

Equally Ours- [Home page](#)



At Equally Ours we believe that a good and strong society is a fair and inclusive one; that is free from harm and where everyone can contribute and grow.



Equally Ours (previously the Equality and Diversity Forum) is a UK charity that brings together people and organisations working across equality, human rights and social justice to make a reality of these in everyone's lives.



We work with our members and networks to join up our research, policy and communications work. This is so we can make positive and powerful changes to public opinion and policy.

Communications



We find out what the public thinks and feels about some of the problems people face and why, and find ways of talking about them to make them matter.



Our approach to communications draws on **frame theory** (how information is presented to influence how people think about something) and **behavioural insight** (knowing how people behave and the decisions they make).

There are four strands to our strategic communications work:



1. **Audience insight research:** this is when you find different ways to talk to a specific group of people to find out what they think and do about things.



2. **Frame and message development and testing:** this is how you plan and test what you say so it relates to the people you are communicating with.



3. **Campaign and content creation:** this is the different formats and tools you use to communicate using words and images.



4. **Building the capacity of civil society to communicate and campaign for change:** this is supporting individuals and community organisations to have the skills and confidence to communicate what is important to them and campaign for change.

Research



We understand the problems that stop us from being the best society we can be. This understanding is used to shape the policy solutions that will get us there.



We do this by encouraging and supporting equality and human rights researchers, policymakers, civil society organisations (that are not connected to the government) and funders, to talk to each other and work together.



We use what we learn from our research to make recommendations for changes to policy and practice. We then share up-to-date research with anyone who needs it.

1