

## Inclusive Communication Summary Sheet

### Verbal and written

What to do	Example	Why?	What not to do
Use simple and direct language	A participant using their hand to fend off an opposing player whilst also holding on to the ball in their other hand rather than "Handoff"	Everyone can understand what you are trying to get across and doesn't alienate people who are not familiar with shortened terms	Jargon
Use plain English and pictures that relate to the information	"Training will be on Wednesday 7pm-8pm" rather than "Our next training session will take place on Wednesday 7pm - 8pm and we look forward to seeing you all there"	The average reading age in the UK is 9 years old so written information should be targeting the majority	Using over complicated language
Use the full form of what you are trying to say	We train at the National Sport Centre rather than we train at the NSC.	It can make messages clearer and more informative for participants	Acronyms
Use words that are easier to read and more informal	Each player is assigned an opposing player to defend against rather than Man to Man marking	Not everyone will be familiar with technical terms when it comes to sport and physical activity. Use words that are easier to understand as this will remove a barrier for participants who haven't taken part in your activity before.	Technical Terminology
Use lower case and capital letters in the correct manner	The club trains every Thursday rather than THE CLUB TRAINS EVERY THURSDAY	Text written in Capital letters can be more awkward and time consuming to read. CAPITAL letters looks like you are shouting!	Write in CAPITAL LETTERS
Use a minimum font size of 14, avoid italics and only use bold on larger font size when creating marketing materials	Please register before attending the club rather than <b><i>please register before attending the club</i></b>	Font size 14 will be readable on all screens. Using italics can be difficult to read.	Use smaller fonts to get lots of information onto a page
Use contrast checker, <a href="#">WebAIM: Contrast Checker</a>	Black writing on a white background rather than Yellow writing on a white background	To ensure text or buttons/highlight boxes can be 'seen' against coloured backgrounds	Use bright colours to ensure information stands out
Use sans serif fonts e.g. Arial, comic sans	Using Arial rather than other fonts	These fonts are easier to read for people as there is clear spacing	Use thin text

Use of Imagery			
What to do	Example	Why?	What not to do
Use a range of participants within your imagery	Use a range of skin tones, ages, genders and impairments	Imagery will appeal to a wider range of people when looking at your marketing materials. It can show how diverse your sessions are	Use images of people who all have similar characteristics
If posting online, and images contain information rather than being purely decorative (e.g. charts or diagrams, or pictures of text) be sure to add Alt text to the images.	<a href="#">Everything you need to know to write effective alt text - Microsoft Support</a>	Screen readers can read the information on the image. This can give the user a description of what the image and information is saying	Post images with lots of information with no description

Use of language			
What to do	Example	Why?	What not to do
Use a range of pronouns	She/Her He/Him They/Them	If we use a range of pronouns, it shows we are thinking of everyone rather than what is stereotypical for that activity	Always using one pronoun
Use a variety of names for characters	John Jane Omar Aisha Krystiana Jakub	More people will be represented within the information you are providing	Always use traditional names