

INCLUSIVE LANGUAGE IN SPORT

SMALL WORDS, BIG DIFFERENCE



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GENS
GENDER EQUALITY NEEDS SPORTS



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WHY DOES INCLUSIVE LANGUAGE MATTER?

THE WORDS WE USE CAN MAKE
PEOPLE FEEL:

- **WELCOME**
- **RESPECTED**
- **SAFE**
- **INCLUDED**

*INCLUSIVE LANGUAGE HELPS SPORT
BECOME A **SPACE FOR EVERYONE.***

**WHY
IT
MATTERS**

WORDS HAVE POWER

WORDS SHAPE SPORT ENVIRONMENTS

LANGUAGE CAN:

- **ENCOURAGE PARTICIPATION**
- **BUILD TRUST**
- **CHALLENGE STEREOTYPES**
- **MAKE PEOPLE FEEL THEY BELONG**

*INCLUSION ALSO STARTS FROM
COMMUNICATION.*

AVOID GENDER STEREOTYPES

- ✗ "FOOTBALL IS FOR BOYS"
- ✗ "DANCE IS FOR GIRLS"
- ✗ "BOYS ARE STRONGER"
- ✗ "GIRLS ARE MORE DELICATE"

✓ ***SPORT IS FOR EVERYONE.***

AVOID STEREOTYPES

CHOOSE INCLUSIVE WORDS

PREFER:

- ✓ ATHLETE
- ✓ PLAYER
- ✓ PARTICIPANT
- ✓ TEAM MEMBER
- ✓ COACH

*USE LANGUAGE **THAT VALUES PEOPLE,**
NOT STEREOTYPES.*

CHOOSE WORDS THAT INCLUDE

RESPECT NAMES AND PRONOUNS

RESPECT

USING THE **RIGHT NAME AND PRONOUNS** IS A BASIC ACT OF RESPECT.

IF YOU ARE UNSURE, ASK *POLITELY*.
IF YOU MAKE A MISTAKE, CORRECT IT
AND MOVE ON.

RESPECT BUILDS TRUST.

SPEAK TO THE WHOLE TEAM

USE INCLUSIVE GROUP COMMUNICATION

✗ "COME ON BOYS!"

✓ "COME ON TEAM!"


*INSTEAD OF DIVIDING BY GENDER, USE
LANGUAGE THAT INCLUDES EVERYONE.*

FOCUS ON SKILLS, NOT GENDER

TALK ABOUT:

- **EFFORT**
- **TEAMWORK**
- **MOTIVATION**
- **PROGRESS**
- **CREATIVITY**

 "YOU PLAY WELL FOR A GIRL"

 "GREAT JOB, KEEP GOING!"

FOCUS ON SKILLS

USE IT EVERYWHERE

USE IT IN:

- **TRAINING SESSIONS**
- **MEETINGS**
- **SOCIAL MEDIA**
- **REGISTRATION FORMS**
- **POSTERS**
- **EMAILS**

INCLUSION IS BUILT EVERY DAY.

INCLUSIVE LANGUAGE STARTS EVERYWHERE



SMALL WORDS CAN MAKE A BIG DIFFERENCE

INCLUSIVE LANGUAGE HELPS CREATE
SPORT ENVIRONMENTS WHERE
EVERYONE CAN FEEL:

- **SEEN**
- **RESPECTED**
- **WELCOME**
- **FREE TO PARTICIPATE**

*LET'S MAKE SPORT A SPACE FOR
EVERYONE.*

INCLUSIVE LANGUAGE CREATES INCLUSIVE SPORT

**SMALL CHANGES IN THE WORDS WE
USE CAN MAKE A BIG DIFFERENCE IN
HOW PEOPLE FEEL, PARTICIPATE
AND BELONG**

**SHARE AND USE THESE
INFOGRAPHICS TO PROMOTE MORE
INCLUSIVE COMMUNICATION IN
SPORT**



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