

South West Integrated Personal Commissioning Programme



Local Communications Practice Guidance

1. Introduction

Our goal across the South West region as part of the Integrated Personal Commissioning (IPC) Programme is to ensure that communications in all formats are accessible and consistent, in line with the NHS England Accessible Information Standard. The purpose of this document is to ensure consistency in the teams branding and communication style in line with the communication and engagement strategy.

Information on the NHS England Accessible Information Standard can be viewed at: www.england.nhs.uk/accessibleinfo. The Standard was co-produced with The Disability Partnership including the charity Sense to ensure user input is reflected in communicative practices, making information accessible to those who access it.

In terms of a personalised approach, accessible and clear communication enables individuals to exercise their choice and control through having access to information that is important to them. As such, The South West Integrated Personal Commissioning Programme (SWIPC) is committed to promoting accessibility of information and communication, and involving those who access our communications in designing how we work.

In terms of branding, it's important to recognise that people form impressions of the SWIPC programme from the style of communications that we send out. Our house style, logo and branding should be professionally presented and used consistently at all times. If there is anything you aren't sure of, please contact Nicola Keighran (Communications Lead for SWIPC) at nicola.keighran@nhs.net for guidance.

Standard templates for Microsoft Word documents and PowerPoint presentations are available and should be used when creating documents or presentations both internally and externally to ensure consistency in branding.

For information on events on supporting the implementation of the Accessible Information Standard please see:

<https://www.england.nhs.uk/ourwork/patients/accessibleinfo-2/events>

2. Email signatures

It is important that the South West IPC Core Team adopt a standard signature across all email communication to promote consistency of approach and to strengthen the branding of the programme.

Email signatures should adopt the following format

- Name
- Job title
- Organisation details
- Contact number(s)
- Email address
- IPC website link

Best practice means signatures should also include the below statement from the NHS Accessible Information Standard:-

My emails are written in black text using Arial point 12 and I try to use plain English. This is generally more accessible for people with learning disabilities, sensory loss and / or other communication needs. Find out more about the accessible information standard here: www.england.nhs.uk/accessibleinfo

See Appendix 1 for how to change or add Outlook default signatures

3. Local house style

Document layout	<ul style="list-style-type: none">• Ensure plenty of 'white space' on documents, and where appropriate add a double-space between paragraphs• Documents should have page numbers at the bottom of each page• Always leave space between one line of type and the next• Documents should include the South West IPC logo in the top right hand corner, at an appropriate size• Images (including the SWIPC logo) should be of a high quality and free of pixilation/extreme sizing differences
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<p>Font / typeface</p> <p>See Appendix 2 for guidance on how to change the default font in emails</p>	<ul style="list-style-type: none"> • Adopt 'Arial' as the default font • Use a minimum font size of 12 for all communication and sub-headings • Use 'black' as the automatic font colour • Align text to the left, and avoid 'justifying' text • Avoid using underline or italics in font, as these can cause difficulty for people visually • Use bold font to highlight titles and key points • Avoiding typing words in upper case
<p>Common spelling</p>	<ul style="list-style-type: none"> • Adopt British English as a standard, i.e. words should be spelt with an 's' and not a 'z', for example generalise, emphasise, and organisation • Write numbers from one to nine written in full. Numbers from 10 upwards should be written in numerals • The following terms are capitalised South West Integrated Personal Commissioning <p>The phrase 'personal health budgets' does not need to be capitalised</p>
<p>Acronyms/abbreviations</p>	<ul style="list-style-type: none"> • Use acronyms and abbreviations sparingly • In documents/emails where the same term is repeated regularly, use the full word first with the acronym in brackets, and then refer using the acronym after e.g. South West Integrated Personal Commissioning (SW IPC) Personal health budget (PHB) • Avoid jargon wherever possible • If a document contains acronyms/abbreviations, consider including a glossary of terms at the beginning

Appendix 1

How to create a standard signature on emails (Outlook 2010)

1. Open a new message. On the **Message** tab, in the **Include** group, click **Signature**, and then click **Signatures**



2. On the **E-mail Signature** tab, click **New**
3. Type a name for the signature, and then click **OK**
4. In the **Edit signature** box, type the text that you want to include in the signature

See section 2 for standard email signature guidance
5. To format the text, select the text, and then use the style and formatting buttons to select the options that you want (Arial, size 12, black)
6. Under **Choose default signature**, ensure the signature is selected for both **New messages** and **Replies/forwards**
7. Click **OK** to save

Email signatures should be as close to the style below as possible:

Your name
Your role and working days (if applicable)
South West Integrated Personal Commissioning Programme
Ph: xxx
E: xxx
W: www.swscn.org.uk/improving-quality/integration

My emails are written in black text using Arial point 12 and I try to use plain English. This is generally more accessible for people with learning disabilities, sensory loss and / or other communication needs. Find out more about the accessible information standard here: www.england.nhs.uk/accessibleinfo

Appendix 2

How to change the default font in emails (Outlook 2010)

Part one: Changing font for new messages

1. Click the 'File' tab
2. Click 'Options'
3. Click 'Mail'
4. Under 'Compose messages', click 'Stationery and Fonts'
5. On the 'Personal Stationery' tab, under 'New mail messages', click 'Font'
6. On the 'Font' tab, under 'Font', click the font that you want to use for all new messages
7. Select a font style and size (Arial, 12)
8. Click 'OK' on the 'Font', the 'Signatures and Stationery', and the 'Outlook Options' dialog boxes

Part two: changing font style for replies/forwards:

1. Click the 'File' tab
2. Click 'Options'
3. Click 'Mail'
4. Under 'Compose messages', click 'Stationery and Fonts'
5. On the 'Personal Stationery' tab, under 'Replying or forwarding messages', click 'Font'
6. Select a font style and size (Arial, 12)
7. Click 'OK' on the 'Font', the 'Signatures and Stationery', and the 'Outlook Options' dialog boxes