

# Developing your communications

Resource pack

Compiled for Health Equalities Grantees

September 2024

# About this resource

For this resource pack, we have gathered a range of useful toolkits, guides and content to support Health Equalities Grantees (HEG) to communicate with others about your work.

This pack includes links as well as some suggested guidance for how the resources could be used in your work.

Look over the resources, and **reflect on how you could use these in future external communications.**

If you have any further resources you'd like to share with HEG colleagues, or would like support around communications, please email Rose ([rose.minshall@innovationunit.org](mailto:rose.minshall@innovationunit.org))

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# Getting the framing right

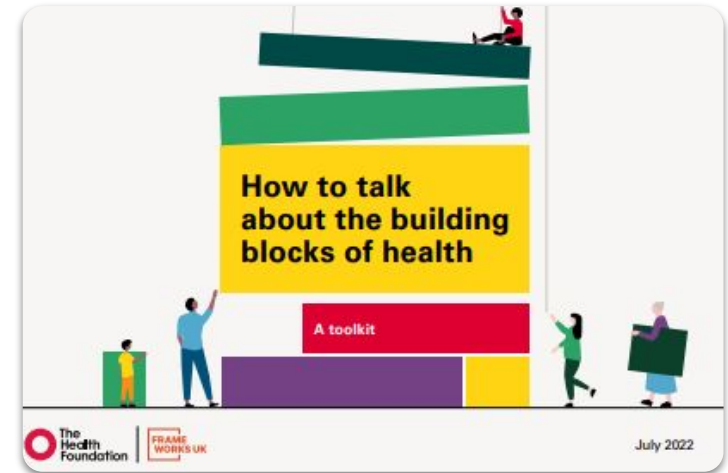
# How to talk about the building blocks of health

## The Health Foundation

This toolkit from The Health Foundation is aimed at providing guidance to anyone working in public health to frame key messages around health inequalities and social determinants of health.

The guide can help you to craft impactful messages about why your work to reduce health inequalities is important, and to inspire action from others.

The full toolkit summarises their research and includes an overview of the words and ideas that they have found more impactful, as well as a handy checklist to guide your communications.



[Access the Health Foundation guide](https://www.health.org.uk/publications/how-to-talk-about-the-building-blocks-of-health)

<https://www.health.org.uk/publications/how-to-talk-about-the-building-blocks-of-health>

# Framing 101

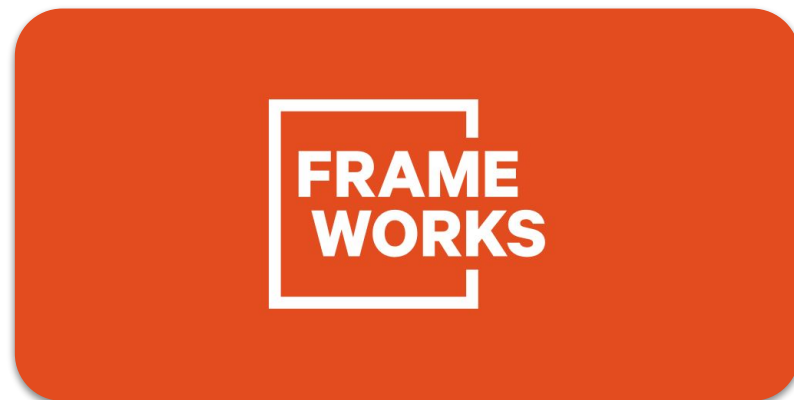
## The Frameworks Institute

The Framing 101 tool introduces the concept of framing, which is an important part of communicating a message with impact.

The Frameworks Institute define framing as “What we emphasise”, “How and what we explain” and “What we leave unsaid”. The Framing 101 tool is helpful to sharpen your messaging, providing guidance on what to include and amplify in your external communications.

The guide includes short videos and resources covering different areas of framing, such as:

- Talking about data
- Alternatives to ‘vulnerability’ framing
- Telling more effective stories about success



[Access the Framing 101 tool](https://www.frameworksinstitute.org/tools-and-resources/framing-101/)

<https://www.frameworksinstitute.org/tools-and-resources/framing-101/>

# Writing content

# Write right

## The Health Foundation

This document from The Health Foundation provides guidance on their house style.

While the resource is created primarily for Health Foundation staff, it is a useful guide for anyone wanting to refine any written communications, and ensure language is clear, accessible and impactful.

Inside you will find a range of different resources that could be useful, including:

- Writing about people
- Choosing the right words
- Tone of voice'

# Write right

## The Health Foundation's house style guide

[Access the Write right guide](https://www.health.org.uk/publications/write-right)

<https://www.health.org.uk/publications/write-right>

# Content design guide

## Gov.uk

This comprehensive content design guide from Gov.uk is useful to make sure communications are optimised and accessible, and brings together latest requirements and best practice.

While some of the guidance is specific to Government content, it includes useful information to help you understand how people tend to read content, and the implications for your written communications.

It includes guidance on:

- [The Government A-Z style guide](#)
- Writing well for web
- Structuring your content

## Content design: planning, writing and managing content

From: [Government Digital Service](#)

Published 25 February 2016

Updated: 14 August 2024 - [See all updates](#)

[Access the Gov.uk Content design guide](#)

<https://www.gov.uk/guidance/content-design>



# Writing online content

## Shelter

This communications guide from UK homelessness charity, Shelter, is useful if you are writing online content like web pages, emails, blogs, social media copy, and apps.

Inside you will find guidance to structure online content, such as:

- Scannable text
- Calls to action
- Top-loading information



[Access the Shelter online content guide](https://design.shelter.org.uk/digital-framework/writing-online-content)

<https://design.shelter.org.uk/digital-framework/writing-online-content>

# Inclusive imagery

# Image database

Using inclusive imagery is important to make sure that the visual content you use in your communication represents the communities you serve. The following two resources are examples of image databases that bring together inclusive imagery for use in online content:



Disability inclusive  
imagery



Age inclusive imagery

Tips for using inclusive images:

- While the databases above are free to use, please note the usage and licensing guidelines for the images
- It's essential to include ALT Text to any images used, to ensure images are accessible for people with screen readers
- It's also important that you comply to [GDPR](#), ensuring you have the appropriate consent for the use of any images

<https://disabilityin.org/resource/disability-stock-photography/>

<https://www.agewithoutlimits.org/image-library>



# Thank you

If you have any questions or would like to discuss the resource pack further, get in touch with Rose.

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