

Stonewall

ABOUT THIS RESOURCE

This resource is produced by Stonewall, a UK-based charity that stands for the freedom, equity and potential of all lesbian, gay, bi, trans, queer, questioning and ace (LGBTQ+) people.

At Stonewall, we imagine a world where LGBTQ+ people everywhere can live our lives to the full.

Founded in London in 1989, we now work in each nation of the UK and have established partnerships across the globe. Over the last three decades, we have created transformative change in the lives of LGBTQ+ people in the UK, helping win equal rights around marriage, having children and inclusive education.

Our campaigns drive positive change for our communities, and our sustained change and empowerment programmes ensure that LGBTQ+ people can thrive throughout our lives. We make sure that the world hears and learns from our communities, and our work is grounded in evidence and expertise.

To find out more about our work, visit us at www.stonewall.org.uk

Registered Charity No 1101255 (England and Wales) and SC039681 (Scotland)

Stonewall is proud to provide information, support and guidance on LGBTQ+ inclusion; working towards a world where we're all free to be. This does not constitute legal advice, and is not intended to be a substitute for legal counsel on any subject matter.

stonewall

**COMMUNICATING YOUR
COMMITMENT TO INCLUSION**

ISOBEL | ACCOUNT MANAGER | SHE/HER

ANNE | ACCOUNT MANAGER | THEY/THEM

Communicating your commitment to inclusion

**Discuss
communication for
LGBTQ+ inclusion**

**Explore strategies
for proactive &
reactive
communication**

**Develop a
communications
plan**

Housekeeping

- Take a break when you need
- This session is interactive
- Share your knowledge and expertise
- Use 'kind eyes'
- Facilitators are here to share good practice and keep to time

Session Timings

1 hr 25 mins

- Introduction – 15 mins
- Good Practice – 35 mins
- Action Planning – 30 mins
 - Closing – 5 mins

Why is it important to communicate your commitment to LGBTQ+ inclusion?

- Impact on LGBTQ+ staff
- Sets the culture of your organisation
- Encourages non-LGBTQ+ colleagues to take inclusion seriously
- Sends a message to clients, service users, potential employees and the wider community that LGBTQ+ people are welcome in your organisation
- Advocating for more marginalised LGTBQ+ identities

How?

Share

What's the most creative way you've seen organisations promote LGBTQ+ inclusion?



Source: Network Rail



Source: Virgin Atlantic

Stonewall

SPEAKER

BECKY WEST | LEARNING & DEVELOPMENT PARTNER |

ANNE SUMMERS | SHE/HER



**Ann Summers: our work for
LGBTQ+ inclusion**

Ann Summers

The AGENDA



- What have we done internally to support our colleagues through comms & engagement?
- How do we promote our commitment to the LGBTQ+ community externally?



All ABOUT THRIVE

What is Thrive?

Our internal learning & communication platform that all colleagues can access (and are encouraged to!)

Let's take a look...

It's NOT ALL ABOUT BALLOONS



Meaningful engagement moments:

- Committed to raising £25k (twice!) for Stonewall through till point donations and internal fundraising
- Sample sales
- Colleague Network Groups
- Workshops around inclusion
- DE&I surveys: 26% of all our colleagues identify as LGBTQ+, 18% as Bi!
- Spotlight on key moments e.g. Black History month- learning about Black LGBTQ+ icons
- Pride celebrations
- Trans Bra Fit training & guides
- Inclusive fitting room policies
- Inclusive models & influencers

Always INCLUSIVE



- annsummers**
- annsummers** Laundrette Lingerie

We're obsessed with this @ellamorganc, keep them coming 🥰

Make sure to keep sharing your Valentine's looks with us, we love seeing how 🔥 you look!

4w
- vikkilouj**

4w 1 like Reply

— View replies (1)
- crazy_plant_lady_uk** Why are the sides so high?

4w 9 likes Reply ...

— View replies (7)
- _meaganwells** UNREALLL@ellamorganc

4w 2 likes Reply

— View replies (2)
- v.pbeauty** This girl is just 🥰🥰🥰🥰🥰🥰

4w 2 likes Reply

— View replies (1)
- berryflap** Omggg I just recognised your model!! What a babe. I've met her before, such a lovely lady and doesn't she look incredible in these 🥰 I love the aqua set!

4w 1 like Reply

— View replies (1)
- blue_eyes1987** Need all the sets! 🥰❤️

4w 1 like Reply

— View replies (1)
- megan.carole** Obsessed 🥰🥰🥰

4w 1 like Reply

— View replies (1)
- my_catheter_and_me** How bloody stunning 🥰🥰

4w 2 likes Reply

— View replies (1)

SPEAKER

**LOUIS VINE | CORPORATE COMMUNICATIONS MANAGER |
GUY'S AND ST. THOMAS' FOUNDATION | HE/HIM**

Stonewall

Communicating commitment to inclusion

A personal corporate
communications and LGBTQ+
staff network perspective

**Guy's &
St Thomas'
Foundation**

Investing in a healthier society



About me

- My name is **Louis** my pronouns are **he/him**
- **Corporate Communications Manager** at **Guy's & St Thomas' Foundation**
- Loud and proud '**co-chair**' of **LGBTQ+ Staff network**
- Lifelong third sector and **charity communicator, South Londoner** and gushing **cat parent!**



About Guy's & St Thomas' Foundation

- **Guy's & St Thomas' Foundation is an independent charitable foundation investing in a healthier society.**
- Through our organisations – Guy's & St Thomas' Charity, Evelina London Children's Charity, Guy's Cancer Charity and Impact on Urban Health - we collaborate with communities, partners and hospitals, and use our assets to transform lives. Because a healthier society is our collective endeavour.
- One of the UK's largest independent charitable endowments with assets of around £1bn.

**Guy's &
St Thomas'
Foundation**



**Learning
from the
journey so
far...**

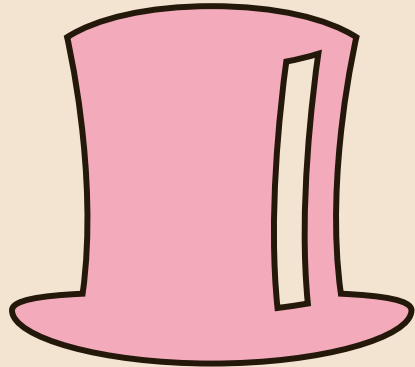


**Guy's &
St Thomas'
Foundation**

Investing in a healthier society

What hat are you wearing?

Sometimes two is better than one...



LGBTQ+ Staff Network



Corporate Communications

The role of your staff network or employee resource group and LGBTQ+ colleague experience

- Terms of reference
- Acknowledge colleague experience
- People in different places
- Intersectionality
- DEI and wider organisation support

Happy Pride from the LGBTQ+ Staff Network!



Image source: [Pride in London](#)

We are a group of individuals who identify as LGBTQIA+, and we exist to connect employees of the Foundation and provide a space to support, advocate and socialise with others. We're open to anyone employed by the

What we do as a network?



**Guy's &
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Foundation**

Support



Advocacy



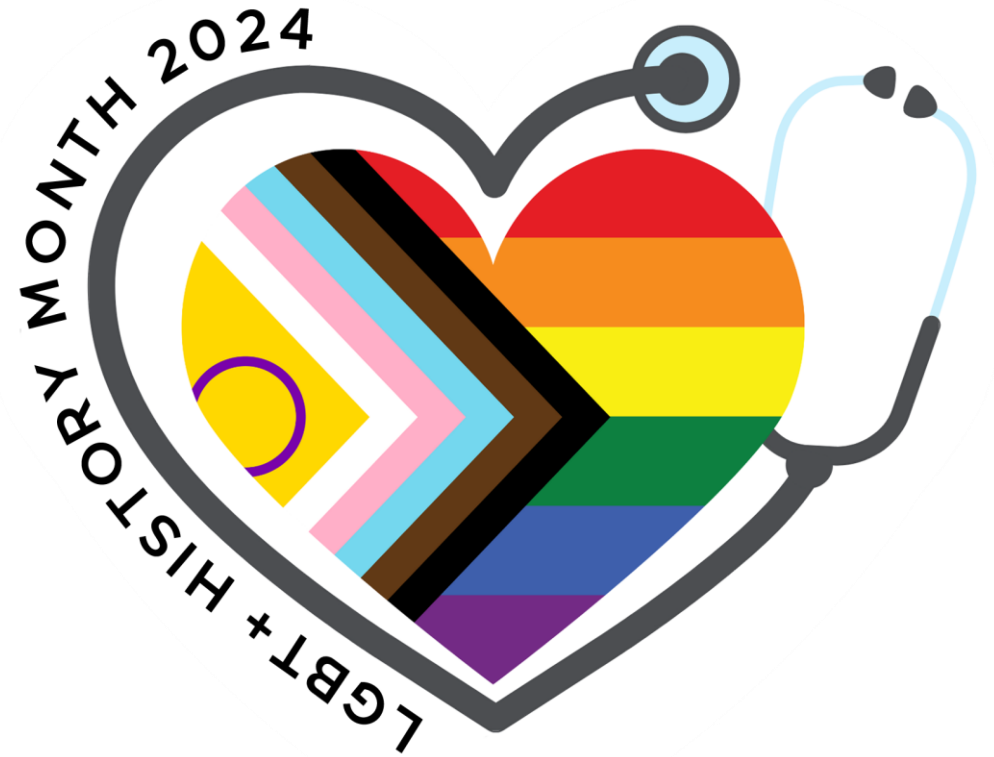
**Celebrate (and
educate)**

Its all about the mission, if it isn't maybe, it should be....

At Guy's & St Thomas' Foundation, our mission is clear - to build the foundations of a healthier society.

- *In the areas in which we work, 8.3% of people in Lambeth and 8.1% of people in Southwark identify as LGBT in the census.*
- *Seven out of the 10 most LGBTQ populous areas in the UK are within London.*

Source: Census 2021



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4,281 followers
4mo • 🌐

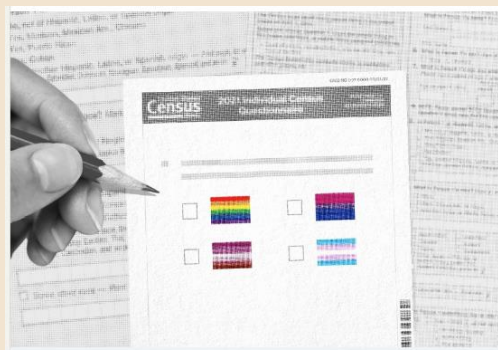
Great to see [Guy's and St Thomas' NHS Foundation Trust](#) flying the flag for [#TransgenderDayofRemembrance](#).

At the Foundation, our mission is to build the foundations of a healthier society, and for this to be possible we need equitable healthcare. Hospitals and places of primary care should be safe and accessible spaces for all patients where they can receive the vital care they need free of prejudice, and always with a welcoming smile.

We are proud of Guy's and St Thomas' Hospitals for their commitment to ensuring an inclusive and caring environment for trans and non-binary staff, patients, and wider communities.

NHS Guy's and St Thomas' NHS Foundation Trust
89,624 followers
4mo • 🌐

This morning, members of our LGBT+ Network raised the transgender flag at St Thomas' and Harefield Hospital to mark [#TransgenderDayofRemembrance](#).
...see more



Making LGBTQ+ Census Data History: What it means, and why we still have a long way to go
Guy's & St Thomas' Foundation on LinkedIn • 4 min read



Guy's & St Thomas' Foundation
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2w • 🌐

Last week, in celebration of [#LGBTQHistoryMonth](#) we co-hosted the inaugural Queer Networks Connect with our friends at [Black Thrive](#). The atmosphere was absolutely buzzing and it was a wonderful evening of connection, relaxation, joy and relationship building to support our collective wellbeing.

We had networks from eight local organisations represented, including [Black Thrive](#), [Guy's and St Thomas' NHS Foundation Trust](#), [King's College Hospital NHS Foundation Trust](#), [King's College London](#), [South London and Maudsley NHS Foundation Trust](#), [London Borough of Lambeth](#), [Southwark Council](#), [Rainbow Migration](#), and more.

The common denominator of all these networks is that they belong to local organisations united in our mission for a healthier society. It was great to hear from our speakers, all LGBTQ+ medical professionals, who are promoting LGBTQ+ and intersectional health equity. They shared their stories and insights on the importance of queer representation and contribution in healthcare.

* [Nathan Lewis](#), Programme and Partnerships Manager (LGBTQ+) and [Lillian Latinwo Olajide](#), Programme Director from [Black Thrive](#) talked about what brought Queer Networks connect to life and how we can work together to address intersectional issues in our communities.

* [Dr Alexander Stephenson-Allen](#), Urology Registrar from London North West Healthcare NHS Trust spoke about the vital role of gender affirming and LGBTQ+ healthcare issues, sharing experience as a practitioner and accessing health care.

* [Miriam Harley](#), Upper Gastrointestinal Clinical Nurse Specialist for King's College London Hospital spoke about the positive impact on LGBTQ+ cancer patients of being cared for by people from their own community in end of life care.

* [Dr Diogo Pontes](#), from South London and Maudsley NHS Foundation Trust told us about the vital role of people working in health understanding their patients needs and being equipped to meet their needs not just signpost them away when it comes to LGBTQ+ healthcare issues.

Amongst this there were wellbeing activities in full swing – we had everything from massage and tarot reading and to badge making. It was a brilliant night of fun and networking, and we look forward to doing it again in the coming months. Many thanks to all who came along!



Turning up for everyone during Pride and beyond

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4,281 followers
July 1, 2022

Open Immersive Reader

Guy's & St Thomas' Foundation



QUEER NETWORKS CONNECT!



Getting the buy in and bring people along with you!

- **Have the challenging conversations and the positive ones**
- **Show and share the positives and successes** for everyone and celebrate
- **Build relationships and influence** for your senior advocates and champions
- **Think about your partnerships**



Guy's &
St Thom
Foundat

QUEER NETWORKS CONNECT!

So, what I am saying is...

- **Use what you have (and your hats!)**
Understand and leverage your professional role, skills and experience and role as a LGBTQ+ network member.
- **Network spaces are your spaces!**
Don't forget about why these spaces are so important
- **Link the case for LGBTQ+ and wider inclusion as part of your organisations mission.**
- **Get the buy in...**
...and keep it, bring people on the journey with you for the good bits and the not so good bits.
- **It won't always be easy...** but take it easy (well try) and **find time for joy.**



Thank you

Stay in touch!

Email - louis.vine@gsttfoundation.org.uk
LinkedIn - www.linkedin.com/in/louis-vine/

**Guy's &
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Foundation**

Investing in a healthier society

Action Planning

Top Tips

- Think about the employee life-cycle
- Engage your senior leaders
- Consult your network group
- Be authentic

What would you do?

Develop a communications plan

In your groups, use the template provided to develop a communications plan for your case study.

Your scenarios are either:

- Proactive (planned communication) or Reactive (responding to a reaction)
- Internal (for employees) or External (for service users and the general public)

Think about:

- What you need to communicate
- Who you need to communicate it to
- How you will communicate your message

Action Planning

What would you do?

Reflection Questions

What are your key messages?

Who are you talking to?

What do you want them to do?

How will you get their attention?

Case Study A

Communication Type: Proactive

Audience: External

You've recently analysed the monitoring data collected from applications during the recruitment process. You've noticed that LGBTQ+ applicants are often underrepresented in your pool of candidates.

You decide to review your recruitment processes to attract more LGBTQ+ talent and communicate your commitment to LGBTQ+ inclusion.

Case Study B

Communication Type: Proactive

Audience: Internal

As part of your LGBTQ+ inclusion work, your organisation has committed to recognising awareness days throughout the year. This year's International Day Against Homophobia, Biphobia, and Transphobia is coming up and you are planning internal communications to raise awareness and get people involved with LGBTQ+ inclusion.

Case Study C

Communication Type: Reactive

Audience: External

Pride month is coming up soon and your organisation is taking part in your local Pride parade. When checking your social media, you notice you've had a lot of responses to a post celebrating your involvement in the parade.

There are a few comments criticising your involvement, from people questioning why you are posting about LGBTQ+ identities.

Case Study D

Communication Type: Reactive

Audience: Internal

Your organisation has been working on an initiative for employees to put pronouns in their email signature. In response to a post on your internal communications platform, where you shared this would not be mandatory, some employees have responded questioning why this is necessary and they don't understand why this is needed in the workplace.

Summary

Discuss
communication for
LGBTQ+ inclusion

Explore strategies
for proactive &
reactive
communication

Develop a
communications
plan

slido



What is one thing you will take away from this session?

ⓘ Start presenting to display the poll results on this slide.

THANK YOU

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