

THE **INS** GROUP PLAYBOOK



GOAL: Tackle communication barriers with language services.

A Message from Our Head Coach

“Communication leads to community, that is, to understanding, intimacy and mutual valuing.”

-- Rollo May, *American Psychologist*

At the heart of any thriving community is effective communication. It is through communication that people can build relationships, share ideas and experiences, and develop a sense of belonging and understanding. Communication also allows us to build trust and empathy by creating a space where people can express themselves freely and be heard.

However, we must be mindful to consider barriers to effective communication to ensure this sense of community is not limited to just those who speak English. Tools such as language translation and interpretation services can help bridge the gap for those who speak another language or use sign language to communicate. Read along with us to explore the importance of communication and the role translation and interpretation services play in ensuring accessible communication in our eighth edition of the Playbook.

In our first article, we break down the key benefits and importance of language services for nonprofits, along with top tips for maximizing your communication efforts. In “The Stats Are In” section, we highlight some interesting facts about

languages and language services. Then I invite you to “Take Five” with our Sign Language Interpretation Lead Valerie McMillan to learn about what inspired her to become an ASL interpreter.

In our “Key Plays” article, I am excited to share important insights from You’re Not Alone/No Estás Solo, a collaborative media and public awareness campaign The INS Group developed with NCCASA. Check out the article to learn more about the campaign which was created to promote local agencies and crisis lines offering services to victims and survivors of sexual assault throughout the region.

I hope this Playbook inspires you to focus more on accessibility and inclusivity in communication through language services. I am incredibly proud to mention that The INS Group offers top-tier foreign language and sign language translation and interpretation services. Please get in touch with us for a complimentary consultation to learn how we can help

Ruth A. Peebles

Ruth Peebles, MPA
President & Founder



Building Bridges of Understanding: The Role of Translation and Interpretation Services for Nonprofits

Foreign language and sign language translation and interpretation services are essential for nonprofits working with beneficiaries who are non-native English speakers or those who communicate through sign language. By communicating in someone’s native spoken or sign language, you can foster effective communication, expand your reach to a wider audience, and build trust between your nonprofit and the community you are seeking to engage.

Keep reading as we break down the key benefits and importance of translation and interpretation services for nonprofits. Plus, we include tips to ensure you are implementing the best practices to maximize the impact of your communication efforts.

[Read More](#)



The Stats Are In...

According to [Ethnologue](#), there are approximately **7,151 languages being spoken today**.

[CSA Research](#) reports that **65% of non-native English speakers prefer consuming content in their native language**, even if they are highly proficient in English.

[Zippia](#) notes that **61.6% of employed translators in the U.S. are women**, notably higher than the 2022 national workforce average of 46.6%.

The [U.S. Bureau of Labor Statistics](#) predicts a **significant increase in employment opportunities** for translators and interpreters, with an **expected growth rate of 20% from 2019 to 2029**. This growth rate is much higher than the average growth rate of 4% for all occupations.

Take 5

Sign language interpretation services are indispensable for ensuring that deaf and hard-of-hearing individuals have equal access to communication. Without these services, deaf individuals may face significant barriers in accessing information, services, and opportunities that are readily available to hearing individuals.

At The INS Group, we recognize the importance of sign language interpretation services and are proud to have [Valerie McMillan](#) as our Sign Language Interpretation Lead. Valerie is an Only Hearing Child of Deaf Adults (OHCODA) and has been working as an American Sign Language (ASL) interpreter for over 20 years.

Take a timeout to meet Valerie in [this short video](#) and learn more about her personal story including what inspired her to become an ASL interpreter.



Nonprofit Services

Learn more about The INS Group's customized consulting services for nonprofits.



INS Blog

We are excited to share our expertise through our blog. Read now for insights and solutions to achieve your goals.



Contact Us

Please reach out for a free consultation to learn how our custom solutions fit your needs.

**The information shared in the Playbook is for educational purposes only and does not constitute medical advice.*



North Carolina Coalition Against Sexual Assault
NCCASA
EDUCATION ♦ ADVOCACY ♦ LEGISLATION

No Estás Solo: Creating an Impactful Media and Public Awareness Campaign

Content Warning: This article refers to a media and public awareness campaign about sexual assault resources from rape crisis centers. We understand that this may be distressing or triggering for some individuals.

If you need support, we encourage you to reach out for help:

- [North Carolina rape crisis centers and helplines](#)
- [National RAINN helpline](#)

At The INS Group, we believe in the power of effective communication to create meaningful change. Recently, we had the privilege of partnering with [North Carolina Coalition Against Sexual Assault](#) (NCCASA) and [Capitol Broadcasting Company](#) (CBC) to plan and execute a dynamic media and public awareness campaign to share sexual assault resources across North Carolina.

In this article, we'll take you behind the scenes of this collaborative effort, highlighting the specific needs and careful considerations we navigated to promote local agencies and crisis lines offering services to victims, survivors, and those impacted by sexual assault throughout the region.

In North Carolina, a network of rape crisis centers spread throughout the state, offering valuable support to those in need. These centers serve as a lifeline for victims and survivors of sexual assault, as well as their loved ones, by providing free and confidential referrals and services. A crucial resource offered by these centers is a hotline, where trained staff members and volunteers are available to listen, offer guidance, and address any concerns related to sexual assault. Most crisis lines operate around the clock, ensuring help is available whenever needed. NCCASA, "an inclusive, statewide alliance working to end sexual violence through education, advocacy, and legislation" houses a database of these agencies and their contact information on its website.

In fiscal year 2022, NCCASA received funding awarded by the N.C. Governor's Commission on Crime through the U.S. Department of Justice Office on Violence Against Women STOP Formula Grant Program. This funding was awarded to create a localized media and public awareness campaign promoting local agencies and sexual assault crisis lines within the region, providing individuals with a direct path to seek help and support from their local community.

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