

COMMUNICATION THAT INCLUDES

Practical communication guidance for creating more accessible and welcoming sport.

1. GET MY ATTENTION FIRST	Make sure I know you're speaking to me before you start. A wave, gesture or other agreed way of getting my attention can help.
2. FACE ME WHEN YOU SPEAK	Keep your face visible and avoid speaking while looking away. Facial expressions and lip patterns may be an important part of how I understand you.
3. DON'T ASSUME I'VE HEARD YOU	No response doesn't mean I'm ignoring you. I may simply not have heard. Get my attention, face me and try again before assuming I'm being rude or not listening.
4. DON'T SAY "NEVER MIND"	If I ask you to repeat something, repeat it or rephrase it. "Never mind" can leave me excluded from a conversation I was meant to be part of.
5. MAKE INFORMATION VISUAL	Important instructions, briefings and changes shouldn't rely on hearing alone. Use written information, signs, captions or visual cues where possible.
6. ASK WHAT WORKS FOR ME	Deaf and hard-of-hearing people communicate in different ways. Don't assume I use BSL, lipread or use a particular piece of technology - ask what works for me.

ONE SIZE DOESN'T FIT ALL

There is no single way to be Deaf or hard of hearing, and there is no single communication method that works for everyone.

Hearing aids or cochlear implants can help, but they do not make hearing 'normal' and background noise can still be difficult.

Lipreading and facial cues may help some people, which is why facing the person matters.

BSL is essential for some Deaf people, but not every Deaf or hard-of-hearing person uses sign language.

Captions, written information and visual cues can make spoken information accessible without singling anyone out.

A combination of different methods may work best, and preferences can change depending on the environment.

DON'T GUESS. ASK.

IN SPORT, THINK ABOUT:

Race and event briefings • Coaches giving instructions while facing away • Whistles and verbal-only start signals • PA announcements • Last-minute route or session changes • Names being called at presentations.

Before a session or event, ask participants how they prefer to receive important information. Make key information available visually and make sure important changes aren't communicated by sound alone.

Small changes. Better communication. More people included.