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Promoting the importance of children's speech, language and communication with The Communication Trust

**Sign up!**

If you are interested in becoming a Local Champion, or you have any questions about the volunteer role, then please email [localchampions@thecomunicationtrust.org.uk](mailto:localchampions@thecomunicationtrust.org.uk). We'd also value some information about you and how you see the role of Local Champion supporting what you do now.

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[www.thecomunicationtrust.org.uk](http://www.thecomunicationtrust.org.uk)

## Become a Local Champion for children's communication with The Communication Trust

The Communication Trust is a coalition of nearly 50 voluntary and community organisations with expertise in speech, language and communication. We harness our collective expertise to support the children's workforce and commissioners to meet the speech, language and communication needs (SLCN) of all children and young people, particularly those with SLCN.

We do this by raising awareness, providing information and workforce development opportunities, influencing policy, promoting best practice among the children's workforce and commissioning work from our members. The Trust is advised by specialist advisors and works with a broader network of partners.

The Trust relies on local practitioners who are able to spread the word on the importance of speech, language and communication where it is needed most. There is now the chance to harness the vital activity you do and become a Local Communication Champion with The Communication Trust.

## Why become a Local Champion?

By becoming a Local Champion, you're helping The Communication Trust to support children's communication to reach the top of the local agenda in your area as well as gain a higher national profile.

The 2008 Bercow review highlighted the significance of this goal, by revealing a fundamental lack of understanding of communication. Since 2007, The Communication Trust has been successful in achieving greater acknowledgement of the importance of children's communication - but we couldn't have done it alone!

During the *Hello* campaign in 2011, a legion of local coordinators were crucial in generating engagement in the cause. In partnership with Jean Gross, the former Government's Communication Champion, local coordinators seized the opportunity to make communication a priority across the country.

Learning from *Hello* and changes to the political landscape, the Trust is now recruiting Local Communication Champions who can link the activities of the Trust to the context of their local area. By taking on the role, you will help us to ensure that the importance of children's speech, language and communication continues to be acknowledged!

## What is the Local Champion role?

Local Champions are volunteers who will spread the word on the importance of speech, language and communication where it is needed most, by:

- **Awareness raising:** Champion the cause where you live and work *We would really like to hear about your good work, and to publicise it both within the group and beyond. This will help us share local examples when working on national policy changes.*
- **Strive for best practice:** Signpost to resources and training – there are many activities to support the children and young people's workforce.
- **Local policy:** Have your say and highlight issues of concern regarding speech, language and communication and speech language and communication needs (SLCN) *Your essential practical information about how policy reforms are having an impact on your day to day practice will allow us to echo this in our lobbying and policy work.*
- **Feeding back:** Is there brilliant work going on in your local area? Tell us about it! *We want to hear about people who are making a difference to children and young people.*

## What will I get out of being a Local Champion?

- **Access to a dedicated web page of information** *This will include information on resources and relevant news from the sector, as well as interesting and relevant policy updates*
- **Bespoke email updates with latest news from the Trust**
- **Updates on the political landscape, including information on changes** *This will include up-to-date information on policy consultation responses submitted by the Trust as well as briefing papers and links to further information about policy activity around the Children and Families Bill and the SEND reform agenda more widely.*
- **A chance to showcase your good work nationally and share best practise with others** *We are really keen to share best practice and to hear about the great things you are doing. We would also really like to showcase a list of our Local Champions, allowing you to network with others who are also championing the cause!*
- **A chance to show off your good work - add your role to your signature and your CV!**

**'It's great to have national messages which link so well to our local issues.'**  
Local Champion