

## **GUIDELINES FOR INCLUDING A PARTICULAR APPROACH ON OUR WEBSITE**

The British Stammering Association is committed to providing high quality, unbiased information about approaches available to children and adults who stammer.

We recognise that some approaches will be delivered by registered speech and language therapists and others will be delivered by people who stammer, researchers and others who have a deep interest in stammering. If the approach is not offered by registered speech and language therapists, we will make it clear that if anyone is dissatisfied with the therapy/approach, there will be no professional body to which they can complain.

For the BSA to include information about a particular way of working with people who stammer, it needs to reflect the vision, mission and values of the BSA:

### **OUR VISION**

A world where people who stammer can fulfil their potential and enjoy respect and consideration.

### **MISSION**

To support anyone who stammers in the UK and tackle the stigma, ignorance and discrimination that people who stammer face so that they can live their lives in full and with dignity.

### **OUR VALUES**

We are a membership organisation with a diverse network, united by the experience of stammering and for people who stammer. We celebrate different voices. It is not our place to make judgements about if or how people choose to manage their stammer.

- **We value collaboration.** We work with others to give the greatest voice, best insights, most effective campaigns for people who stammer.
- **We value community.** We provide spaces for people to come together to support, learn, celebrate and campaign for change.
- **We value the individual.** We listen to personal stories, provide a platform for sharing and respect individual choices.
- **We value diversity.** We seek out and celebrate different voices, perspectives and experiences in respectful debate.
- **We value openness.** We are open in our dealings; selfless and generous spirited, honest and straightforward, professional but informal. We are unafraid and speak truth to power.

With this in mind, the approach needs to meet the following criteria:

- It offers realistic expectations of change and NOT an offer of a cure
- Clear information is given on:
  - The overall approach, explained in straightforward accessible terms
  - Who will be delivering the therapy or approach
  - Location of therapy/approach
  - The costs involved
  - Length of programme
  - Availability of follow-up support
  - Level of commitment required to maintain the changes
  - The rationale behind the therapy or approach
- The language used to describe stammering and the therapy/approach is neutral and unbiased, and does not stigmatise stammering in any way. For example, stammering is not described as a misfortune or as an affliction; people who stammer are not described as suffering from stammering.
- The therapy/approach recognises the need to be open to stammering at some level, in order to facilitate speech and/or attitudinal change.
- The therapy/approach is nationally recognised and/or has a clear evidence base as empowering people to manage their stammering more easily. We judge this based on a number of factors including an organisation's track record over time, peer reviews and feedback.

## **INCLUSION OF NHS SERVICES**

We will only include details about a specific NHS service if it is a specialist stammering centre, offering something 'extra' from other NHS services, for example groups or telehealth. We need to make it clear whether these specialist NHS services are open to receiving referrals outside the area, what the system is for out-of-area referrals and costs.

If you would like your therapy or approach to be included on the Stamma website, please ask Rachel Everard, Service Director ([rachel.everard@stamma.org](mailto:rachel.everard@stamma.org); 020 8983 1003) to send you the relevant form.

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