



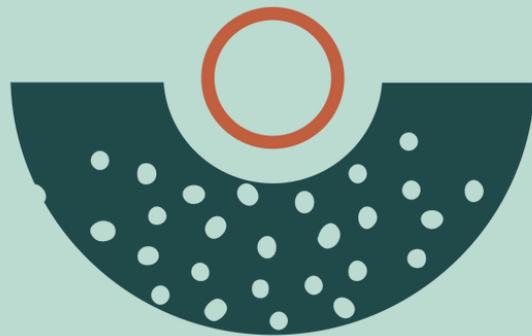
BETH COX

Inclusion and Equality
Consultant



Inclusion Incubator Information Pack

Overview



Inclusion Incubator Overview

The Inclusion Incubator

Children's publishers are committed to authentic inclusion, and in order to maintain a reputation of an organisation publishing for everyone, it's imperative that published products are incidentally inclusive, as well as being free from stereotypes or unconscious bias that might perpetuate inequality or negative beliefs.

Whilst working with people with lived experience is imperative to ensure authenticity, unless publishing staff understand the basic principles of inclusion, it's easy, and understandable, for things to fall through the cracks. An understanding of the basic principles of inclusion provides a solid foundation on which to embed inclusion across a publishing list, and to work with people with lived experience, without worrying about causing offence or how to talk about certain topics.

The Inclusion Incubator provides you not only with the foundations you need to make books truly inclusive but with the practical steps to enable you to take action right away. Making inclusive books is not just about putting a diverse range of characters in books. It's HOW you include them and represent them that makes a book truly inclusive.

If you don't have these foundations in place, it's possible that the impact the opposite of what you intend. Instead of including characters who are marginalised, you might actually be further 'othering' them. (Well-intentioned or inauthentically inclusive books can cause more harm than good.)

The Inclusion Incubator will alleviate concerns about making mistakes or causing offence. Not because it will provide you with all the answers, but because it will ensure you know when answers need to be found and how to find them.

The Inclusion Incubator isn't just about changing what you know and understand, but about changing how you think, and my clients have found the mindset work really powerful. Teams will benefit from the opportunity to lift the burden of responsibility when it comes to diversity and inclusion and feel empowered to embed inclusion across the projects they work on without fear of judgement or relying on already marginalised colleagues for advice.

Inclusion Incubator Overview

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The programme takes place over 12 weeks with a powerful combination of online video training, consultancy sessions and a sharing platform for each team.

Each week team members will either be given access to pre-recorded content or a live consultancy session. Alongside the videos, implementation activities will help participants to explore the topic and to start to applying learnings to current projects. Prompts will also be given to develop the right mindset around inclusion and inclusive books.

In weeks 3, 6, 9 and 12 consultancy sessions will give teams the opportunity to discuss the topics further and get support in applying them to their projects.

A discussion space as part of the learning platform provide an opportunity to share responses to the tasks and topics and talk about them further, both with Beth and other team members. This peer support is a huge added benefit of the programme.

The Inclusive Approach

Part 1 (week 1)

- Inclusion vs Diversity
- Facets of diversity
- Intersectionality
- First steps towards authenticity

Part 2 (week 2)

- Building empathy
- What is normal?
- Bias
- Stereotypes and prejudice

Disability Dynamics

Part 1 (week 4)

- Disability and difference
- Models of disability
- Accessible environments
- Including disabled characters
- Positive representation

Part 2 (week 5)

- Ableist language
- Specific terminology
- Visual accessibility
- Accessible texts
- Accessible formats

Tactile books bonus



Inclusion Incubator Overview

Constructions of Gender

Week 7

- The gender spectrum
- Gender equality
- Coding
- Transgender representation

Beyond Heteronormativity

Week 8

- Acronyms
- Issues and barriers
- Representation
- Cultural barriers
- Family set up

Ethnicity and Culture

Week 10

- Language and terminology
- Statistics
- Impact
- The 'Other Race' effect
- Representation, cultural heritage and nuance
- Visual representation
- Colour symbolism
- Travelling communities
- Cultural appropriation and indigenous peoples

Ways of Being

Week 11

- A multitude of ways of being
- Age
- Socio-economic experience
- Defining success
- Body shape and size

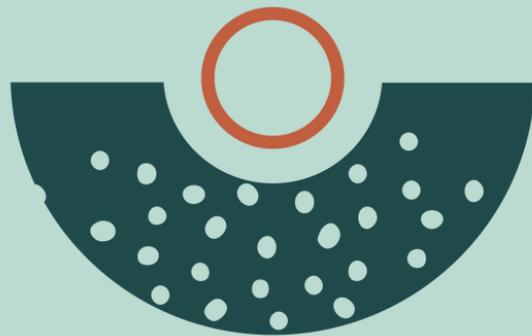
Moving Forwards

Week 11

- What next?
- Inclusion should...
- Inclusion should not...
- Your role



Case Studies



Inclusion Incubator Case Studies

Before taking part in the Inclusion Incubator, Sarah Dutton felt very strongly that inclusion was incredibly important, and wanted to make sure all products she created were truly inclusive, but was worried that she didn't always have the knowledge or the tools to implement this authentically.

Sarah said, "I was worried about using the wrong language to describe something, worried about offending people when I got something wrong."

But there were particular elements of the Incubator that stood out for Sarah, and changed the way she now works.

"I think it was really valuable considering all aspects of inclusion in one course because it's led me to try and think about inclusivity on a really broad scale when I work on projects. It means I think about gender, race, disability, sexuality, etc... all at the same time, rather than before where I might have been more aware of some under-represented people than others."

Now she has completed the programme, she's keen that other editors benefit too; "I have gained an enormous amount from the programme, it has been really empowering. It was eye-opening to consider not just my own biases but also to think about inclusion from so many different points of view. I would definitely recommend it, particularly to other editors who have a lot to do with content and artwork briefing."

Sarah Dutton
Editor, Primary Literacy
Oxford University Press



Inclusion Incubator Case Studies

Gillian Sore, editor at Oxford University Press was finding the other available training in the field of inclusion and diversity too broad for her needs...

“I was interested in thinking about inclusion in relation to our books specifically, and felt that it was something I wanted to see more of on our list.”

The Inclusion Incubator enabled her to bring that to fruition, and with the bonus of being an enjoyable experience!

“It’s wonderful to work with someone who’s so tuned in to inclusivity in children’s books. Beth has such in-depth knowledge and experience in this field, which she communicates in clear, thought-provoking modules. I really enjoyed the mix of videos, tasks, and workshops.”

And of the outcome, Gill had this to share; “It was a great learning experience, but it also reinforced the knowledge I already had, I became more mindful about diversity and inclusion, and it’s given me the tools and confidence I needed to proactively make changes to existing projects. This programme is a must for all publishing professionals interested in making inclusive books.”

**Gillian Sore, Editor
Reading at Home
Oxford University Press**



Inclusion Incubator Case Studies

Kristen Harrison, author and publisher, felt for a long time that her actions in relation to diversity and inclusion did not match up to her good intentions.

She explains "I have always been a champion for minority rights in many contexts, but when it came to understanding how to apply this to inclusion in my books I had a knowledge gap that needed filling."

Kristen saw the programme as an important investment: "Through my work as a publisher I learned a lot about inclusion, diversity and empowering underrepresented voices. But I still lacked confidence in decision-making and editorial judgement."

Prior to the programme Kristen felt a sense of personal responsibility and knew she needed to approach issues of diversity and inclusion in a more objective and thoughtful way. Kristen shared that the programme "has helped me to understand that my lack of confidence stemmed from a lack of knowledge. I didn't know what I didn't know. Now I do know what I don't know, and I know how to find out, and that's been transformative. I feel empowered and able to make decisions and raise things with those I work with."

Now she has completed the programme, how is she feeling about her newfound knowledge? "Beth's course has been transformative. The programme has provided invaluable insights into representing disability, diverse ethnicities, LGBTQ+ characters and families, accessibility and much more. I feel bolstered by this knowledge, and inspired by the creative ideas that have been generated during the course."

When asked if she would recommend the programme Kristen had this to say; "Just do it. I can guarantee it will be worth your while and if it's not I'll give you the money back myself."

Kristen Harrison
Curved House Kids



Inclusion Incubator Case Studies

Rose Hall is a writer and editor at Usborne.

Before the programme, Rose was committed to doing the work on inclusion and was really interested in issues of discrimination and equality at a political level, but was aware she hadn't focused on how to put this into practice in her writing of children's books.

She explains "I hadn't realised to what extent these political issues were live and relevant in the books we are producing – in so many ways."

Through taking part in the Inclusion Incubator Rose found she gained confidence and ideas about how to approach character development, writing briefs, and commenting constructively on illustrator roughs and colours.

"I feel much more confident now. And I am even more committed than before to inclusivity in children's books. Where I perhaps had a hunch or a gut instinct about something not being right, I have the tools to articulate why that is, and to propose solutions.

"There are specific changes I am implementing in a book I'm currently working on that are a direct outcome of this course. I'm taking a new approach to character development to ensure they are more authentic."

Rose Hall
Writer and Editor
Usborne

Inclusion Incubator Case Studies

“Being a publisher, I felt that inclusion was something I needed to consider.”

Karra McFarlane has gained a new level of insight into the impact of inclusion through taking part in the Inclusion Incubator Programme.

“I feel I now have the confidence to take risks and push for change. Often I would have just accepted being told things weren’t possible, but considering the true impact of inclusion has pushed me to strive for change” she explains.

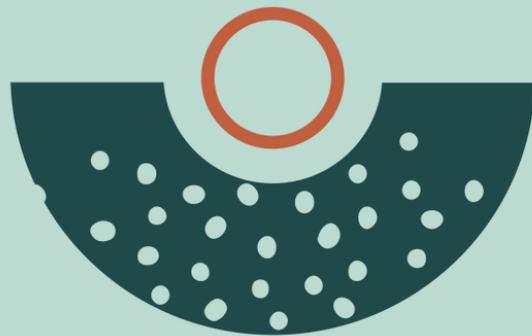
Having been concerned at first at the time commitment of the programme, Karra describes the Incubator as truly engaging and found the content immersive and compelled her to fully participate in the process.

“It’s definitely worth it! I think we all feel we don’t have the time to take on additional work or new challenges but this is one of those times where it’s definitely worth making the time. I would say this programme is invaluable to anyone directly involved in influencing the path of the next generation.”

Karra McFarlane
Primary Literacy Publisher
Oxford University Press



Testimonials





Inclusion Incubator Testimonials

"The best training I've had for years and better than other external training I have had.

It's a great model as it enables you to really apply what you are learning to your own context – and the content matter is very thought-provoking. I often find myself thinking about it when I'm not working."

Senior Development Editor, OUP

"The most useful and insightful training I've had in my publishing career."

Cathy Atkinson, Freelance Publisher

"I feel as though I've gained a really deep and broad insight into how to produce good inclusive content, and have developed a much improved awareness of what I need to think about in order to achieve this.

I thought we were doing a fairly good job of this up till now, but the programme has made me review the way we work as a department and ask how we can improve our editorial processes to improve the inclusivity of our content in a consistent, thoughtful and meaningful way.

It has motivated me to be brave and try to drive us forward as a department to create content that is truly inclusive and that will make a difference to children's lives."

Senior Publisher, OUP





Inclusion Incubator Testimonials

"Beth has offered not just her years of professional experience but a wealth of curated, well researched materials to support our learning, increase our knowledge and change the way we work. I really benefited from critically analysing my blindspots around inclusion and applying the learning from the course to my freelance work in children's publishing – the very same day! I'm still using the resources and I'm still learning!"

Lynne Humphreys, Freelance Publisher

"Beth's course has been transformative. For many years, I approached issues of Diversity and Inclusion with good intentions but little actual knowledge or confidence. The course has provided invaluable knowledge and insights into representing disability, diverse ethnicities, LGBTQ characters and families, accessibility and much more. I feel bolstered by this knowledge and inspired by the creative ideas that have been generated during the course. Highly recommended."

Kristen Harrison, Publisher, Curved House Kids

"Whether you think you know a lot about inclusion or nothing about it, you will learn so much. It is packed with information and the tasks really embed the content and give you time to reflect and improve. The content is interesting and it is one of the best training programmes I have ever done."

Jen Campbell, Publisher, OUP





Inclusion Incubator Testimonials

"The course is a combination of big picture thinking about structural inequalities and how these play out in children's books, with extremely specific nuts-and-bolts tips about how to make your own projects more inclusive. It's been a humbling process to confront the biases I may subconsciously be bringing to my work. But taking the time out from the day-to-day to think and learn is a crucial process in overcoming them."

Rose Hall, Writer and Editor, Usborne Publishing

"Beth is incredibly knowledgeable and non-judgmental. She provided a supportive space for our team to have challenging conversations and to think more deeply and more critically about both the 'how' and the 'why' of inclusion. Thoroughly recommend Beth and all of her work!"

Kirsty Stanfield, Commissioning Editor, OUP

"I was incredibly impressed with how much the course covers while never feeling overwhelming. I started the course knowing I wanted to make children's books more inclusive, and have come out of it feeling confident I can do just that."

Lisa Davis, Children's Book Editor and Publishing Consultant

"It's wonderful to work with someone who's so tuned in to inclusivity in children's books. Beth has such in-depth knowledge and experience in this field, which she communicates in clear, thought-provoking modules. I really enjoyed the mix of videos, tasks, and workshops."

Gillian Sore, Editor, OUP





Inclusion Incubator Testimonials

"A well-structured, thought-provoking course. The mixture of videos, pre-session tasks, and worked examples give lots of opportunities for reflection and discussion, as well as tips for how you can practically apply the knowledge to your projects. Engaging with the material allows you to have vital conversations with your colleagues, broadens your awareness and enables you to create truly inclusive books."

Niamh Harkett, Editor, OUP

"The live sessions were supportive and open and Beth really took the time to interrogate any examples we brought. A truly beneficial and worthwhile experience."

Rebecca DeLozier, Commissioning Editor, OUP

"It was really valuable considering all aspects of inclusion in one course, because it's led me to try and think about inclusivity on a really broad scale when I work on projects. It means I think about gender, race, disability, sexuality etc all at the same time, rather than before where I might have been more aware of some under-represented people than others. The course has been really empowering."

Sarah Dutton, Editor, OUP

"Beth provided a safe environment to explore all questions and excellent support and advice - as well as a clear way into a big topic - and in bite-size ways which were easy to incorporate into the working weeks."

Samantha Armstrong, Senior Publisher, OUP





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Book a call to discuss how the Inclusion Incubator
could work for you team.

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