



Factsheet 6: Campaigns

Planning is key if you want to make your campaigns to reach as many people as possible. Planning more accessible and inclusive campaigns can attract disabled people to your sport and help you to comply with the reasonable adjustments set out by The Equality Act 2010.

Our checklist below will help you to develop and deliver more inclusive and accessible campaigns.

Planning your campaign

1. Assess marketing communication opportunities - why a campaign?

There will be people with impairments and long-term health conditions amongst your target audience. Examine and understand the needs of your target market. Why and who is your message going out to? Perhaps it is current users, influencers, decision-makers, groups, or the general public. You should also consider who can help you to deliver it.

2. Determine your objectives

Will your objectives be inclusive and accessible enough to reach your audience? Will you need to ensure accessibility to meet your objectives and measure its success?

3. How will your campaign look and how will you reach your target audiences?

Next, you should consider what communication channels will be most beneficial. Will you use personal communication channels such as face-to-face meetings, telephone contact, or perhaps a presentation? Or will the non-personal communication channels such as newspapers, magazines, videos or direct mail work better? You will also need to think about alternative formats for each channel so that each communication is accessible and inclusive to the widest possible audience.



Before you get to the design and delivery stages of your campaign, you should consider the typical communications barriers that groups of disabled people can encounter. Then work out what you are going to do to remove the barriers to make sure your campaign is as inclusive as possible.

Typical communications barriers include:



Blind/visual impairment –

print publications (magazines, flyers and reports), inaccessible websites, use of images, PowerPoint presentations, PDF documents, colour contrast, posters, displays, banner stands, videos without audio commentary.



Deaf/hearing impairment –

face-to-face communications such as speeches, presentations, awards ceremonies, announcements via loudspeakers and coaching sessions, videos without captioning or British Sign Language (BSL) interpretation, musical accompaniment (events, ceremonies on videos).



Learning disability –

complex use of language, data visualisation, layout of websites and documents, colour contrast, use of images, lengthy communications.



Mobility/physical impairment –

website layout and accessibility (e.g. too many clicks), positioning of signage, posters and flyers, weight of printed publications.



Mental health condition –

layout, use of colour, tone and style of language.

4. Choose your promotional mix

Once you have your campaign designed, you will need to allocate resources to promotion, advertising, publicity, and so on. A well-rounded campaign will use a range of methods.

Many national and regional organisations have disabled members that may be interested in being a partner in your campaign. Social media can also be an excellent, cost-effective way to reach new audiences.

5. Develop your promotional message

Communicating your key messages is vital to any campaign. What are your key messages? Do they appeal and respond to insight (e.g. our Talk to Me and Ten Principles research or Sport England Mapping Disability report)? You should focus on the content, appeal, format, imagery, advocates, contact points, and make sure you include a call to action in all of your communications. Check what you are saying is appealing and accessible to as many people as possible. Here are some other points to consider:

- Write in plain English
- Avoid abbreviations and jargon
- Check the reading age of text
- Use positive, disability confident language



6. Determine your budget

Work out what you can afford to spend on the promotional mix elements of your campaign. (Remember to include the costs of creating alternative formats).

There are times when you will need to provide your communications in an alternative (also known as accessible) format. For example, a deaf person is not going to be able to listen to the voiceover on a video. Therefore, you can ensure either that the video has captions from the beginning, or provide a transcript of the voiceover so a deaf person can read the audio. The alternative version provides the recipient with as close to the same information and experience as the original communication.

Cost is a factor in providing communications to voluntary and user-led organisations, so you might need to monitor the range of alternative formats you provide. The more inclusive the original communication is the less alternative formats you will have to provide. And the less time, money and resources will be spent on communicating the same message to different groups.

Check with suppliers beforehand so you are aware of how much accessible formats cost.

7. Measure campaign effectiveness

How did the actual performance measure up to your campaign's planned objectives? Did you have issues with reaching some audiences? Did your target markets understand your messages? What reaction did you get back from disabled people? Did it spark action and participation? You should ensure everyone can access and respond to your campaign monitoring and evaluation.





Key points

- Plan carefully and factor in accessible design as soon as possible – it will save you time and money
- Understand your audiences' communications barriers
- Use insight to guide your campaign messages
- Factor in alternative formats for delivery and evaluation
- Use suppliers who understand and appreciate accessible design and distribution

Resources and further information

Our **Inclusive Communications Guide** offers further advice on how to plan more accessible and inclusive campaigns. The Guide is available on our website.



Here are some useful resources on inclusive design:

University of Cambridge Inclusive Design Toolkit

www.inclusivedesigntoolkit.com

Design Council resources

www.designcouncil.org.uk

Sport England Active Nation image library

www.sportengland.org



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This document is available in Word format. Please contact us if you need support. Activity Alliance is the operating name for the English Federation of Disability Sport. Registered Charity no. 1075180

