



# Toolkit to Success

## Channels for Effective Communication



Toolkit to highlight the most effective communication channels for sharing information on inclusive outdoor recreation opportunities for people with disabilities, minority ethnic and disadvantaged communities

## Introduction

This 'Toolkit to Success' has been compiled by Venture Outdoors - Creating Healthy Communities in conjunction with a range of experts in order to highlight the most effective communication channels for sharing information on inclusive outdoor recreation opportunities in Northern Ireland.

The focus is on 3 underrepresented communities; people with disabilities, minority ethnic and disadvantaged communities. The Venture Outdoors - Creating Healthy Communities project has evolved from the 'Barriers to Participation Report' which identified a lack of information and knowledge of outdoor recreation opportunities as one of the main barriers to participation in outdoor recreation for these communities.

In turn it is apparent that the majority of organisations involved in the delivery of outdoor recreation have a strong desire to communicate to the highlighted communities but are often bewildered by the vast range and diversity of the groups.

This toolkit will assist in overcoming these barriers by providing a wide range of opportunities for you to provide information to key organisations and their extensive range of targeted communication channels.

## Venture Outdoors - Creating Healthy Communities

The Venture Outdoors - Creating Healthy Communities project is a 3 year initiative of the Countryside Access and Activities Network (CAAN) and has been funded by the Big Lottery Fund's Reaching Healthy Communities Programme and Ulster Garden Villages.



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## 1.0 Channels to Communicate Effectively with People who have Disabilities

### 1.1 People with Physical and Learning Disabilities

This information was collated in partnership with Disability Action.

|                                  |  |
|----------------------------------|--|
| <b>Organisation</b>              | <b>Disability Action</b> - Works to ensure that people with disabilities attain their full rights as citizens, by supporting inclusion, influencing Government policy and changing attitudes in partnership with disabled people.  |
| <b>Contact</b>                   | Karen McGrath, Marketing Manager<br>Telephone: 028 9029 7880<br>Email: karenmcgrath@disabilityaction.org   |
| <b>Publications</b>              | Ability NI is a lifestyle magazine for people with disabilities (quarterly publication). Readership of 8000, for more information regarding editorial contact the editor, Laura Dunlop on ldwording@ntlworld.com, or 079 2733 2492. To advertise please contact Leslie Lynn for rates on 077 2046 4608.  |
| <b>Online</b>                    | <b>www.disabilityaction.org</b> - includes information on a range of services that businesses, public authorities etc can access to ensure that they are meeting the needs of disabled people. Also includes information on media channels, training opportunities, news etc.<br><br>Disability Action produce a monthly E-zine which currently has a readership of over 500. The E-zine covers news and events within the Disability Sector. To receive these E-zines please visit the subscribe section on <b>www.disabilityaction.org</b> |
| <b>Trade Shows / Exhibitions</b> | AbilityNI - Annual Disability Exhibition, Northern Ireland   |
| <b>Additional Channels</b>       | Disability Action has a database of approx 160 members and a mailing list of over approx 1000 people.  |

## 1.0 Channels to Communicate Effectively with People who have Disabilities

### 1.1 People with Physical and Learning Disabilities

This information was collated in partnership with Disability Sports NI (DSNI).

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|----------------------------------|--|
| <b>-Organisation</b>             | <b>Disability Sports NI (DSNI)</b> - Northern Ireland's main disability sports organisation which is recognised by Sport Northern Ireland as the key body responsible for the development of sport and physical recreation for people with physical, sensory and learning disabilities.  |
| <b>Contact</b>                   | Joanne O'Hagan, Fundraising and Marketing Officer<br>Telephone: 028 9038 7062<br>Email: johagan@dsni.co.uk   |
| <b>Publications</b>              | Active - The official Sport & Lifestyle magazine of Disability Sports NI. A 32 page, full colour magazine which includes news and reports on every aspect of sports and leisure provision for people with disabilities in Northern Ireland, including a range of lifestyle articles of interest to people with disabilities. For more information please contact Joanne O'Hagan. |
| <b>Online</b>                    | <b>www.dsni.co.uk</b> - provides information on membership, sports opportunities, events, funding advice, access guidelines, news, resources and much more.  |
| <b>Trade Shows / Exhibitions</b> | N/A  |
| <b>Additional Channels</b>       | There is a list available of sports clubs across Northern Ireland which cater for people with disabilities. For more information please check the member section on <b>www.dsni.co.uk</b>  |

## 1.0 Channels to Communicate Effectively with People who have Disabilities

### 1.2 People with Visual Impairments

This information was collated in partnership with The Royal National Institute of Blind People (RNIB NI)

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| <b>Organisation</b>              | <b>Royal National Institute of Blind People (RNIB NI)</b> - A charity providing a range of information and services for blind or partially sighted people, including fundraising details and events.  |
| <b>Contact</b>                   | Thomas Quigley, Communications/PR Officer<br>Telephone: 028 9033 4121<br>Email: tquigley@rnib.org.uk  |
| <b>Publications</b>              | RNIB produces a series of consumer magazines. For more information please visit the magazine section on <a href="http://www.rnib.org.uk">www.rnib.org.uk</a><br><br>Sound Vision Ulster - readership of 1000. For more information email: <a href="mailto:info@soundvisionulster.com">info@soundvisionulster.com</a> .<br>This publication can target specific areas with audio mail. |
| <b>Online</b>                    | <a href="http://www.rnib.org.uk">www.rnib.org.uk</a> - The Northern Ireland section provides more information on services for people living with sight loss, events, resource centre details, reading and transcription, sport, leisure and much more.  |
| <b>Trade Shows / Exhibitions</b> | World Sight Day annual event takes place in October. Delegates include blind and partially sighted people. For more information please visit <a href="http://www.rnib.org.uk">www.rnib.org.uk</a>   |
| <b>Additional Channels</b>       | Association of Talking Newspapers of Northern Ireland (ATNNI), volunteers provide an audio version of their weekly local newspaper to keep blind and partially sighted people up to date with the news in their area. 19 are currently available in Northern Ireland. For more information please visit <a href="http://www.atnni.org.uk">www.atnni.org.uk</a>                        |

## 1.0 Channels to Communicate Effectively with People who have Disabilities

### 1.3 People Who Are Deaf And Hard Of Hearing

This information was collated in partnership with Royal National Institute for the Deaf (RNID)



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|----------------------------------|--|
| <b>Organisation</b>              | <b>RNID</b> - The charity taking Action on Hearing Loss.<br><br>RNID is the largest charity in the UK tackling hearing loss and making hearing matter.<br><br>The organisation celebrates its centenary in 2011 and will be undertaking a range of activities to highlight the services it provides. It will also be re-branded as Action on Hearing Loss in June 2011.  |
| <b>Contact</b>                   | Ruth Stewart, Communications & Information Officer<br>Telephone or textphone: 028 9023 9619<br>Email: <a href="mailto:information.nireland@rnid.org.uk">information.nireland@rnid.org.uk</a>   |
| <b>Publications</b>              | 1 in 7 Magazine (Membership Publication) Volunteer Focus both published bimonthly- contact RNID Head Office for more information. Telephone 020 7296 8000 or textphone: 020 7296 8001  |
| <b>Online</b>                    | Northern Ireland online section has information on news, RNID campaigns, communication and training services. For more information please visit <a href="http://www.rnid.org.uk">www.rnid.org.uk</a><br><br>The Media Centre provides information for journalists and broadcasters and news for everyone. For more information please visit the media centre section online <a href="http://www.rnid.org.uk">www.rnid.org.uk</a><br><br>RNID website will be redesigned in 2011 with greater emphasis given to the Northern Ireland section. |
| <b>Trade Shows / Exhibitions</b> | RNID run many events for deaf and hard of hearing people in Northern Ireland. For more information visit the Northern Ireland section on <a href="http://www.rnid.org.uk">www.rnid.org.uk</a>  |

## 1.0 Channels to Communicate Effectively with People who have Disabilities



### 1.4 Other Key Information

#### Other Key Information Channels

Information is channelled via physical activity co-ordinators, resource centre managers and gateway clubs. For contact details please visit the Venture Outdoors publication and reports section on [www.countrysiderecreation.com](http://www.countrysiderecreation.com)

The Belfast Telegraph's, Access magazine is Northern Ireland's largest disability lifestyle magazine which includes news, events and features for people with disabilities (quarterly supplement). For more information contact Leanne Brannigan on 028 4483 9883 or [leanne@salesforce-ni.co.uk](mailto:leanne@salesforce-ni.co.uk)

**SENSE** is the world's largest organisation working with and campaigning for deafblind people, their families and professionals who work with them. The website has links to regional services [www.sense.org.uk](http://www.sense.org.uk)

Courtesy of Belfast Activity Centre, Access Ability Programme



## 2.0 Channels to Communicate Effectively with Ethnic Minority Communities



This information was collated in partnership with the Northern Ireland Council for Ethnic Minorities (NICEM) and the Equality Commission.

|                                  |  |
|----------------------------------|--|
| <b>Organisation</b>              | <b>Northern Ireland Council for Ethnic Minorities (NICEM)</b><br>The Northern Ireland Council for Ethnic Minorities is an independent non-governmental organisation monitoring racism and inequality in Northern Ireland. As an umbrella organisation NICEM represents the interests of Black and Minority Ethnic groups in Northern Ireland and includes 27 member groups.  |
| <b>Contact</b>                   | Fran Barlet, Communications Officer<br>Telephone: 028 9023 8645 ext 209<br>Email: <a href="mailto:fran@nicem.org.uk">fran@nicem.org.uk</a>   |
| <b>Publications</b>              | The NICEM publication Minority Rights Now, has a circulation of 1000 people. For more information please contact Fran Barlet   |
| <b>Online</b>                    | <b><a href="http://www.nicem.org.uk">www.nicem.org.uk</a></b> - Provides information on NICEM services, events, training, publications, audio and video and membership details.<br><br><b><a href="http://www.belfastmigrantcentre.org">www.belfastmigrantcentre.org</a></b> - The Belfast Migrant Centre provides a one-stop shop with bilingual staff (outreach services, immigration advice, racial harassment support etc).<br><br>Follow NICEM on Twitter and Facebook, for more details please visit <b><a href="http://www.nicem.org.uk">www.nicem.org.uk</a></b> |
| <b>Trade Shows / Exhibitions</b> | For more information on events please visit <a href="http://www.nicem.org.uk">www.nicem.org.uk</a><br><br>The website <b><a href="http://www.artsekta.org.uk">www.artsekta.org.uk</a></b> lists up and coming cultural events.   |

## 2.0 Channels to Communicate Effectively with Ethnic Minority Communities

This information was collated in partnership with the Polish Association Northern Ireland (PANI)



|   |   |
|---|---|
| <p><b>Organisation</b></p>              | <p><b>Polish Association Northern Ireland (PANI)</b></p> <p>Since December 2005, a group of like-minded individuals have been meeting together to document shortcomings in the local information system for the Polish community. It was decided that these shortcomings were detrimental to Polish people becoming accustomed to life in Northern Ireland. As a result of these meetings PANI was formed in 2006 to provide help and advice for this underrepresented group.</p> <p>PANI currently provides the following services employment, education, discrimination, health and lifestyle information and much more.</p> <p>Polish Association Northern Ireland is a member of NICEM.</p> |
| <p><b>Contact</b></p>                   | <p>Maciek Bator, Director<br/>         Telephone: 02890 321232<br/>         Email: <a href="mailto:maciek@polishassociation.org">maciek@polishassociation.org</a></p>   |
| <p><b>Publications</b></p>              | <p>“48” Polish monthly magazine in Northern Ireland. For more information please contact PANI.</p>  |
| <p><b>Online</b></p>                    | <p><a href="http://www.polishassociation.org">www.polishassociation.org</a>, <a href="mailto:info@polishassociation.org">info@polishassociation.org</a></p> <p>Follow PANI on Facebook and Twitter.</p>   |
| <p><b>Trade Shows / Exhibitions</b></p> | <p>Polish Picnic is an annual event which takes place in Belfast.</p>   |

### Other Key Information

#### The Belfast Islamic Centre

The largest institution of the Muslim community in Northern Ireland which acts both as a place of worship and a community centre. For more information please visit [www.belfastislamiccentre.org.uk](http://www.belfastislamiccentre.org.uk)

#### Indian Community Centre

The centre works towards the promotion and greater understanding of Indian culture and traditions in Northern Ireland. For more information please visit [www.iccbelfast.com](http://www.iccbelfast.com)

#### Multi-Cultural Resources Centre (MCRC)

MCRC is a regional organisation working as a conduit advocating and promoting human rights and equality through empowerment, collaboration and support of Black and Minority Ethnic communities and individuals. For more information please visit [www.mcrc-ni.org](http://www.mcrc-ni.org)

MCRC also circulates regular mailings to pass on information, articles and news on up-coming events. For more information please email [mailings@mcrc-ni.org](mailto:mailings@mcrc-ni.org)



## Other Key Information

### Chinese Welfare Association

Its aim is to secure the future of the Chinese community in Northern Ireland within a framework of racial equality and enable all sections of the community to fully participate in both the development of the community and the wider society. For more information please visit [www.cwa-ni.org](http://www.cwa-ni.org)

### The Mela Festival

A unique international summer festival. The Mela Festival is an annual event which takes place in August for more details please visit [www.belfastmela.org.uk](http://www.belfastmela.org.uk)

### Additional Channels to Consider

Channel information via information stands in libraries. For more information please contact your local library.

Speciality stores such as Polish and Chinese shops act as a key information point for ethnic minority communities.

Kropka PL Polish Magazine, distributed to over 30 Polish shops and local newsagents across Northern Ireland. For more information please email [zbigniew.balcewicz@kropkapl.org](mailto:zbigniew.balcewicz@kropkapl.org)



## 3.0 Channels to Communicate Effectively with Disadvantaged Communities



This information was collated in partnership with the Northern Ireland Council for Voluntary Action (NICVA).

|                                  |   |
|----------------------------------|---|
| <b>Organisation</b>              | <b>The Northern Ireland Council for Voluntary Action (NICVA)</b> is a membership and representative umbrella body for the entire voluntary and community sector of Northern Ireland.  |
| <b>Contact</b>                   | Stephen Gray, Head of Information Management<br>Telephone: 028 9087 7777<br>Email: <a href="mailto:info@nicva.org">info@nicva.org</a>   |
| <b>Publications</b>              | N/A   |
| <b>Online</b>                    | <p><b><a href="http://www.nicva.org">www.nicva.org</a></b> - a site which hosts a vast amount of good practice information for the community sector.</p> <p><b><a href="http://www.communityni.org">www.communityni.org</a></b> - a site which hosts news, events, jobs and promotional opportunities for the wider sector and the general public. Contains details of over 5,000 voluntary and community groups.</p> <p><b><a href="http://www.communitybuyer.org">www.communitybuyer.org</a></b> - a web-based directory of companies that provide products and services aimed at the voluntary and community sector.</p> <p><b><a href="http://www.grant-tracker.org">www.grant-tracker.org</a></b> - a unique fundraising resource for communities in Northern Ireland.</p> |
| <b>Trade Shows / Exhibitions</b> | For a list of events please visit the event section on <b><a href="http://www.communityni.org">www.communityni.org</a></b>  |
| <b>Additional Channels</b>       | NICVA can provide a database of all community groups across Northern Ireland, on request from the research team. There is a charge for this service. For more information contact Stephen Bloomer on <a href="mailto:stephen.bloomer@nicva.org">stephen.bloomer@nicva.org</a>   |

## Other Key Information

### Local Councils

All councils have employees who will work alongside community groups. When making contact with your local council ask for the following - Neighbourhood Renewal Officers, Community Development Officers, Health Improvement Officers and Good Relation Officers. For more information visit the local council section on [www.direct.gov.uk](http://www.direct.gov.uk)

### Community Centre Managers

For a list of community centres across NI visit Venture Outdoors publication and reports section on [www.countrysiderecreation.com](http://www.countrysiderecreation.com)

### Rural Community Network

A regional voluntary organisation established by community groups from rural areas in 1991 to articulate the voice of rural communities on issues relating to poverty, disadvantage and equality. There are 12 rural support networks across Northern Ireland. For more information please visit [www.ruralcommunitynetwork.org](http://www.ruralcommunitynetwork.org)

### Community Relations Council

Provides a list of all community relations groups across Northern Ireland. Please visit the community relations group section on [www.community-relations.org.uk](http://www.community-relations.org.uk)



## Other Key Information

### The Active Community Coaches

Deliver activities in community and club settings across Northern Ireland, with a view to increasing participation in sport and physical recreation. Please visit the participation section on [www.sportni.net](http://www.sportni.net)

### Local Community Newspapers

For contact details of local newspapers please visit Venture Outdoors publications and reports section on [www.countrysiderecreation.com](http://www.countrysiderecreation.com)

### Health Bytes

A bi-monthly information bulletin and ezine produced by the Community Development and Health Network. Distributed to over 1850 contacts across Northern Ireland. For more information contact Kathy Martin on [kathymartin@cdhn.org](mailto:kathymartin@cdhn.org) or 028 3026 4606 alternatively visit [www.cdhn.org](http://www.cdhn.org)

### Come and Try Events

Why not promote 'come and try' events (highlighted in The Barriers to Participation Report) and channel information via leisure centres, community centres' notice boards, places of worship etc.





For more information contact **Venture Outdoors - Creating Healthy Communities** team:

Countryside Access Activities Network  
The Stableyard, Barnett's Demesne, Malone Road, Belfast BT9 5PB  
Tel: +44 (0)28 9030 3930 Fax: +44 (0)28 9062 6248  
Email: [maeve@countrysiderecreation.com](mailto:maeve@countrysiderecreation.com)

This guide is available on request in alternative formats.

