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Dundrum Town Centre launches Total Communication Project

St Michael's House, one of Ireland's largest providers of community-based services for individuals with intellectual disabilities, launched a new partnership with Dundrum Town Centre on 26 January to enhance the experience of customers and promote social inclusion for individuals with additional communication needs.

The 'Total Communication Project' aims to enhance customer experience in an inclusive way and will be informed by people with disabilities, industry experts, and their families. The project will be rolled out by St Michael's House on a phased basis, including an audit of the existing environment in the shopping centre by service users and staff, recommendations for enhanced supports, and staff training.

Following completion of this project in mid-2022, Dundrum Town Centre will be the first shopping centre in Dublin that is actively promoting the use of a 'Total Communication' approach. Updated signage, visual supports and more accessible customer information and centre guides will enhance the shopping experience. Over the next few months, up to 50 staff members will receive bespoke training to ensure that different modes of communication are recognised, used and respected. This new approach recognises that people communicate in many different ways, including through the use of spoken language, body language, sign, pictures and use of technology, and that all of these different modes of communication are equal and valued. Pictured (L-R) at Dundrum Town Centre are Don Nugent, director of Dundrum Town Centre, Karl Daly, service user from St Michael's House, Sarah Foley, environmental and community coordinator at Dundrum Town Centre, and Jenny O'Brien, speech & language manager at St Michael's House.



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