

Inclusive Communications Checklist

Please use this checklist before uploading content to the website, sending emails, or sharing information with members or parents. Small changes can make a big difference.

Clear & Inclusive Language

- Language is clear, friendly and jargon free
- Girlguiding terms are explained or linked
- Inclusive, gender neutral language is used
- Tone is welcoming to new members and volunteers

Structure & Readability

- Short paragraphs, headings and bullet points are used
- Key information is easy to find
- Large blocks of text are avoided

Visual Accessibility

- Good colour contrast is used
- Text is readable when zoomed in
- Information is not colour dependent

Images & Graphics

- All images include meaningful alt text
- Images reflect diverse ages, backgrounds and abilities
- Key information is not image only

Documents & Downloads

- Information is available in text format
- PDFs are accessible and clearly named
- Contact provided for alternative formats

Events & Opportunities

- Who the opportunity is for is clear
- Support and adjustments are mentioned
- Wording avoids unintended exclusion

Navigation & Next Steps

- Clear actions and deadlines are included
- Links are descriptive and working
- A named contact is provided

Final Sense Check

- A new member would understand this
- Accessible for assistive technology users
- Content reflects Girlguiding Devon as welcoming and inclusive

If you need this information in a different format or have any accessibility questions, please get in touch – we're happy to help.

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