



# Guidance for Inclusive Marketing

Disability Sport Wales



# Workshop Outcomes

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- Apply inclusive practice into marketing and communication
- An awareness of inclusive communication and how to engage and motivate all individuals
- Identify sources of reliable further information and guidance relevant to accessible formats



# Quiz

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1. What percentage of people in Wales consider themselves to have an impairment?

14%    23%    29%

2. How many men in the UK have a Colour vision deficiency?

1/12    1/25    1/50

3. What percentage of Disabled Adults take part in sport less than once a week?

25%    50%    63%



# Why make communications accessible?

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To ensure we reach as much of our potential market as possible:

- 23% of the working age population (Age 16 - 64) in Wales consider themselves to have an impairment
- 1 in 12 (8%) Men in the UK have a colour vision deficiency (Colour Blind)
- 1 in 8 (12%) of the Welsh population have not reached Level 1 of basic literacy skills



# How to reach your audience?

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- Explicitly reference any inclusive opportunities
- Use a range of communication channels – Social Media, Newspapers, Radio, disability organisations and charities
- Clearly state how an individual can request alternative formats of resources (Contact disability organisations for support if you are unsure about formats)
- The more inclusive the original marketing resource is, the less likely it is for someone to require an alternative version

# Task:

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Using a previous or current piece of marketing material from your own club or organisation.



In small groups, consider;



- How accessible the document in it's current format?



- How could you make it more accessible?





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Mewn partneriaeth â Chwaraeon Anabledd Cymru a Chwaraeon Cymru, mae Toyota yn darparu adnoddau i ghyblau sy'n gweithio tuag at un o safonau insport Clwb, trwy cyfleoedd addysg a hyfforddiant cynhwysol AM DDIM i sicrhau bod clyblau yng Nghymru yn cael eu cefnogi orau i ddarparu cyfleoedd cynhwysol o ansawdd ledled Cymru.

Bydd y dilynol ar gael:

- Hyfforddiant Cynnwys Anabledd
- Ymwbyddiaeth o Awtistiaeth
- Ymwbyddiaeth o Iechyd Meddwl
- Hyfforddiant Oedolion Mewn Perygl

Am rhagor o wybodaeth am sut i gael gafael ar y gefnogaeth ychwanegol sydd ar gael i ddatblygu cynhwysoldeb eich clwb, cysylltwch â'ch Swyddog Chwaraeon Anabledd lleol neu ewch i:

[www.atebionclwb.cymru/insport-clwb](http://www.atebionclwb.cymru/insport-clwb)

In partnership with the Toyota Parasport Fund and Sport Wales, Disability Sport Wales are providing resources for clubs working towards one of the standards of insport Club through FREE inclusive education and training to ensure clubs in Wales are best supported to deliver quality inclusive opportunities across Wales.

These will include:

- Disability Inclusion Training
- Autism Awareness
- Mental Health Awareness
- Adults at Risk Training

For further information on how to access the additional support available to develop the inclusivity of your club please contact your local Disability Sport Wales Officer or visit:

[www.clubsolutions.wales/insport-club](http://www.clubsolutions.wales/insport-club)



 DISABILITY CHWARAEON SPORT ANABLEDD WALES CYMRU



# DISABILITY SPORT

## NEWPORT ACTIVITIES PROGRAMME

Quality sporting and recreational opportunities for disabled people throughout Newport

**NEWPORT LIVE**  
**CASNEWYDD FYW**  
Inspiring people to be happier and healthier

[newportlive.co.uk](http://newportlive.co.uk)





# Content – Key Points

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Only include key information

Clear call to action

No text over imagery - unless it is blocked behind with good colour contrast






Full contact information for your organisation

Physical position and location of any posters or flyers



# Consider:

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-  Typography; use of fonts, text layouts and size
-  Colour contrast
-  Easy Read
-  Terminology and Tone
-  Use of imagery

# T Typography

## Choosing an appropriate typeface (font)

San Serif fonts like Arial, Helvetica, or Verdana offer greater legibility than serif fonts like Times New Roman, Garamond or Georgia.

Using all UPPERCASE LETTERS, and therefore fonts that do not include lowercase letterforms such as Trajan or Bebas Neue should be avoided wherever possible. This is particularly important for text set over multiple lines.

- ✓ Arial
- ✓ Helvetica
- ✓ Verdana
- ✗ Georgia
- ✗ Times New Roman
- ✗ Garamond
- ✗ TRAJAN
- ✗ BEBAS NEUE

# T Typography

## Tracking and Leading

Tracking (the spacing between letters) and leading (the spacing between lines of text) should be adjusted with careful consideration. Tracking and leading that is too tight or too open drastically decreases legibility.

Leading that is too tight can cause crashing (when two lines of text touch or overlap each other), and leading that is too open makes lines feel disconnected, disrupting reading flow.

✓ The quick brown fox  
jumps over the lazy dog

✗ The quick brown fox  
jumps over the lazy dog

✗ The quick brown fox  
jumps over the lazy dog

✗ The quick brown fox  
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✗ The quick brown fox  
jumps over the lazy dog

# T Typography

## Paragraphing

When text is set over two lines or more, for best accessibility you should:

- Left-align text; this makes it easiest for a reader to find the start of a new line. Right- or centrally-aligning text makes this much more difficult. Justified alignment can cause word spacing to become irregular, also affecting legibility.
- Set text in paragraphs that are 52-78 characters wide. Lines that are too short or too long are less comfortable to read.

✓ Left-aligned text is the easiest to read, as the reader can easily find the start of a new line.

✗ Right-aligning text makes it much more difficult for the reader to find the start of each line.

✗ The same is true for centrally-aligned text, as this also creates a jagged left-edge.

✗ Justified text may look neat but the irregular word-spacing it can create also greatly impairs accessibility.

# T Typography

## Text Size

12pt should be a minimum for paragraphs of text. 14pt is better, so is ideal when possible, and should be treated as minimum for Easy Read documents.

Create a clear hierarchy by generously enlarging headings and subheadings.

- ✓ Text set in 12pt should be a minimum.
- ✓ 14pt is even better.
- ✗ Small text is more difficult for anyone to read, and especially affects people with a visual impairment.

✓ **Heading**  
Subheading  
Paragraph text

✗ **HEADING**  
*Subheading*  
Paragraph text





# T Typography

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## Stylistic choices for emphasis

Using **bold text**, or adjusting **scale** is preferred over using *italics* or underlined text when you want to create emphasis.

Bold and enlarged text maintain or increase legibility, where italics and underlining can impair it.

# Colour Contrast

## Aim for 4.5:1 as a minimum

A contrast ratio of 4.5:1 meets Web Content Accessibility Guidelines to Level AA standard.

This is guidance for colour contrast in web and digital applications but is a great rule of thumb for printed materials too. This, broadly speaking, means text is either 4.5x darker or lighter than the background it's placed on.

Where possible, provide an even higher-contrast option. 7:1 meets Level AAA standard.

- ✓ Contrast ratio 21:1
- ✓ Contrast ratio 21:1
- ✓ Contrast ratio 10:1
- ✓ Contrast ratio 4.83:1
- ✗ Contrast ratio 2.49:1
- ✓ Contrast ratio 8.42:1
- ✗ Contrast ratio 1.66:1
- ✓ Contrast ratio 12.57:1

# Easy Read

## Consider using Easy Read

Easy Read formatting is designed to assist people with learning impairments more than people with visual impairments.

Text is high contrast, in easily legible fonts, and is partnered with photos or illustrations that help explain the content.

Guidance, training and translation is available from Learning Disability Wales: [ldw.org.uk/easy-read-wales/](http://ldw.org.uk/easy-read-wales/)



Eat healthy foods with lots of **fibre** like fruit and vegetables.



Drink lots of water.  
Try to have 6 to 8 glasses of water a day.



Do exercise and move a lot.



# Terminology and Tone

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Use language that reinforces equality



Good Example

In our sports club, disabled and non-disabled people are actively encouraged to join in.



Bad Example

In our sports club, able-bodied people love seeing the disabled join in around their club.



# Terminology and Tone

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Use language that reinforces equality



More Bad Examples

Steve fights to inspire cerebral palsy sufferers.

How cricket helped man overcome his disability.

Wheelchair bound players find football 'weely' challenging.





# Terminology and Tone

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Words and terms to use ✓, or use carefully ~

✓ Person with a disability

✓ Visually impaired

✓ Hard of hearing

✓ Disabled person

✓ Partially sighted

✓ Non-disabled

✓ Wheelchair user

✓ Mental health difficulty

✓ Dwarf

✓ Physical disability

✓ Intellectual impairment

~ Blind

✓ Impairment

✓ Learning disability

~ Deaf



# Terminology and Tone

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## Words and terms to avoid ❌

❌ Deaf and dumb

❌ Cripple

❌ Wheelchair bound

❌ Retard / Retarded

❌ Mute

❌ Normal

❌ Handicapped

❌ Suffers from...

❌ Able-bodied

❌ Invalid

❌ Spastic



# Terminology and Tone

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## Tips to replace negative or offensive terminology

✗ Deaf and dumb

✗ Mute

► Use instead: ►

✓ Disabled person

✓ Person with a disability

Or perhaps:

✓ Speech and language difficulty



# Terminology and Tone

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## Tips to replace negative or offensive terminology

✗ Retard

✗ Retarded

► Use instead: ►

✓ Disabled person

✓ Person with a disability

Or perhaps:

✓ Learning disability

✓ Person with a learning disability



# Terminology and Tone

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## Tips to replace negative or offensive terminology

✗ Handicapped

✗ Invalid

✗ Cripple

► Use instead: ►

✓ Disabled person

✓ Person with a disability

Or if appropriate:

✓ Wheelchair user





# Terminology and Tone

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Tips to replace negative or offensive terminology

✗ Wheelchair bound

► Use instead: ►

✓ Wheelchair user



# Terminology and Tone

---

Tips to replace negative or offensive terminology

✗ Normal

✗ Able-bodied

► Use instead: ►

✓ Non-disabled



# Terminology and Tone

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## Tips to replace negative or offensive terminology

✗ Spastic

This word's offensiveness is in its context.

Referring to a person, it is incredibly offensive and derogatory.

When referring in a medical context to muscular spasticity, its use may be appropriate.



# Terminology and Tone

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## Tips to replace negative or offensive terminology

**X** Suffers from...

If there is a need to identify or discuss an individual's disability, then remove the 'suffers from...' for equivalent phrasing.

**✓** "Bill has Downs Syndrome"  
rather than

**X** "Bill suffers from / is a victim of / was stricken by Downs Syndrome"



# Terminology and Tone

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## Tips to replace negative or offensive terminology

~ Blind

▶ If not appropriate, use: ▶

✓ Partially sighted

✓ Visual impairment





# Terminology and Tone

---

## Tips to replace negative or offensive terminology

~ Deaf

▶ If not appropriate, use: ▶

✓ Hard of hearing

✓ Hearing impairment

# Use of Imagery

If you are trying to portray sport, make sure the photo is active i.e. shows sport being played.



# Use of Imagery

Where a specific level of ability is required for the session, make sure this is reflected in the images.





## Use of Imagery

When trying to demonstrate a session is inclusive make sure the image demonstrates inclusion, not separateness.



# Task:

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How can these considerations be implemented within your own examples?



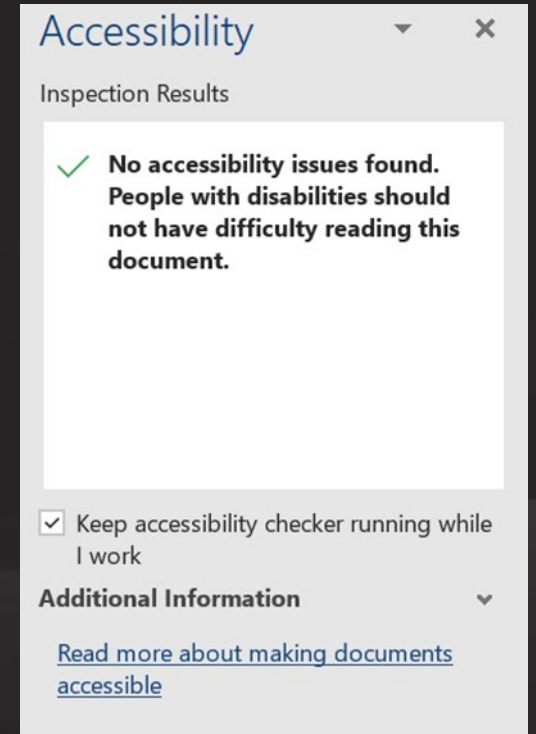
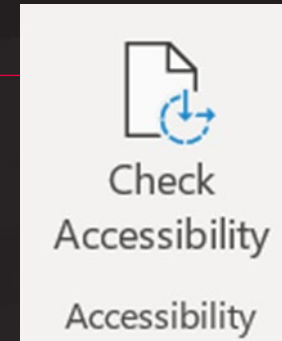




# Additional tools

## Microsoft Office Accessibility Tools

- In all Office applications under the review menu there is a check accessibility function, this will give feedback and suggested improvements on language, colour contrast, use of images and other key accessibility issues.
- If you tick the box that says "Keep Accessibility Checker running while I work" this will keep checking and flag up any issues as you work.



## Subtitles to support video content



# Digital & Social Media Considerations

- Consider using images, illustrations, video, audio, and symbols to help clarify meaning - Use alt tags to add description to any imagery
- Don't overuse Hashtags (max of 3), make sure each hashtag starts with a capital so it will be recognised by a screen reader
- Ensure hyperlinks are descriptive and clear
- Use captions and subtitles for videos - this opens the content up to everyone and not just those with hearing impairments
- Only use a GIF if it adds value to the content





# Digital & Social Media Considerations

- Expand any acronyms during their first use. For example, Web Content Accessibility Guidelines (WCAG).
- Use headings correctly to organise the structure of your content
- Ensure that all content can be accessed in a logical way
- Ensure colour contrast is sufficient on all links/buttons





# Twitter

- Capitalize the first letter of each word in a hashtag, (which is called camelbacking; the difference between #dswsocial media and #DSWSocialMedia)
- Avoid using acronyms in your posts.
- If you have a hyperlink in your tweet, indicate what type of resource it leads to by adding [PIC], [VIDEO] or [AUDIO]





# Twitter

- Use a URL shortener (Tiny URL or another) to minimize the number of characters in the hyperlink
- Place mentions and hashtags at the end of your tweets



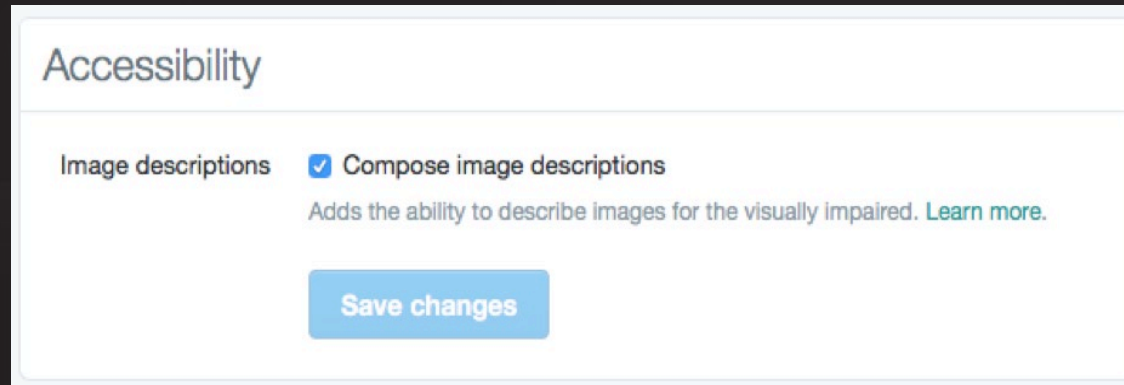


# Twitter

## Twitter and photos

Twitter has the ability to add Alt text to images in a tweet, but you have to go to your settings to turn the feature on.

Navigate to Settings > Display and sound > Accessibility > and turn on Compose image descriptions.



# Facebook



Add a caption file, or use YouTube's captioning services for Facebook videos

## Video captioning

There are two options available –

1. Click Edit after uploading a video and add a SubRip Subtitle (SRT) file, which is a video captioning file format. or
2. Upload your video to YouTube first and add captions there.

**Captions** No captions exist yet

**Upload SRT files** [?]

no file selected

Upload your .SRT caption file using this format: filename.en\_US.srt



# Facebook

## **Alt text**

Include descriptive text when you post a photo

Facebook adds machine-generated alt text automatically.

This feature gives general information: whether there are cars, trees, water, or people in it. Although this feature is useful, it doesn't provide as much context as human-generated alt text.

# Facebook



## Alt text

To change the alt text of a photo after you've posted it:

1. Click the photo to open it.

2. Click  in the top right and select **Change Alt Text**.

3. Click **Override generated alt text** or change the alt text in the text box. You can also click **Clear** to change your edited alt text back to the automatically generated text.

4. Click **Save**.

- Avoid using acronyms in your posts
- Like Facebook's Accessibility page for updates on new accessibility features



## Further Information

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### Deaf or Hard of Hearing

#### British Sign Language

- [www.britishsignlanguage.com](http://www.britishsignlanguage.com)

#### Induction Loops

- <https://www.hearinglink.org>

#### Text Phone

- <https://www.relayuk.bt.com>
- <http://www.rnid-typetalk.org.uk>

### Intellectual Impairment

#### Makaton

- [www.makaton.org](http://www.makaton.org)

#### Easy Read

- [www.easy-read-online.co.uk](http://www.easy-read-online.co.uk)
- <http://www.disabilitywales.org>

#### Mencap

- [www.mencap.org.uk/easyread](http://www.mencap.org.uk/easyread)





## Further Information

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### Digital Accessibility Centre

Gavin Evans

Mobile: 07936 685804 Office: 01792 815 267

Email: [gavin.evans@digitalaccessibilitycentre.org](mailto:gavin.evans@digitalaccessibilitycentre.org)

<https://www.digitalaccessibilitycentre.org>

# Further Information

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Disability Sport Wales



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“add organisaton”

“0000”



“www”