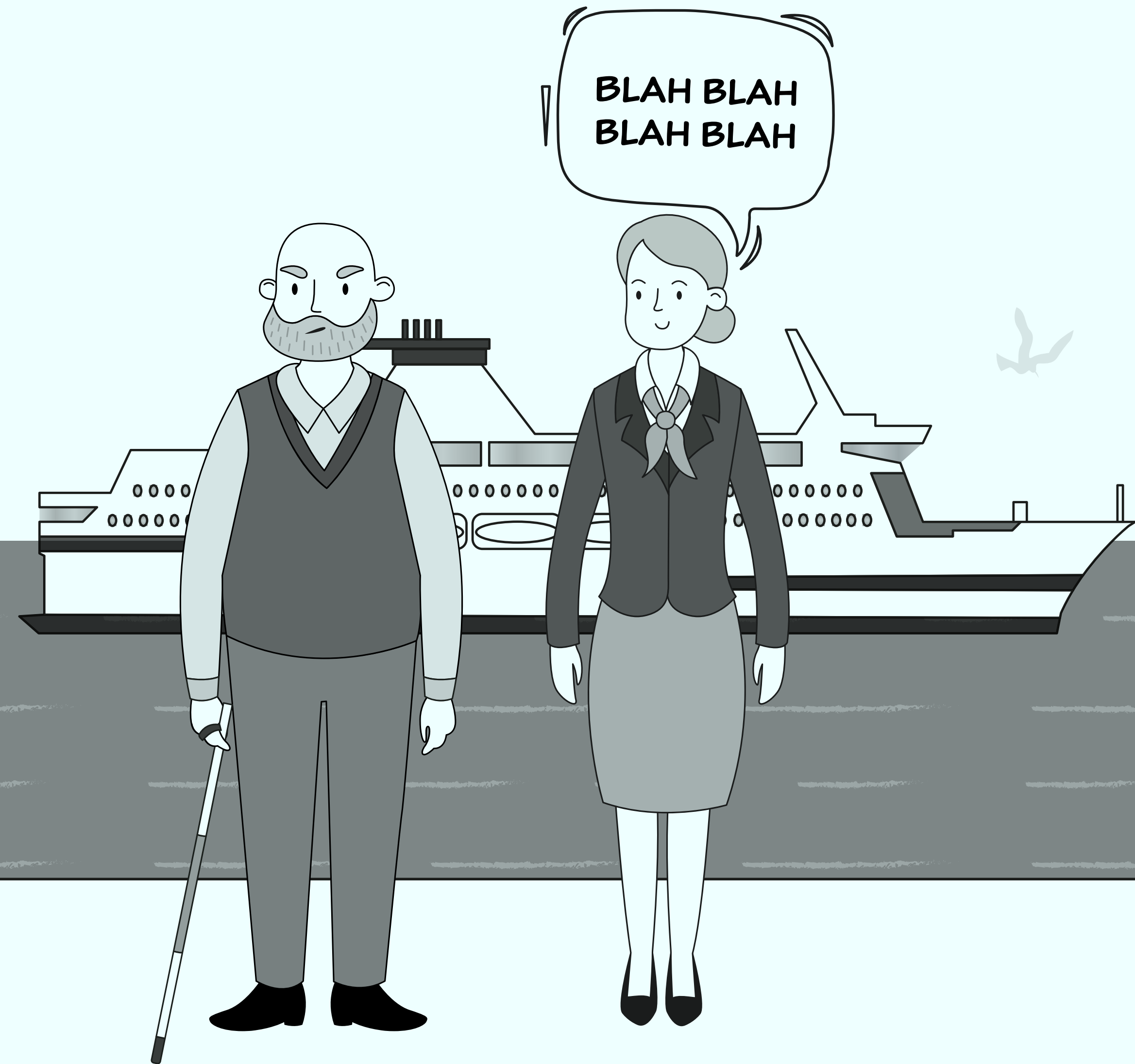
Communication Tips

You may need to repeat what you have said using different words, to help someone understand.



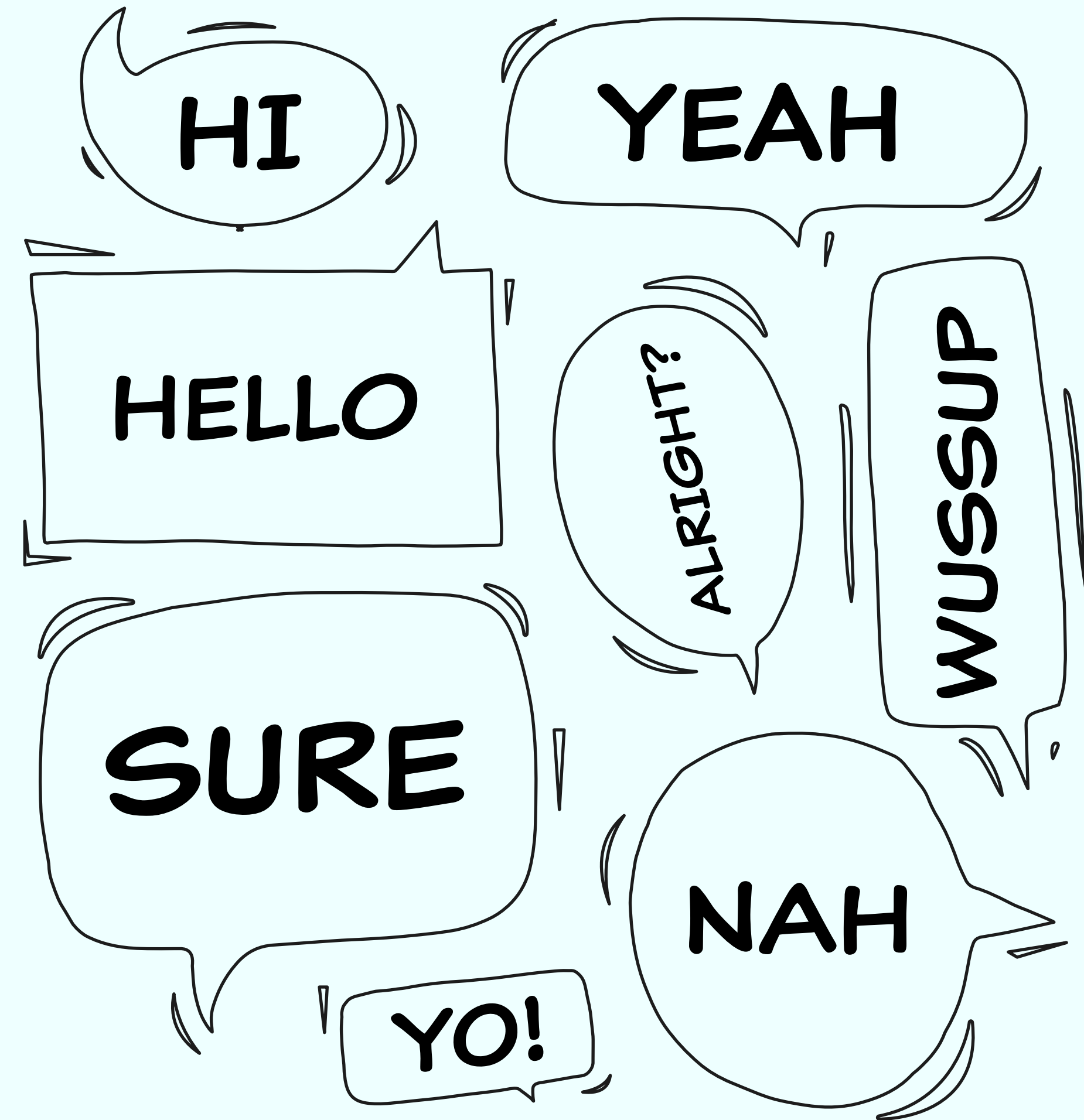
Communication Tips

Communication isn't just about talking. It's also about listening.



Communication Tips

When you're communicating with anyone, think about your tone of voice, as well as the words you use.



Communication Tips

To be an inclusive communicator, remember that people may face different types of language barrier, such as a hearing impairment, using English as an additional language, having a learning disability or problems with memory.

Communication Tips

You can use tools such as a coin recognition chart, or point to a physical route, map or timetable, rather than only asking people to go online.



Remember to:

Use **clear and simple** words and phrases.

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Avoid jargon or long words that might be hard to understand.

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Be prepared to use different communication tools or methods
(for example, just pointing may not help to explain to someone
with a visual impairment where to go).

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Follow the lead of the person you're communicating with.

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Go at the **pace of the person** you're communicating with,
check you have understood and be creative.

REAL

Respect

REAL

Empathise

REAL

Ask

REAL

Listen

REAL Passenger REAL Person



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