

# CAMPAIGN DELIVERY TOOLKIT

[WWW.GIVINGVOICEUK.ORG](http://WWW.GIVINGVOICEUK.ORG)

## CONTENTS



Why your voice counts .....	2
How can I get involved?.....	4
Who to engage and how.....	7
Mapping and influencing.....	8
How can I approach stakeholders?.....	10
Telling the story of your service.....	12
Giving Voice support from the RCSLT.....	14
Giving Voice resources and materials.....	15

## Using this toolkit

This toolkit is designed to provide further support to RCSLT members who have participated in Giving Voice training. It reiterates the aims of the campaign and supplies the resources needed to put the campaigner training into practice.

If you've come across this toolkit without having attended Giving Voice training please contact the RCSLT (email: [ele.buckley@rcslt.org](mailto:ele.buckley@rcslt.org)). We will help you to contact your nearest Giving Voice champion and invite you to a training session if appropriate.

# ➔ Why **YOUR VOICE** counts

## Welcome to Giving Voice

Speech and language therapy transforms Lives. You know that. The RCSLT knows that. Your service users know it. Together, let's make sure everybody else does too.

Giving Voice is our chance to turn challenging circumstances into a golden opportunity to ensure speech and language therapy services are seen as a cost saver and not a cost driver.

Thank you again for your willingness to take part in this positive mobilisation of our profession. At this time of austerity measures, we recognise the need for collaboration to meet the challenges ahead. Securing services for people with speech, language, communication and swallowing needs is at the heart of this campaign.

We look forward to working with you.

Kamini Gadhok, CEO, RCSLT

The Giving Voice campaign is designed to 'give voice' to people with speech, language and communication needs – to ensure their needs, and those of their carers and families, are met. Our aim is to demonstrate how speech and language therapy makes a difference to individuals and the broader society across the UK. Giving Voice will help speech and language therapy services demonstrate speech and language therapists' unique value to national and local decision makers, while showing evidence of our efficiency and value for money.

**These are the four key messages on which our campaign is based:**

- 1: Speech and language therapists are specialists who enable people to develop or regain vital communication and swallowing skills.
- 2: Problems with speech and language imprison the individual, and severely limit their participation in family life, the community, education and the world of work.

- 3: Tackling communication and swallowing problems reduces avoidable costs and waste in the NHS, local authorities, schools, the criminal justice system and the wider economy.
- 4: Urgent changes are needed to support timely access to speech and language therapy for those who need it.

'Campaigning' is a very broad term, describing everything from a community group getting together to petition against the closure of a local swimming pool, to Obama's 2008 US presidential election campaign, which reverberated around the globe. The Giving Voice campaign will look different wherever RCSLT members pick up and run with the concept – but all our activity will be contributing towards a groundswell of awareness and appreciation of the role of speech and language therapy in our communities.

Giving Voice is breaking new ground for the RCSLT and we hope it marks the start of an exciting journey for you too! Thank you for finding the time and energy to learn more about the campaign. This toolkit will equip you with the facts and the skills needed to demonstrate to your local decision makers that your service is indispensable and good value.

## Giving Voice is:

**Timely** – now is the time to demonstrate that speech and language therapy services offer a unique, essential and value for money service to the individual, families and society.

**Positive** – Giving Voice will help you to offer solutions and indicate to your commissioners that SLTs are proactively engaging with the challenges.

**Realistic** – money is a challenge everywhere. Giving Voice aims to help your service identify innovations that will lead to better patient outcomes and cost savings.

**Collaborative** – wherever it's beneficial, Giving Voice should be part of a joint effort amongst allied health professionals to work collectively on creative solutions to the economic challenge.

## Giving Voice – across the UK

**Nationally** – The RCSLT is engaging with politicians and the media at a UK-wide level. We're Giving Voice through high-level lobbying meetings, parliamentary events and press work.

**Locally** – The most important action is on the ground where you are. Local decision making is increasingly influential – which is why the most powerful and passionate advocates for Giving Voice need to be embedded in existing speech and language therapy services.

**Individually** – Your role is to share the principles of Giving Voice with your colleagues, work with the RCSLT to equip members with campaigning skills and put these into practice for the sake of service users, who deserve the best possible service, despite the economic circumstances.

## Take part in the Giving Voice campaign if you have:

**Five minutes** – tell a colleague about the campaign while you're making a cup of tea/ walking to the car park/in the lift. Log on to Facebook or tweet that you're 'Giving Voice' because speech and language therapy transforms lives. Visit: <http://www.facebook.com/RCSLT> and [www.twitter.com/GivingVoiceUK](http://www.twitter.com/GivingVoiceUK)

**One hour** – sit with a colleague and plan how to put your Giving Voice campaign training into practice at a key meeting with your local MP.

**One day** – work with your team to plan and deliver an activity day to raise awareness of your work. This could include developing case studies of your users and how speech and language therapy has transformed their lives. You could use a normal working day where everything has a 'Giving Voice' flavour – for example, how about having template speech bubbles for service users to fill in available in the waiting room. You can then turn these into a vibrant display or include them in a photo-call with the local paper (read more about 'design-a-speech-bubble' in Appendix 9). You could also refresh your service notice board with Giving Voice materials and key messages.

See the 'Giving Voice and continuous professional development' resource for more ideas. The possibilities are endless – we look forward to hearing from you about how Giving Voice is taking shape where you are.

This toolkit contains resources to make the campaign happen: from template letters to event activities, we have tried to make it as easy as possible for you to take part. See appendices.

---

**“The RCSLT’s Giving Voice campaign provides an ideal platform to champion the role of speech and language therapists and I wish you all the best with this campaign.”**

Anne Milton MP, Parliamentary Under Secretary of State for Public Health

# ➔ HOW can I get involved?

We would like all RCSLT members to engage with the Giving Voice campaign. However, we appreciate that everyone has different skills, interests and circumstances. Campaign activity can be spread across your team to maximise your impact and the support you can offer each other.

**We need campaign champions throughout the UK to:**

- Coordinate your local Giving Voice initiatives.
- Be the link back to the RCSLT.

We are recruiting champions in each region of the UK – they will act as the main Giving Voice link back to the RCSLT. Contact Ele Buckley, National Coordinator for Local Campaigns, if you would like to explore becoming a champion, or you would like to be put in touch with your nearest champion. Email: [ele.buckley@rcslt.org](mailto:ele.buckley@rcslt.org). Undertaking this role will involve exciting CPD opportunities as well as experience you can add to your CV.

**We need all RCSLT members, as Giving Voice campaigners to:**

- Be the on-the-ground face of the Giving Voice campaign.
- Engage other SLTs and service users in the campaign.
- Engage and influence local decision makers like MPs and councillors.
- Feed back to the RCSLT on the success of campaign resources and support.

## Why should I get involved?

**What's in it for me and my service?**

- Help to convey the importance of speech and language therapy services and make a positive case for the commissioning and provision of

speech and language therapy services, showing how your service adds value for money and is a cost saver, not a cost driver.

- Giving Voice is a positive vehicle for you to use to share your knowledge and experience, enabling you to be proactive in engaging with local decision makers to inform service re-design and innovation.
- Your campaigning should lead to improved collaboration and working relationships with AHP colleagues.
- Giving Voice activities can be done as CPD by teams and individuals. Through Giving Voice, SLTs will demonstrate how they enhance service delivery and be of benefit to service users.

## What sort of support will we get?

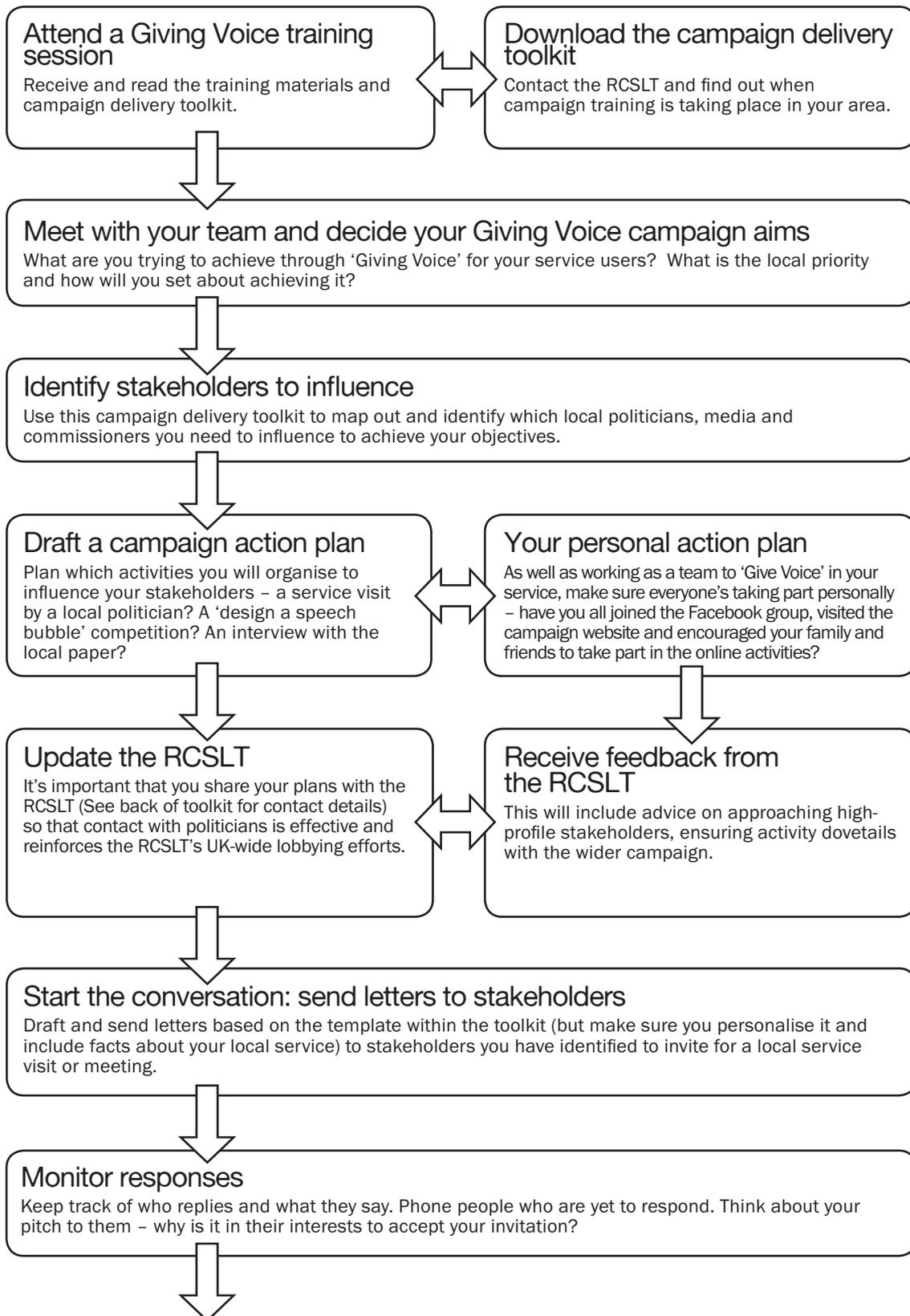
- A toolkit to help you get your local campaigning started, including guidance on how to engage effectively, and template letters to politicians, template press releases and tips on running an event.
- Ongoing support at the end of the phone from the RCSLT.
- News of other champions' efforts plus the chance to share ideas and support each other.

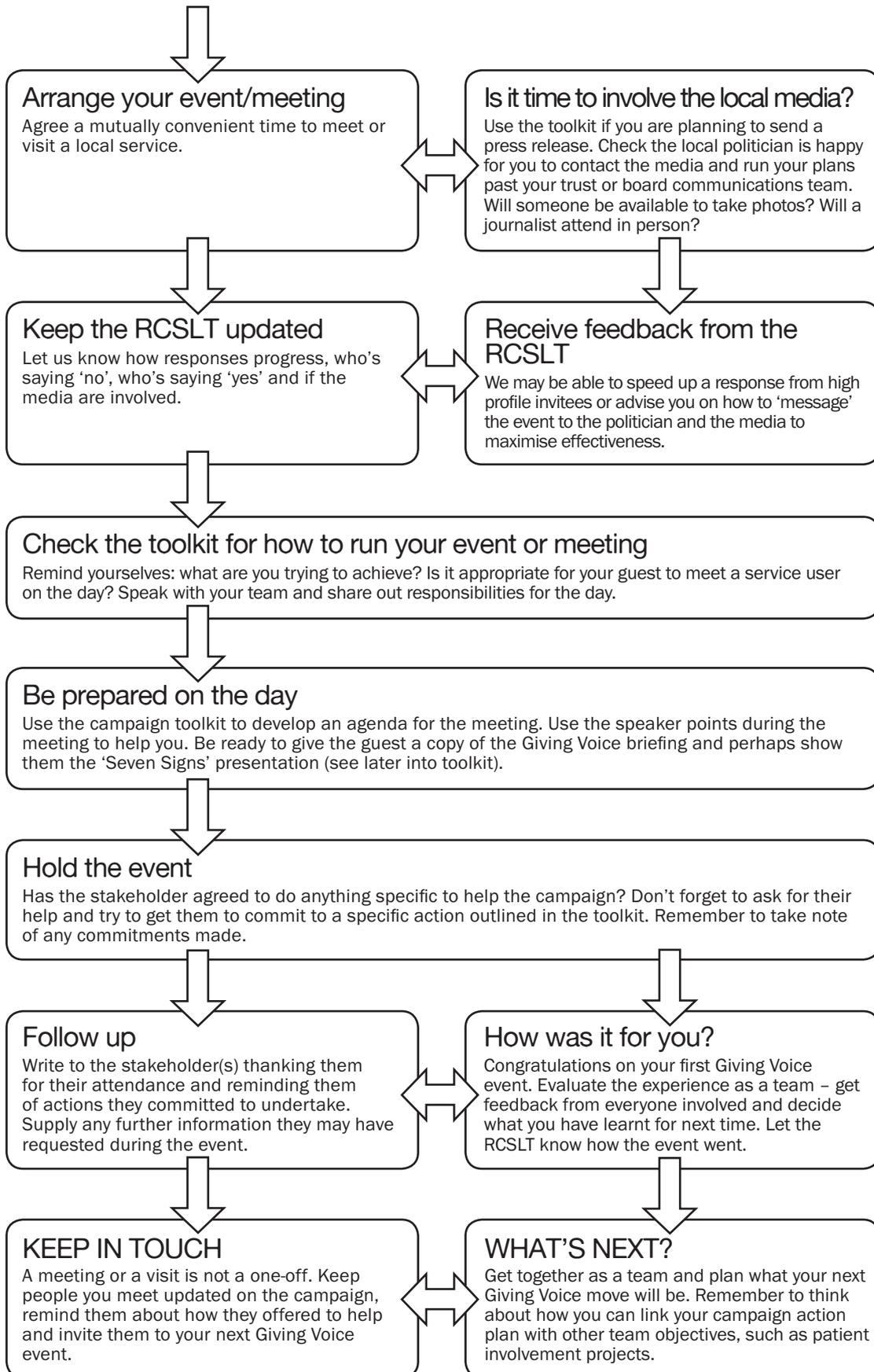
## Unleash your inner campaigner

Giving Voice aims to unleash the fantastic skills you already have in communicating, influencing and creativity (to name but a few). Many of the skills and activities within the Giving Voice training and toolkit can contribute to your CPD. Look at the CPD framework in this toolkit (Appendix 8) to map how you can combine Giving Voice action with your own learning.

Many of you have already attended RCSLT events where activities to enhance influencing skills have been delivered. Perhaps you've attended a 'Sink or Swim' event in Northern Ireland or Scotland? The RCSLT has always thought these skills are important but now is the time to make sure everybody's exercising them.

This flow chart explains the steps you might take during your local campaigning activities. You might find it helpful to look at this with your team when you're planning local Giving Voice activities. It will help you share out roles and responsibilities.





# ➔ Who to engage AND HOW

This section is designed to provide you with a user-friendly guide to service user and political engagement in your local area, by helping you to identify the key local stakeholders to engage in your 'Giving Voice' campaign activity.

Local political engagement means approaching decision-makers and key influencers in your community, such as your constituency member of parliament/assembly, and councillors. They also include senior staff at your local authority, such as the directors of health and social services, depending upon their 'provider' and 'commissioning' form.

Understanding the best way to engage these stakeholders is important to achieving successful outcomes for the campaign, and these relationships could prove extremely valuable to you. The RCSLT is here to help with any political engagement activities you undertake, please contact us for the latest briefings before meeting local politicians.

## Spheres of influence

Each one of us – whether or not we pay attention to it – exists in a sphere of influence. We are influenced by people and in turn have the power to influence others.

Service users and their parents/carers

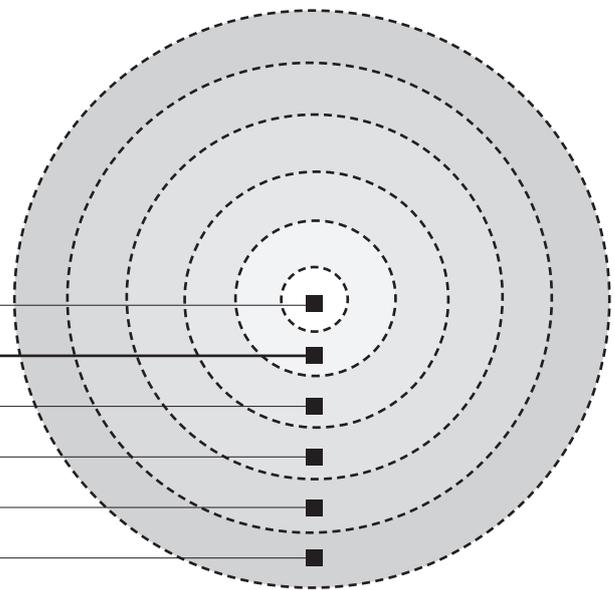
**You, your colleagues**

Local health managers/commissioners

Ward councillors

Local councillors

MPs, MSPs, AMs, MLAs



**The table below** demonstrates how one individual (Vanessa – head of service at Prince Charles Hospital in Merthyr Tydfil) can map out part of their own sphere of influence. Use this information to map out your own and fill in the gaps below. Compare notes with colleagues in your team and get an idea of the sphere of influence you have between you.

Elected representatives	Find yours	Example	Your sphere of influence
Council Group Leaders (and Independents)	(Local Council Website) <a href="http://www.merthyr.gov.uk">www.merthyr.gov.uk</a>	Full contact list on Council website. (Council Leader Councillor Jeff Edwards (Ind))	
Ward councillors by service location	<a href="http://www.writetothem.com">www.writetothem.com</a>	Search by hospital/service postcode	
Local Councillor Health / Ed / Soc. Services Portfolio	(Local Council Website) <a href="http://www.merthyr.gov.uk">www.merthyr.gov.uk</a>	Eg Councillor Gareth Jones (Ind)	
In Scotland, Wales and Northern Ireland - MSPs, AMs or MLAs	<a href="http://www.writetothem.com">www.writetothem.com</a>	Portfolio Member for Social Services and Social Regeneration	
Member of Parliament (MP)	<a href="http://www.writetothem.com">www.writetothem.com</a>	Huw Lewis Lab	

# ➔ Mapping and **INFLUENCING**

This guide seeks to make mapping and influencing your key stakeholders simple, straightforward, and above all, time efficient. We recognise the busy professional environment you work in and that you will have limited time for these activities. The guidance is divided into two sections:

- How to identify the key stakeholders to contact about Giving Voice.
- The means by which you should engage with these groups (there are template letters and further resources available in this toolkit to help).

## Who should you contact?

### Service users

**“I’m supporting giving voice because ‘I am determined to have a positive impact on others in the same way that my SLT has had on me!’”**

Peter – service user from Northern Ireland

The ultimate aim of the campaign is to Give Voice to our service users. The RCSLT is working hard to help Peter, and others to fulfil their ambition of sharing the benefits of their experience of speech and language therapy transforming their lives. Their stories and experiences are our most powerful means to gain the serious attention of politicians and press. Stories about people move us from facts and rationality to emotions and feelings. Stories don’t need to argue and you can’t argue with them. Listeners will work out the meaning of the story themselves, it isn’t thrust upon them. Stories change minds.

Of course there are limits on the extent to which it is appropriate for SLTs to encourage their clients to be part of Giving Voice. The RCSLT is working to engage user organisations in the campaign to enable interested service users to take part in activity, such as contacting their own local politicians. The following are some of the means by which you might play a role in engaging service users in the campaign.

### Sharing case studies

The RCSLT is gathering case studies from all parts of the UK to celebrate you and your clients’ achievements. We aim to show just how important speech and language therapy is, not just to those with communication and swallowing needs but to society as a whole. We would like to hear from inspirational therapists who have really made a difference to lives, and from adults and children who have benefited from their speech and language therapy – whether that means by starting school, getting a job or returning to work after a stroke. Stories that reflect the special relationship between clients and their therapist will enable us to demonstrate that speech and language therapists have a unique role to play. These case studies will be used to encourage media coverage for the campaign and to bring the issue to life for politicians.

**“Until it happens to you, you don’t realise how many people benefit from speech and language therapy. Without Andrew’s help, I believe I would still be unable to swallow. Thanks to him life is slowly returning to normal.”**

Alan – stroke survivor

See Appendix 3 for a communication accessible Giving Voice campaign briefing. This sheet should be a helpful starting point for engaging service users in the campaign, acknowledging some clients will need further assistance.

### Service user organisations

Please use your local contacts with service user organisation to share the Giving Voice campaign. Involve them when you can in your local awareness raising activities and encourage them to endorse the campaign on their own website or materials where possible. Contact the RCSLT if you would like help supplying a user organisation with campaign information and a logo for their website.

## Local decision makers

When deciding which local decision makers to prioritise read their biographies online (a quick internet search will locate these) and look out for particular issues or interests you could tap into. Make sure you refer to these interests in your communication with them. The website: [www.writetothem.com](http://www.writetothem.com) is a great way to quickly identify your elected representatives. Use the additional websites below to retrieve more detailed information.

### Your member of parliament

If your service is in **England** the first place to start is to approach your local MP. The UK is divided up into 650 constituencies, each with its own MP. You are represented in Parliament by the MP for the constituency in which you live. To find which constituency you live in, and the identity of your local MP, go to the UK Parliament website, and click on the 'MPs' section. You type your postcode into the search box and the result will come back with the name of your constituency and your local MP, with their contact details and a brief biography. Visit: [www.parliament.uk/mps-lords-and-offices/mps](http://www.parliament.uk/mps-lords-and-offices/mps)

Parliamentary convention means that as a resident constituent you should write to your constituency MP, and writing as a resident of their constituency is the best means to engage with them. However, if your place of work or your patient base is in a different constituency, you are entitled to write to the local MP in your professional capacity as an employee in that area, or on behalf of a patient, and this is another effective means of engagement. You can use the Parliamentary search engine as above to identify these targets.

### Your elected representative MSP/AM/MLA (Scotland, Wales or Northern Ireland)

If you live and work in Scotland, Wales or Northern Ireland, your first choice may be your local representative in your parliament or assembly, as most health matters are devolved.

In **Scotland**, the legislature is the Scottish Parliament and the members are called members of the Scottish Parliament (MSPs). Everyone in Scotland has one constituency (local) MSP and seven regional or 'list' MSPs – all of whom can do things for you. The same principles apply to MSPs as to MPs in terms of contacting them, and you can find your local MSPs at the Parliament's website: [www.scottish.parliament.uk](http://www.scottish.parliament.uk)

In **Wales**, the legislature is the National Assembly for Wales and the members are called assembly members (AMs). Everyone in Wales has one constituency (local) AM and four regional or 'list' AMs – all of whom can do things for you. The same principles apply to AMs as to MPs in terms of contacting them, and you can find your local AMs on the Assembly's website. Visit: [www.assemblywales.org](http://www.assemblywales.org)

In **Northern Ireland**, the legislature is called the Northern Ireland Assembly and the members are known as members of the legislative assembly (MLAs). There are several MLAs for each constituency. The same principles apply to MLAs as to MPs in terms of contacting them, and you can find your MLA at the Assembly's website. Visit: [www.niassembly.gov.uk](http://www.niassembly.gov.uk)

### Your local authority/councillor(s)

You are represented on your local authority by local government councillors, and will have one or more responsible for the ward in which you live (a smaller-scale division of your local authority area). Local councillors can represent you on a range of issues concerning local services, including education. You may not know which ward of your local authority you live in, or the identity of your local councillors, but they can be valuable local advocates for the campaign.

All local authorities will have a website that follows similar structures. The web address is usually follows this format: [www.yourboroughname.gov.uk](http://www.yourboroughname.gov.uk). On the website, navigate to the 'Council and Democracy' or 'Find your Councillor' section of the website, and you should be presented with a postcode search tool, like with the parliamentary website above. This will tell you which ward you live in and the names and contact details of your local councillors. Whilst on the local authority website, in most cases you should be able to identify a councillor who has executive responsibility for health and social care in your area. This can usually also be found on the council and democracy section, although some councils may call the department 'adult services' or equivalent. You may also be interested to look at the other departments, such as children's services, which will have links with our campaign.

### Your local authority officers

In addition to local councillors, there is value in contacting the relevant permanent staff at your local authority. Each authority will have a health and/or social services/work/care department/directorate, headed up by a senior council officer, or director.

# ➔ How can I approach STAKEHOLDERS?

## By letter

A personalised letter is the most effective approach. They are the best means of initiating contact with key stakeholders and the majority of approaches to them are made in this way. If you have never written to a politician before, you could use the template [Appendix 4] as a guide. To make your letter worthwhile you must personalise it with local facts and figures. The most important thing to do in the letter is to request a meeting or service visit to get your message across.

## Through telephone conversations

It is not usually worth telephoning your targets unless you have already written to them, as a 'cold call' will usually result in them asking you to write to them in one form or another. However, if you have not received a written response from your target within two weeks of writing, a telephone call to bring their attention back to your letter is an effective means of engagement.

## Using face-to-face meetings

Above all, a meeting is often the result you are seeking to achieve from this engagement activity, although you may be able to achieve your campaign goals in a telephone call.

### **Surgeries**

Politicians almost always hold 'surgeries', ie meetings where they make themselves available to meet their constituents individually. These should be published on their websites or details of them can be obtained by contacting their offices directly. They can operate on an appointment or drop-in basis. You may therefore find it helpful to meet with your representative in this way, either before or after writing to them.

### **One-to-one at the speech and language therapy service**

Ideally you should try to obtain an appointment with the local politician, allowing them to meet with you at your service as this will maximise their engagement with your campaign.

### **Service visits**

To achieve the campaign objective of improving understanding of speech and language therapy – what it involves and how it benefits individuals and society – it would be great to invite politicians and/or the press to visit your service. It can be difficult for people who have not experienced speech therapy to imagine a session or grasp the importance of the regular contact between therapist and client.

A service visit takes a little more organisation, but is often a more effective way of engaging your stakeholder because it helps to bring the issue to life – they can experience at first hand what the service comprises, the people it supports, and the impact that SLT interventions make on a person's life.

### **Think about the key components of a service visit:**

- Arrange a convenient time for the stakeholder to visit your service or clinic.
- Seek the permission of any clients who will be present and ensure they feel comfortable with the plans. The RCSLT has some further communication accessible resources for use in planning events with client-involvement – contact us for more information.
- Arrange a photographer to capture the visit and use these pictures to help you further promote the work you do.
- When inviting politicians or other 'VIPs' offer them some encouraging advice on how best to engage with clients to find out more about their experience. The Communication Forum



# ➔ TELLING THE STORY of your service

To build a powerful case for the relevance and effectiveness of your speech and language therapy service you need to arm yourself with accurate and compelling information about your situation. Local politicians, journalists and commissioners are interested in the local picture. You need to combine ‘killer facts’ about speech, language and communication needs, with prevalence rates in your area, along with other pertinent information such as successful models of service delivery, to form the basis of your case for your service. Combining these hard facts with the retelling of service users’ personal experiences should add up to a strong case that’s worth listening to.

## Where to find the information

### Giving Voice key messages

The four ‘messages’ below sum-up the central arguments for ongoing investment in SLT services in tough times. They aim to improve understanding of the impact of your service and demonstrate the economic benefits of sustained investment. You can use these messages to explain the campaign to your colleagues and commissioners. Make them visible and have them on the tip of your tongue.

- 1: Speech and language therapists are specialists who enable people to develop or regain vital communication and swallowing skills.
- 2: Problems with speech and language imprison the individual, and severely limit their participation in family life, the community, education and the world of work.
- 3: Tackling communication and swallowing problems reduces avoidable costs and waste in the NHS, local authorities, the criminal justice system and the wider economy.
- 4: Urgent changes are needed to support timely access to speech and language therapy for those who need it.

## General ‘killer facts’ about speech, language and communication needs

Here are some ‘killer facts’ you can use in letters or during meetings to demonstrate the need for action, and the importance of speech and language therapy interventions – it is good to show the bigger picture and be able to answer the ‘so-what’ question.

- Communication disorder is the most common disability seen in childhood, affecting up to 10% of children in society.
- 7% of five year olds entering school have significant speech, language and communication needs (SLCN).
- Up to 55% of children in deprived areas do not have the necessary speech and language skills needed to learn to read and write.
- 90% of the 1.5 million people in the UK with a learning disability also have SLCN.
- 70% of young offenders have SLCN.
- 50,000 people who have a stroke every year have SLCN; 75% of stroke survivors have problems with swallowing immediately post stroke.
- Over 20% of people will suffer from communication difficulties at some point in their lives and communication disorder is the most common disability seen in adults.

Make sure you have some local 'killer facts' up your sleeve too – as this is where local politicians' interests really lie. But it is helpful to give a flavour of the national picture.

### The Resource Manual

This RCSLT resource provides a synthesis of the evidence base and a synthesis of the management for a range of clinical areas. It can be used to assist speech and language therapists in gathering data required to support service tendering agreements, service planning, monitoring arrangements and/or where services require the development of a specification. Speech and language therapy managers can use this resource as part of a dialogue with commissioners to support understanding the commissioning agenda and the outcomes that speech and language therapy services are to be assessed on. Visit: [www.rcslt.org/speech\\_and\\_language\\_therapy/commissioning/resource\\_manual\\_for\\_commissioning\\_and\\_planning\\_services](http://www.rcslt.org/speech_and_language_therapy/commissioning/resource_manual_for_commissioning_and_planning_services)

### Economic case

The RCSLT has commissioned an independent economic study into the short and medium term cost savings that can be achieved as a result of targeted investment in speech and language therapy. The findings can be used to help with the development of your speech and language therapy service's business case, and to help realise the value from cross-boundary decision-making and pooled budgets. Visit: [www.givingvoiceuk.org](http://www.givingvoiceuk.org)

## I've gathered the information – how do I use it?

- Don't feel overwhelmed by the amount of information and the different sources we have provided.
  - If you are able to, we recommend sharing a mixture of national facts, and local prevalence data with politicians. This is because they are interested in what is happening in their local area (indeed they are accountable for what's happening there at election time) but also that the challenge or issue has a national significance. With the increasing focus on localised decision making and planning, our elected representatives and councillors are important people to influence.
  - You could put together half a page with some of the key facts using the different sources above. You might use this to prompt yourself during the meeting, or as something to give to your audience.
  - Don't worry about getting it all right on the day. You can follow up with more facts and figures after the event to help bolster your case for action.
- Illustrating how your service is cost effective**
- More than ever before, it is vital that speech and language therapy services demonstrate they are evidence based and improve outcomes. As part of your Giving Voice activity your SLT team leader/manager needs to work towards undertaking evaluations of your whole service. Individual case studies demonstrating improved outcomes are also powerful. See Appendix 7 for a case study to help you plan how to communicate your own innovations and best practice in a similar format which helps decision makers 'tick the right boxes'.
- This work needs to be happening alongside the campaigning activities described in this toolkit. To help encourage this work, you could get together as a team and explore these points:**
- A. Demonstrating the 'economic benefits' of your service:**
- Our service is cost effective because....
- Not doing it would have these costs....
- By us doing it rather than.....
- We save money being spent elsewhere...
- Our service has increased efficiency:**
- eg in comparison to previous/standard practice...
- eg in comparison to others...
- eg more efficient means.....
- B. Innovation in service development:**
- Identify potential area(s) that could develop for your service.
- Why could it work for you? eg similar staff, service, problems.
- Why have you not done it yet: barriers; resources needed to implement the idea?

# ➔ **GIVING VOICE** support from the RCSLT

We understand that your time is precious and resources are extremely tight. That's why the RCSLT are committed to supporting all our members in their engagement with Giving Voice. Your key point of contact on the campaign is Ele Buckley, National Coordinator for Local Campaigns. Email: [ele.buckley@rcslt.org](mailto:ele.buckley@rcslt.org). You can work with Ele to arrange training sessions, request resources and feed back on your experience of the campaign.

## Resources inside this toolkit:

### **Appendix 1: Giving Voice Introductory Leaflet**

Use this short resource to explain the basics of the Giving Voice campaign. Could you leave some on display if you work in a clinic? Do you have a service notice board? Hand one to the local journalist if they come along to cover your event or interview you.

### **Appendix 2: Giving Voice prompt sheet**

A handy sheet to stick by your computer screen/ in your diary to enable you to explain the basics of the campaign and remind you of the key local issues your campaign team are focusing on as part of Giving Voice.

### **Appendix 3: Communication accessible campaign briefing**

Every service user's needs are different, but this campaign briefing provides a communication accessible introduction to Giving Voice and could help you share the campaign with service users where appropriate.

### **Appendix 4: Template letters to local politicians**

Key points to make in a letter to your own elected representative or the politicians responsible for the area in which your service operates.

### **Appendix 5: Template press release**

An example of how to use the local media to boost support for your Giving Voice campaigning.

### **Appendix 6: Politicians' briefing sheet and speaker points for you**

If you are able to engage your own politicians or the elected representatives responsible for your

service, make sure they get hold of this briefing which sums up Giving Voice in the most effective way for local politicians. Make sure you've got the up-to-date version for your country – check with your RCSLT contact if you're unsure. Use the suggested speaker points to help prepare you for a meeting with them. NB: please work with the RCSLT to plan your political engagement – it's important that decision makers hear a consistent and well planned message from us.

### **Appendix 7: Example of a service case study**

Use this format to communicate the economic benefits of your service.

### **Appendix 8: Giving Voice and your CPD**

A useful grid to help you plan how you might integrate Giving Voice into your work and how playing your part in the campaign will enhance your own professional development. Remember whenever you undertake CPD and write it up you need to reflect on how the CPD has been of benefit to service users and how it has sought to enhance service delivery.

### **Appendix 9: 'Design a Speech Bubble' activity sheet**

Extra ideas for turning this activity into an awareness-raising opportunity where you work. If you have colleagues or contacts in other areas who can only engage in part of Giving Voice why not pass this on to them and invite them to get creative.

### **Appendix 10: FAQs**

Some of the top questions that might arise as you plan your campaigning activities.

# ➤ **GIVING VOICE** resources and materials

For further resources to support your campaigning visit: [www.givingvoiceuk.org](http://www.givingvoiceuk.org)

## Giving Voice logo

Download the Giving Voice logo and strapline to use on your own posters, email signature or letters.

## Giving Voice animation

Make sure you've watched and passed on the 'viral' speech bubble animation. You could also have it playing on a laptop or screen during a Giving Voice event. It's a perfect discussion starter.

## The seven signs

Download two screen-saver style presentations on the seven signs of speech and language and communication difficulties for children and adults and use them in your service or on a loop at events. These are designed to improve understanding and awareness of SLCN amongst your clinical colleagues. The booklet version will be available to download later in the year.

## Make sure you keep an eye on...

The Giving Voice campaign pages at: [www.givingvoiceuk.org](http://www.givingvoiceuk.org) – your first port of call for updates from campaign HQ, resources such as extra copies of the toolkit or 'design a speech bubble' activity materials. Make sure everyone in your team has submitted an 'I'm Giving Voice' video clip to the online gallery, as well as photographed and uploaded their own speech bubble creation.

## Social media

Please engage with the Giving Voice social networking profiles. Make sure you 'like' [www.facebook.com/RCSLT](http://www.facebook.com/RCSLT)

Why not use facts from the 'Telling the story of your service' section of this toolkit as status updates or tweets? Please follow us @GivingVoiceUK and use #givingvoiceuk or #RCSLT in your own related tweets. We also have a presence on LinkedIn.

## 'The King's Speech'

Starring Colin Firth as King George VI and Geoffrey Rush as Lionel Logue, the film tells the story of the monarch's relationship with his speech and language therapist.

After his brother abdicates, George ('Bertie') reluctantly assumes the throne. Plagued by a dreaded stammer and considered unfit to be king, Bertie engages the help of an unorthodox speech therapist named Lionel Logue. Through a set of unexpected techniques, and as a result of an unlikely friendship, Bertie is able to find his voice and boldly lead the country through war.

The film highlights the special nature of the relationship between therapist and service users, focusing on trust, empathy and mentoring. It provides a unique opportunity to expand the general public's awareness of speech therapy. Why not invite your family, friends or colleagues to watch the film together? It should prompt some interesting discussions about speech and language therapy, past and present. Why not think about other films or books with a connection to the profession and use these to start conversations and spark interest in the work you do?

# ➔ Over to YOU

Thank you for reading the Giving Voice campaign toolkit – we hope you have found it both useful and inspiring. With your help, the campaign will grow in strength and respond to the changing economic and political environment. It is vitally important that you stay in touch with the RCSLT, through the Bulletin, website and Giving Voice email updates, so your local efforts can be as effective as possible in contributing to the overall campaign.

Look out for opportunities to attend Giving Voice events, feature in Bulletin articles and help us to get local support for national campaign petitions when they come up.

## Your feedback is vital

We rely on members telling us which resources and activities are working well and what extra ideas you have to make the campaign a success. We will do everything we can to respond to your feedback and requests. Stories of your local triumphs will help us to encourage others to become involved so please share them.

## Celebrating success

We want to celebrate your campaign successes. Remember to collect evidence of your campaigning – whether it be speech bubble designs, local press cuttings or letters between you and your local politicians. Check the website for the latest information about how to enter your campaign for a Giving Voice award.

