

Corporate Sponsor Pledge



Task: Re-framing the Language used in Care

I, _____, on behalf of the Cross Party Promise Group pledge to support work undertaken by Keeping the Promise Clacks in collaboration with the Mobilisation Team to challenge and re-frame the language used in respect of care within the work of Clackmannanshire Council, our Third Sector Partners and The Clackmannanshire Alliance.

I will support this by:

- Ensuring that I maintain **clarity** to those within Clackmannanshire Council, Third Sector Colleagues and The Clackmannanshire Alliance around the potential impact that re-framing the language used in care will have on our care experienced community and our wider community.
- Ensuring my **commitment** to the planning, implementation and evaluation of reframing the language used in respect of care.
- Ensuring that I am actively **challenging** the Keeping the Promise Clacks and the Mobilisation Team around their commitment to the delivery of re-framing their use of language in care.
- Ensuring that I am effectively **communicating** to members of the organisation, including members of our Communications team, the significance and impact of reframing the language used in care.