

HR guide

About the campaign

Your company has recognised that Not Every Disability is Visible and signed up to the Are You IN? campaign. This means your company has pledged to making your workplace more inclusive for people living with invisible disabilities and conditions.

To help your company and HR implement the campaign pledges we've got lots of visual assets and training resources to bring the campaign to life. The visual assets will reinforce the campaign messaging and the training resources will help improve understanding, awareness, and confidence in talking about invisible conditions across all levels of your organisation.

This guide outlines the role of HR in the roll-out and maintenance of the campaign and provides lots of helpful hints and tips from other companies who are rolling out the campaign themselves.

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Pledges

You can find a summary of all the campaign pledges [here](#). Whether your company has signed up as a Silver or Gold pledger - you are not required to have implemented all the pledges up front. What is important is that you have started to put some pledges in place and have clear timeframes for the consideration and implementation of the others.

Your company may already have a number of these pledges in place. It's important to note that HR, with the support of their senior management team, are responsible for the implementation of the pledges, and they should clearly announce to all staff when a pledge is completed. If your company does not have an HR department, this guide can be used by senior management, or whoever in your company is responsible for taking care of HR issues.

Please do email campaigns@crohnsandcolitis.org.uk and let us know where you are with your pledges at the start of the campaign. We will contact you later in the year to see how you're getting on with implementation. We will anonymously report annually on campaign implementation and pledge implementation impact - so we can understand which of the pledges are making people living with invisible condition feel better supported in the workplace.

Campaign resources

Our campaign resources have been created through collaboration with HR personnel from small, medium and large UK companies. They have then been reviewed by people living with invisible conditions and our internal Knowledge and Evidence team who are experienced in producing Information Standard patient information. In addition, the training materials about Crohn's and Colitis have been developed in collaboration with healthcare professionals. All this collaboration has been undertaken to ensure that our resources support companies of all sizes, and most importantly, that people living with invisible conditions are driving the conversation.

There are two main types of resources:

- 1) visual assets to bring the campaign to life in the physical and digital workspace.
- 2) training resources to help improve understanding and awareness of invisible conditions.

These include conversation guides to empower and instil confidence in HR, managers and people living with disabilities and conditions to have productive conversations in the workplace to better access the support. It is important to note that, although the conversation guides and [invisible condition infographic](#) are created by Crohn's & Colitis UK who support everyone affected by Crohn's and Colitis, they are applicable to all invisible disabilities and conditions. This is to ensure the campaign supports as many people as possible.

A full list of training materials can be found [here](#) and below we provide some important consideration points for the roll-out of the assets.

Visual assets

The visual assets are made up of the campaign logo, your campaign pledge badge (either Silver or Gold), email signatures, email or social profile pictures, computer screensaver and social distancing posters. There are specific visual assets for the [Invisible Condition Rep](#) and an [internal comms template](#) to help launch the campaign internally.

We recommend that HR works with the Office Manager and IT to help with the implementation of the visual assets. Implementing the visual assets will fulfil one of your pledges, help ensure that everyone is aware of the campaign and also demonstrate externally your commitment to inclusivity. You might want to consider adding your pledge badge on your website and recruitment materials to show your commitment to people living with invisible conditions.

As organisations return to the office following the pandemic, we have created an [office poster](#) that promotes social distancing. Many people living with invisible conditions are at higher risk of complications from coronavirus.

Training resources

The training resources are split into materials that 1) raise awareness and understanding of Crohn's and Colitis and 2) awareness of invisible conditions in general.

We ask that one of the trainings around Crohn's and Colitis is implemented across your company - we've provided a range of [resources](#) such as videos and an app to allow you to choose a training which suits your company.

For all invisible conditions we've provided 1) an infographic - with stats and prompt questions to stimulate conversations that challenge perceptions of invisible disability and 2) three conversation guides:

- I. [Invisible Condition Rep guide](#): to help the rep successfully deliver their role.
- II. [Employee guide](#): to give anyone living with an invisible condition the confidence to have conversations that might include disclosing their condition and discussing what reasonable adjustments or support they might need.
- III. [Managers and HR guide](#): to build confidence in having conversations with people living with invisible disabilities or conditions - including hints and tips, example scenarios etc. We recognise that without specific training and education these can be challenging conversations to have.

Embedding the campaign

Launching the campaign

We suggest that you work with your internal comms team / marketing team to launch the campaign using our [template for internal comms](#). You could also work with your senior management team / manager network / Invisible Condition Rep to hold a launch event - the launch could include:

- Someone from senior management explaining why you signed up for the campaign.
- Someone from HR talking about the pledges.
- The Invisible Condition Rep introduces themselves, shares their contact details and outlines the role - perhaps explaining why they have got involved.
- Other people from across the organisations with different conditions sharing stories.

Some of the prompt questions from the [infographic](#) could be discussed in breakout rooms and key discussion points fed back to the wider group.

We're happy to discuss with you any plans you might have for a launch event - please just email campaigns@crohnsandcolitis.org.uk.

Embedding resources / training across your organisation

To embed the training within your organisation we recommend that one of the Crohn's and Colitis training materials is included in your induction training or as part of any training programmes you might have and suggest the same for the conversation guides. Including them in your induction processes ensures that they reach as many people as possible and helps ensure that people living with invisible conditions have a more consistent experience throughout your organisation.

We know managers and HR play a vital role in delivering the aims of the campaign in the workplace through both their day-to-day interactions with staff and also the pastoral elements of their role.

No-one should be expected to just know how to approach a conversation about invisible disabilities in the workplace - every manager, whether they have had experience of managing someone with a disability or condition before or not, should feel educated, empowered and confident to support their staff. And a member of staff should experience understanding and support whoever their manager is - consistency of experience for all staff living with invisible conditions is important.

With the above in mind, in addition to rolling out the conversation guides, you also might want to consider running specific manager workshops to discuss the conversation guide and role play scenarios so that your managers and HR all feel comfortable.

We'd be happy to talk to you about how we could support this - just contact campaigns@crohnsandcolitis.org.uk.

Recruiting the Invisible Condition Rep

The Invisible Condition Rep aims to give people living with an invisible condition an additional point of contact within the organisation, aside from HR and their manager, to help signpost them to any support they might need regarding their invisible disability or condition.

Please note this is not an advisory role. We recommend you read the [Invisible Condition Rep guide](#) to familiarise yourself with the role.

As an HR team your role will be to recruit and support the Invisible Condition Rep. We've included some guidance below on how to recruit the role and the level of support required from HR. In terms of the time spent on the role, that very much depends on the size of your company, but we expect, as a rough guide, the rep will spend one day a month on the role.

Recruiting a rep

These top tips are collated from companies implementing the role themselves:

- **Recruitment:** advertise the condition widely across the company, please see the [internal comms document](#) for suggested copy for this. Ideally the appointed rep is someone who lives with an invisible condition themselves or perhaps has experience of an invisible condition through a close family member or friend. We fully appreciate that people without an invisible condition can be empathetic and have the skills to fulfil the role, but one key aspect of the role is having someone there who is different to their manager and HR and should intrinsically understand what it means to live with an invisible condition.
- **Selection criteria:** we suggest applicants apply for the role by contacting HR and answering a few short questions on why they want to be the rep and what skills they think they could bring to the role and to let their manager know that they are applying for the role. If you have multiple applicants for the role, we suggest interviewing them all and as part of the process get an understanding in terms of their workload when might be best for them to undertake the role. Alternatively, if you are a large company, you may find it useful to appoint more than one rep, and assign each one to a different section of staff as appropriate.
- **Duration:** to keep the role fresh and give people across the organisation the chance to get involved with the campaign we suggest changing the rep every six months. That gives different people the opportunity to share their expertise in the role and doesn't put the sustained workload on any one individual for a long period of time.

- **Separate to HR** - for a variety of reasons, and particularly in the case of those who have not disclosed their invisible condition, it is important that wherever possible this role is not fulfilled by someone within the HR team. The idea is that this role provides an extra point of contact - separate to their manager and HR thus giving people living with invisible conditions more choice as to who they talk to. We appreciate that in smaller companies this might not be possible. Choosing someone from within the organisation will also help embed the campaign in the wider company.

HR ongoing support for the rep role

It is important that the Invisible Condition Rep understands their role from the outset, so we recommend that you have an initial kick-off meeting with the appointed rep.

We also suggest meeting with the rep one month after they have taken up the position, three months in and then at the end of their six months. This will ensure you can keep aligned and support them on their journey and help you gain some valuable insight to share with the next rep.

These catch ups are also an opportunity for the rep to check in with HR on where you are up to with the implementation of pledges. We'd be interested to hear specific feedback from your reps at the end of their term.

Support for you

On-going support from your senior management team

We also suggest that HR meets with your senior management team ahead of the launch and perhaps three, six and twelve months from signing up. We believe this will help you work together to implement all of the pledges and keep your senior management team engaged with the campaign so they can support you as needed.

Resources for you

We recommend that HR, alongside reading this guide, also reads the [employer conversation guide](#) and the [Invisible Condition Rep guide](#).

If you do need any additional support with implementing the campaign please contact campaigns@crohnsandcolitis.org.uk