



# INCLUSIVE COMMUNICATION CHECKLIST

## WHY THIS TOOL MATTERS?

Inclusive communication means ensuring that as many people as possible understand, participate, and feel involved. It improves the experience for everyone. When you choose clearer words, readable colours, and accessible formats, you're creating a space where no one feels excluded or "out of place". This tool helps you quickly check whether what you are creating: a post, a presentation, a video, a project. Genuinely works for different audiences, not just for people who are similar to you.

## HOW TO USE IT?

You can use this checklist whenever you prepare any type of content (text, slides, graphics, video):

### Step-by-step

1. Create your draft (text, image, or presentation).
2. Go through the checklist point by point. For each item, ask yourself:
  - "Am I including or accidentally excluding someone?"
  - "Do I use gender neutral forms?"
  - "Do I address respectfully towards people with disabilities?"

**Project number: 2024-2-FR02-KA220-YOU-000293524**



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# MEDIATE! YOUR FUTURE

- “Do I use plain language, and simple phrases to reach out to people with lower language skills?”
  - “Do I use graphics/icons supporting understanding?”
3. Note what works and what needs improvement.
  4. Make a quick revision to apply the changes.
  5. (If possible) ask for feedback from someone who thinks differently from you or has different needs.
  6. Share the final version, keeping in mind that accessibility is an ongoing process, not a final goal.





**TEMPLATE**

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## Cognitive Accessibility

	What to check	Use this	Not this
<input type="checkbox"/>	Instructions	Steps 1-2-3	Vague directions
<input type="checkbox"/>	Consistency	Same words for same concepts	Constant synonyms
<input type="checkbox"/>	Examples	Concrete examples	Abstract explanations only

## Linguistic Inclusivity

	What to check	Use this	Not this
<input type="checkbox"/>	Language	Neutral, respectful terms	Stigmatising labels
<input type="checkbox"/>	Clarity	Easy-read options	Assuming everyone reads the same way
<input type="checkbox"/>	Acronyms	"WHO (World Health Organization)"	Unexplained abbreviations

## Engagement & Interaction

	What to check	Use this	Not this
<input type="checkbox"/>	Questions	Open questions	Leading or judging questions
<input type="checkbox"/>	Participation	Text, voice, images	One single mode
<input type="checkbox"/>	Time	Extra processing time	Expecting instant answers

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## Images & Visuals

	What to check	Use this	Not this
<input type="checkbox"/>	Alt text	Short description	No explanation
<input type="checkbox"/>	Icons	Simple, recognisable	Overly detailed icons
<input type="checkbox"/>	Charts	Add text summary	Only a graphic with no explanation

## Multimedia & Formats

	What to check	Use this	Not this
<input type="checkbox"/>	Video/audio	Captions & transcripts	No subtitles
<input type="checkbox"/>	Formats	PDF + text + slides	Only one inaccessible format
<input type="checkbox"/>	Interaction	Manual play	Autoplay audio/video

## Screen-reader Compatibility

	What to check	Use this	Not this
<input type="checkbox"/>	Reading order	Proper H1-H2-H3	Headings made by resizing text
<input type="checkbox"/>	Links	"Learn more about..."	"Click here"
<input type="checkbox"/>	Text	Real text	Text inside images

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## Text & Readability

	What to check	Use this	Not this
<input type="checkbox"/>	Clear language	Use simple, concrete words.	Use overly complex wording.
<input type="checkbox"/>	Short sentences	Break ideas into short sentences.	Very long, dense sentences.
<input type="checkbox"/>	Layout for dyslexia	Sans-serif fonts, size 12–14 pt	Decorative fonts, small text
<input type="checkbox"/>	Readability	Line spacing 1.4–1.6	All caps, long italics

## Colour & Contrast

	What to check	Use this	Not this
<input type="checkbox"/>	Contrast	Dark text on light background	Light grey on white
<input type="checkbox"/>	Meaning	Icons + labels	Colour alone to show meaning
<input type="checkbox"/>	Comfort	Calm colours	Neon or vibrating colours

## Layout & Structure

	What to check	Use this	Not this
<input type="checkbox"/>	Structure	Headings, bullets, sections	Big blocks of text
<input type="checkbox"/>	Space	Clear spacing	Crowded pages
<input type="checkbox"/>	Alignment	Left-aligned text	Crowded pages

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