

Communication is everyone's business

Show your commitment to inclusivity and connect with customers in a more meaningful way through Communication Access training.

Rebuilding lives after stroke

Stroke
Association

About two thirds of people have communication difficulties soon after a stroke. Some people will have long-term communication difficulties. With the right support, many communication difficulties can improve, but it's different for everyone.

Become communication accessible by taking this free training. When stroke survivors with communication difficulties see your organisation displaying the symbol, they can use your services with greater confidence.



The Benefits

- 12 month accreditation.
- Improved customer experience.
- Gives employees the knowledge, understanding and confidence to better support customers with communication difficulties.
- Demonstrates your commitment to equality and inclusion.
- Connects you to your local community.

To sign up



Visit: stroke.org.uk/ca-signup
or scan the QR code.

The facts

Communication difficulties affect more than **350,000** people in the UK following a **stroke**.

Aphasia is a **language and communication disorder** - with **stroke** being the biggest cause. The condition often has a profound effect on someone's ability to **speak, read, write** and/or **use numbers**.

Other communication difficulties include **Dysarthria** (difficulty controlling muscles in face) and **Apraxia of Speech** (inability to move the muscles in the face).



In the UK, most people (72%) lack confidence in recognising Aphasia symptoms and less than half of people (42%) would feel confident in communicating with someone with the disorder.

How your business can help

When talking to someone with communication difficulties you can:

- Speak **clearly**, but **don't shout**.
- Check for **'yes', 'no'** responses.
- Give your **full attention**.
- Give the person **time to speak**.
- Talk about **one idea** at a time.
- Remember that **communication difficulties** do not make someone **less intelligent**.

To find out more about how we support people with communication difficulties after a stroke visit:
stroke.org.uk/what-is-aphasia



"When you have aphasia, you find people shout at you when they talk to you. You get that all the time.

People need to know that those with aphasia are not dumb. There's a person behind that voice who is struggling. It's very hard to get these words out. It exhausts you."

Tom Middlemass, 59,
from Edinburgh