Barnwood Trust Communication Guidelines

2023

Contents

**Sections of this guide have been co-designed with the following Barnwood Circle members:

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Our brand style

For questions about Barnwood style or brand, please talk to our Marketing and Comms team.

Typography

There are 2 main fonts that Barnwood uses.

Objektiv MK 2 - our main font. It is a proven accessible font, particularly for visually impaired readers. We use it in light, regular, medium and bold weights

Museo Slab - is our display font and should be used for headlines and display purposes only.

Logos

The Barnwood Trust logo can be found in the Branding folder, by clicking on the link **here**. The logo should always be reproduced in Barnwood magenta where possible.

For content that is related to the Barnwood Circle, you can find the Barnwood Circle logos by clicking on the link **here**. Barnwood Trust and Barnwood Circle logos must be kept separate from each other, as to not confuse readers on which is the main Barnwood logo.

Colours

Barnwood Trust have select colours to use for the promotion of the Trust, most notable being the Barnwood magenta. These colours can be found in the brand colours PDF, which can be found by clicking on the link **here**. The Barnwood magenta must always take lead in outside facing documents and is generally suitable for document headings.

When using these colours, it important to recognise the different colour codes, when using colours for different circumstances:

- The RGB colour code is designed to be online and is best used for PowerPoint presentations and on-screen presentations.

- The CYMK colour code is design to be used for printed documents and is best used when you intend to print high quality documents, such as leaflet or pamphlet.

Details of the Barnwood Circle logo and brand colours can be found by clicking on the link **here**.

Purple	Fuchsia	Orange	Blue
C: 87	C: 13	C: 1	C: 78
M: 88	M: 90	M: 78	M: 42
Y: 1	Y: 1	Y: 73	Y: 0
K: 0	K: 0	K: 0	K: 0
R: 73	R: 213	R: 232	R: 54
G: 55	G: 49	G: 83	G: 128
B: 140	B: 137	B: 66	B: 194
Hex: 49378C	Hex: D53189	Hex: E85342	Hex: 3680C2

Our brand in words

Short-form boiler plate

Barnwood is not your typical funder. We drive forward change so that disabled people and people with mental health conditions have choice of opportunities, access their rights, and are included where they live.

We bring people together for a different conversation and explore big ideas. Through learning and collaboration, sharing research, and looking for better ways to fund, Barnwood makes a difference in Gloucestershire.

The short-form boilerplate above is our elevator pitch i.e. Barnwood in a nutshell. It is the shortest and most concise description of what Barnwood is, does and stands for. It should be used where there is limited space or the audience has limited time - e.g. a website.

Use the short-form boilerplate in its entirety and without changing it. This brings consistency to the message and help people recall it, both within and outside the organisation. Where there is more space and/ or the audience has more time, the longer-form boilerplate can be used.

Long-form boiler plate

Barnwood is an independent charitable Trust. We get millions of pounds of funding out into the county every year. But money is only part of the story.

We join with the people, communities and organisations in Gloucestershire's disability and mental health movement – creating change so that disabled people and people with mental health conditions have choice of opportunities, access their rights, and are included where they live.

What do we do? We investigate the long-term, complex issues and barriers faced by disabled people and people with mental health conditions. We share research, develop projects, and run campaigns to influence the change that's needed. We partner with local organisations, involve people with lived experience directly in our work, and look for better ways to fund.

Barnwood Trust was set up over 200 years ago. Today, we are not your typical funder, and we don't work in isolation. Learning and collaboration run through everything we do. We bring people together for a different conversation and explore big ideas. We listen and add clout where we can, to help make changes happen – building belonging and making a difference in the life of the county.

The above text builds from where the short form leaves off by elaborating more on how we go about our activities. It is intended to be used where there is more space and/or where the audience has more time e.g. an annual review. The long-form boilerplate must be used in full. This brings consistency to the message and aids recall. Where space is at a premium or the audience has limited time the short-form boilerplate can be used. If an adaption is needed, please contact the Comms team.

How we talk about ourselves

We are a mixed group of people at Barnwood with lived experiences of disability, mental health and neurodivergent conditions, and passionate allies

Our reason for being

Barnwood makes a difference in Gloucestershire.

The brand proposition can be used within body copy when explaining what the organisation does but it must not be used as a standalone strapline or sign-off.

The text below shows how this brand proposition can be used within longer copy:

Barnwood makes a difference. We join with the people and communities of Gloucestershire to drive forward changes on disability and mental health, enabling people to have choice of opportunities, access their rights, and be included where they live.

Our strapline

Building belonging.

This strapline forms part of our visual brand and has artworks and guidelines for consistency and audience recall.

Our goals

We believe that Gloucestershire will be a better place when disabled people and people with mental health conditions are equal, empowered and their rights are upheld.

Barnwood acts as an agent of social change, working alongside disabled people and people with mental health conditions to create that change.

Opportunity

We want disabled people and people with mental health conditions across Gloucestershire to have choice of opportunities that meet their hopes and passions.
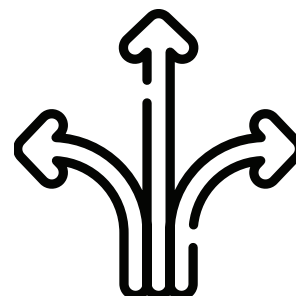
Inclusion

We want disabled people and people with mental health conditions across Gloucestershire to be included and involved in their communities and the places where they live.

Rights

We want disabled people and people with mental health conditions across Gloucestershire to access their rights and see positive change on disability issues.
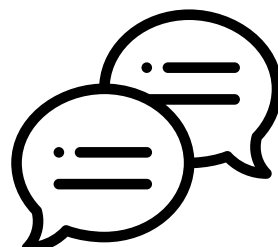
Our activities

We listen and learn

We listen and learn from people and places. This helps us to understand the key causes of inequality for disabled people and people with mental health conditions, and what we can do to address these.
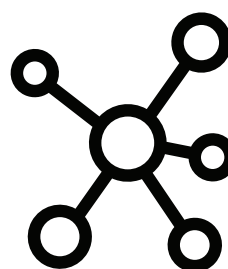
We fund

Through funding, the Trust provides financial support to people and organisations in the county to address inequalities for disabled people and people with mental health conditions.

We influence

The Trust's independence gives us a unique position to convene and influence change so that disabled people and people with mental health conditions can live the lives they want.

Each of these 3 key activities enables and links to the others. We take what we listen and learn into our decisions about funding and the changes we want to influence, and we use funding to support the influencing work we do.

Our tone of voice

We want Barnwood Trust to be better understood across Gloucestershire. We want people to see how we can work together to make a difference in the county, for, and with, disabled people and people with mental health conditions.

Speaking in a clear, consistent voice as one organisation has a big part to play in this. It's important to note that our tone of voice isn't what we say; it's how we say it. In simple terms, it's the way our brand is expressed in words – in the way we write and speak.

Our tone of voice springs directly from our personality and values as an organisation: focused; inclusive; bold; forward-thinking.

How do we use our new tone of voice?

We don't expect you to include all four brand values in everything you write and say. It is up to you to decide which quality to emphasise. This will depend on the audience you are addressing, the channel you're using and what you want your writing to achieve. For example, if you are creating some induction material for a new joiner, you may want to highlight the 'Inclusive' aspects of our copy tone. Equally, if you are writing to a Voluntary Community and Social Enterprise (VCSE) organisation about partnering on a project, you may decide 'Forward thinking' is the most appropriate focus.

The aim of these guidelines is to make our writing consistently engaging. But we don't expect our communications to become clone-like. We've developed the guidelines with the scope for you to add your judgement and creativity. Everyone at Barnwood Trust helps bring our personality to life and that includes shaping the way we talk and write.

Focused

Disabled people and people with mental health challenges across Gloucestershire are at the heart of everything we do.

It is important that the tone of our copy reflects our steadfast focus on this vision.
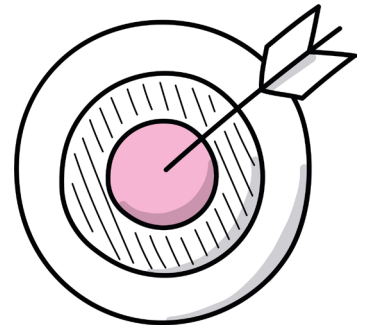
We can do this in the following ways:

- A clear and straightforward tone, which doesn't persuade, but brings clarity.
- Be specific, be relevant, and bring it back to the end goal, or outcome.
- Be authentic and reflect reality. We are real people and our readers are real people.
- Convey a reassuring tone but stay professionally minded.

How does "Focused" sound?

Too much: "Life in Gloucestershire is pretty rubbish if you are disabled or have a mental health condition. We want to do something about this, we hope you will join us."

Too little: "Barnwood Trust wants to make Gloucestershire a better place for you."

Just right: "We drive forward change so that disabled people and people with mental health conditions have choice of opportunities, access their rights, and are included where they live."

Top Tips:

- Say what you mean, mean what you say.
- Be clear what we/Barnwood is and isn't doing.
- Bring it back to the 'why' as simply as you can.
- Don't be overly chatty or casual.
- Don't use slang phrases or exclamation marks.

Inclusive

Connecting and collaborating with openness and honesty, we ensure all voices are respected, heard and valued.

Our tone of voice should also demonstrate that we live our value of including people with openness and honesty.
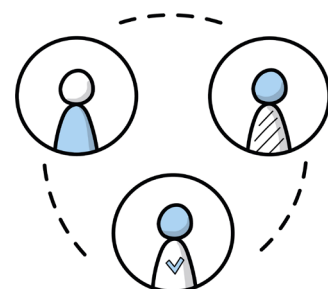
We can do this in the following ways:

- Be warm, respectful and approachable. Convey an equal and mutual relationship with our audiences.
- Use short sentences and strip out any extra padding so that the meaning is easy to follow.
- Avoid sounding too corporate and academic. Avoid unnecessary jargon or acronyms.
- State things simply and plainly. Use words that are in everyday use.

How does "Inclusive" sound?

Too much: "Everyone in the county is welcome to join us at Barnwood for a big chat. We encourage anyone with views about disability and mental health to drop us a line."

Too little: "Speak to us at Barnwood Trust if you are disabled or have a mental health condition."

Just right: "We work alongside disabled people and people with mental health conditions. We bring people together for a different conversation and explore big ideas."

Top Tips:

- Check how formal or informal the tone of your writing sounds by reading it aloud.
- No more than 25 words in a sentence.
- Bullet point lists help.
- If you use an acronym, explain it at the start of each new use e.g., "The Cultural Oversight Group (COG)".

Bold

In the face of change and uncertainty, we are flexible and confident in finding ways forward.

The tone of our written and spoken communication demonstrates our ambition, our self-awareness and solutions-focus.
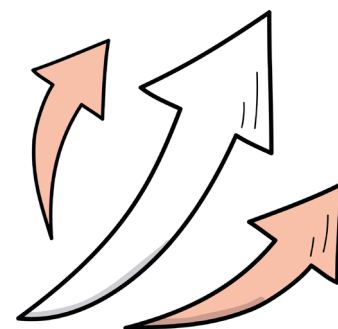
We can do this in the following ways:

- Be confident. It's okay to place Barnwood at the centre of the story sometimes.
- Be decisive and direct. Avoid skirting around an idea or topic.
- Use concrete language and a level tone. There is no need to bring drama to copy.
- Context is key. Messages make more sense and have more impact if the backdrop is also clear.

How does "Bold" sound?

Too much: "Barnwood is lucky to have access to millions of pounds of investment to get funding out there to sort out Gloucestershire's problems relating to disability and mental health."

Too little: "Barnwood's investment portfolio enables its charitable work."

Just right: "We are not your typical funder. We get millions of pounds of funding out into the county every year. But money is only part of the story."

Top Tips:

- An example of decisive language includes "We do X, Y, Z…" rather than "We try to do X, Y, Z …"
- Consider when to refer to 'Barnwood Trust' or 'The Trust' and when to use active voice ('you' and 'we', 'your' and 'our').
- 'We' is relational or approachable, 'The Trust' offers more detachment when the topic needs this (e.g., "Barnwood Trust's investments," rather than "Our investments")

Forward thinking

Using Barnwood's independence, we explore long-term solutions to everyday challenges.

The tone of our copy should reflect our role as a trusted thought leader and convener. It also needs to strike a balance so that our independence isn't too overbearing.

We can do this in the following ways:

- Create a considered and well-informed, adult tone.
- Copy is dynamic. Be immediate and active, rather than passive and sluggish.
- Distinct word choices can add creativity and interest, avoid being too playful or ambiguous.
- Copy is enabling rather than prescriptive, others can take away their own conclusions and actions.

How does "Forward thinking" sound?

Too much: "We do what we can to share research and make projects happen because there is urgent change that's needed."

Too little: "We share research, develop projects, and run campaigns."

Just right: "We share research, develop projects, and run campaigns to influence the change that's needed."

Top Tips:

- Back up what you say with facts, evidence, data or real examples.
- If we say something it has to be verifiable, our trustworthiness could be undermined if we appear to make things up.
- Read your copy out loud to check you haven't over-egged a point or got carried away.
- Don't put too many descriptors or use flowery language in your copy.

How we want to communicate *

The following are a set of guidelines and principles for communication at Barnwood Trust, so that the team are clear and confident about our in-house communication style and approach for a wide range of contexts.

We want all our communications to be:

Clear

We communicate in a straightforward way that is easy to understand

Purposeful

We communicate with confidence and with a clear purpose

Authentic

What we say reflects reality and is relevant to our audiences

Accessible

We communicate with everyone, and in accessible ways that work for our audiences

* This section of the guide has been co-designed with a group of 12 Barnwood Circle members.

Digital content *

This includes websites, social media and emails.

Clear

- We provide simple navigation on our websites.

- We make sure all of our webpages are uncluttered.

- We make sure that the important information on a web page is clear and you don't have to scroll down to find it.

- We add short and simple captions on our social media posts and use short and simple text for alt text.

- We will only use graphics instead of photos, where the use of graphics is clearer.

- We can use more videos for simple factual representation.

- We use infographics and icons to add to the understanding for the audience.

- We have a consistent style to our social media posts, using brand colours and fonts.

- We make sure that our emails and forms are simplified and concise and with a consistent style.

- We make sure that we include a clear 'subject line' on any email correspondence we send.

Purposeful

- We make sure that all of our digital content is current / up to date.

- We post the same content across all social media channels, although the way in which we deliver the message may alter to suit the channel.

- We make sure that the straplines on each social media channels are consistent and accurately reflect our work.

- We use the website homepage to communicate a simple, clear message and the way to get involved in the work are highlighted.

- We make sure that all of our digital content, social media posts and emails have a defined purpose.

- We make sure that all of the information is consolidated so it's easy to find things together.

- We add dates to all blogs/stories on our websites.

- We keep all of the information on the main part of the webpage to make sure you don't have to scroll down to find the important information.

- We make sure that the website navigation bar is clear, responsive, easy to use and remain on screen rather than disappearing.

Authentic

- We make sure that our communication reflects reality, is honest and clear.

- We tell real stories to reflect our work, such as case studies and first-hand testimonies.

- We include a bank of stories on our website which is updated regularly. It should have a clear layout with a clear header photo image. Include a filter on these stories to be able to filter them.

- We make sure that any contact details we advertise takes you to a real person (email and phone).

Accessible

- We make sure that our accessibility tool bar on the website is highlighted and clearly labeled.

- We use our website to highlight the other accessibility work, i.e., Overton House accessibility features.

- We ensure that all digital content, including emails, are formatted correctly for screen readers (phone numbers, headers, tables etc).

- We make sure that all content on our websites are mobile optimised.

- We use capitals in hashtags to aid reading e.g. #BarnwoodCircle

- We make sure that a selection of accessible formats are readily available, and additional formats are available on request.

Printed materials *

This includes reports, leaflets and invitations.

Clear

- We follow the idea that 'less is more' for our printed documents.

- We make sure that all headings and titles are short and simple to understand, using sub-headings to give more detail if needed.

- We use different colours to highlight different sections of a report.

- We make sure the layout of the individual pages, and full reports, are clear and easy to navigate.

- We create white / clear space around sections.

- We will not use jargon or acronyms.

- We use short sentences and words that are in everyday use and not too academic.

- We use symbols where they are literal and help someone's understanding or navigation.

Purposeful

- We make sure that the document purpose is clear.

- We will not make too many points on one page of a report so it doesn't feel overwhelming.

- We provide context to help the messages make more sense e.g., we include images, diagrams and examples to help the message make sense.

- If there is an action we would like the reader to take, we include it early on.

- We don't overexplain or repeat information.

Authentic

- We make sure that we are authentic and our work reflects reality.

- We want our work to reflect the fact that we are real people and our readers are real people.

- We write copy that is direct and confident and enables the reader to decide their own actions, rather than being told what to do or how to think.

- We don't make assumptions about the reader.

Accessible

- We prioritise accessibility over style.

- We will use large enough font (minimum 12pt for Objektiv MK2, ideally 14pt).

- We will avoid the use of CAPS and italics which is harder for a lot of people to read.

- We produce alternative accessible formats and make these available as standard.

- We will highlight the different formats we have available, including links to plain text to aid screen readers.

- We will use space well to make information easier to read and diagrams easier to follow.

- We always include an option to call someone to talk through the information.

Photography and film *

This includes content on our website and social media platforms, as well as photography used in printed materials.

Clear

- We use photos and images to tell a clear story.

- We use infographics and icons where they add to the understanding for the audience.

- We take photos that are clear and uncluttered.

- We make sure that videos have an appropriate choice of music and narration.

- We make sure that our imagery communicates a clear and truthful message.

Purposeful

- We make sure that our work communicates a clear message and that the purpose of the work must be clear from the start.

- We create briefs for filming and photography with easy-to-understand objectives for the work.

Authentic

- We use photos and videos to tell real stories.

- We avoid using stock images, we use photos of real people, ideally with a connection to Barnwood Trust or the work where possible.

- We use imagery that reflects the reality of the situation, showing diversity where possible.

- We will only use graphics instead of photos, where the use of graphics is clearer.

- We use more videos for simple factual representation.

- We take non-staged, informal photos which reflect the reality of the situation.

- We avoid overusing or repeating images.

Accessible

- We ensure high colour contrast in all images.

- When we place text over images we make sure we use a large font with a high colour contrast against the background colour.

- We add narration and subtitles to any films we produce.

- We add photo descriptions to any images, using factual description on alt text, clock system works best.

Good practice tips

- Keep information concise – consider using headings or a list, which is easier to scan.

- Avoid using italics, underline and colour as indicators – this can be difficult to read, also not everyone will pick up on the cue for highlighted text e.g., red for urgent.

- Use formatting styles – such as Title, Heading 1, Heading 2, to provide structure to your document and make navigation easier via a screen reader. For lengthy documents, use a table of contents.

- Alignment – always align text left. Never justify to the right.

- Avoid all capitals – this gives a uniform rectangular shape, making it hard to identify words by shape.

- Do not split words – or hyphenate words across 2 lines, it makes the flow of text hard to follow.

- Avoid shorthand – always write abbreviations in full the first time you mention them.

- Avoid busy backgrounds – and keep ample 'white space' around sections / paragraphs.

- Alt Text – ensure that all images and logos in documents contain Alt texts describing the image content.

Helpful resources:

www.charitycomms.org.uk/accessible-communications-a-starting-point-for-fostering-more-inclusive-comms

www.gov.uk/government/publications/inclusive-communication

Accessible formats

We are committed to providing information in formats that are accessible to as many people as possible. In all cases we follow the basic standard below. Wherever possible, we provide gold standard.

'Basic' standard	'Gold' standard

• Large print
 	
• On social media we will provide image descriptions in the main text and alt text on the image itself
 	
• All 'alt text' will be a clear description of the image using the clockwise method
 	
• Captioned videos (we will only share content online where videos are captioned)
 	
• Option to have a conversation
 	
• Recite me toolbar provides;
  – Language translation
  – Screen reader
  – Changing font / colours
  – Magnifier
	All of the above plus:
	
	• British Sign Language translations
	
	• Easy Read versions of content

We are also open to requests for addional formats for materials we provide.

Inclusive language and communication *

This is a guide for inclusive language and communication at Barnwood – to acknowledge and respect people for who they are and ensure that everyone feels welcome, valued and included.

Our intentions, choice of words, body language and tone of voice matter.

Broad principles of inclusive communication include:

Be authentic and real

It's okay to be yourself

Don't make assumptions

Ask questions and adapt

Use open communication

We are all individual and may prefer or need different things

Show compassion

Give people the benefit of the doubt, and go easy on yourself too

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	DO	DON'T
Your attitude and intentions	✓ Be genuine in your connection so it feels equal and mutual. ✓ Being respectful and non-judgemental. ✓ Assume intelligence. ✓ Be sincere if you offer support. Only offer support if you are in a position to give it. ✓ Respect the answer if someone declines. ✓ Be patient if someone takes a bit longer to communicate or to do something. ✓ Give people the benefit of the doubt. ✓ Be aware that someone may have changing levels of confidence or acceptance with their own disability or mental health condition. ✓ Notice if someone is being quiet, they might not be hearing, they may be experiencing overwhelm, shyness, hypersensitivity, or low confidence. ✓ Remember sometimes it is hard for someone to feel included. ✓ Reassurance is important in a conversation; this works both ways. ✓ Be self-aware. ✓ Be kind to yourself, we all have good and bad days; sometimes being compassionate and considerate is enough.	✗ Don't make assumptions, ignore or avoid someone because you are unsure; ask. ✗ Don't expect someone to justify themselves, trust them. ✗ Don't assume someone can do 'less' because of a disability. ✗ Don't infantilise someone; everyone is equal. ✗ Don't assume someone is being rude if they don't answer straight away. ✗ Don't assume all disabilities are visible. ✗ Avoid 'othering' by lumping all disabled people together, all people are individual. ✗ Recognise difference without implying that some people are better than others i.e., based on their abilities. ✗ Don't be insensitive. Someone may feel uncomfortable talking about impairments / disability / barriers; check before you jump into the conversation.

	DO	DON'T
Your body language and tone of voice	✓ Be genuine and natural. Only smile if you feel happy, don't fake it. ✓ Be aware that eye contact can be hard for some. ✓ Match eye level for your conversation if it's appropriate / possible to sit down. Kneeling or crouching can come across as patronising but don't be scared to ask what someone's preference is as we are all different. ✓ Take time and show you are actively listening; show interest in a natural non-condescending way. ✓ Some people can drift off or glaze over during long conversations (e.g. someone with brain injury). In these cases, they might appreciate being brought back on track. ✓ Be mindful that some people may find it hard to pick up on visual cues or recognise when someone has finished making their point – an interruption might be unintentional.	✗ Don't talk over someone or talk about them as if they are not there. ✗ Don't assume superiority. ✗ Don't use an overly sympathetic or condescending tone of voice. ✗ Don't nod or pretend to understand what someone is saying if you are not actually following the conversation.

	DO	DON'T
Your choice of words	✓ Use plain, clear language. ✓ Ask questions, rather than telling or assuming what someone is thinking or needs. ✓ Offer choice or options in the way information is presented. ✓ Be specific and clear about any help you offer. ✓ Give simple clear instructions. ✓ Talk to someone as a person first; don't lead with their disability or impairment. ✓ Respect someone's choice to refer to themselves as they want to (self-identity). ✓ Unless something is deliberately offensive, you can make it a learning opportunity by having a conversation about it. ✓ Its ok to correct someone if the context and reason for correcting them is ok. ✓ Admit / own it when you make a mistake.	✗ Don't offend or create arguments. ✗ Don't make assumptions about someone, before you know all of the facts. ✗ Don't finish people's sentences. ✗ Don't use language like, "You won't be able to…" "You can't…" ✗ Don't make insensitive or dismissive comments. ✗ Don't ask personal probing questions. ✗ Avoid acronyms that need to be explained. For example, 'APM' stands for Annual Public Meeting but not everyone would know that.

How we talk about disability and mental health *

This is a guide to support your communication. As a general note, we use 'social model' language in our broadcast communication. Individually, we try to refer to someone in the way that they prefer and feel most comfortable.

Also to note, many people have a hidden disability, or multiple impairments, so be mindful of this in your use of language.

The 'Social Model of Disability'

The 'Social Model of Disability' says that the environment, society, and people's attitudes are what restrict or 'disable' someone – if these are improved, the world can be enabling rather than disabling.

Another way to say this is that the world should fit around a person; not that a person should have to fit into the world.

This doesn't mean that every issue can be solved or improved by taking a social model approach, because diagnosis is important too and not all challenges can be removed by a better environment, society or attitude.

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Inclusive language *

The following is how Barnwood uses different language and some of the reasons why.

Barnwood uses: **Disabled people**

Other suggestions:

- Person/people with disabilities/a disability
- Person/people with a mobility/physical impairment

Suggested terms to avoid:

The disabled, the vulnerable, handicapped, infirm, cripple

Why:

Barnwood chooses to follow the 'social model of disability' which uses identity-first language rather than person-first. So we use the term 'disabled people' in our broadcast communication but understand that many prefer to use 'people with disabilities/a disability on an individual basis.

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Barnwood uses: **People with mental health conditions**

Other suggestions:

- Mental health challenges, people living with a mental health condition

Suggested terms to avoid:

Mental health issues, mental patient, mental, insane, crazy, mad, mentally ill/sick

Why:

There is currently no 'social model of mental health'. We choose to avoid any terms that describe a mental health condition as a 'problem' or have any associated stigmatisation.

Barnwood uses: **Neurodivergent person**

Other suggestions:

- Neurodivergent (individual), neurodiverse (group of people), autistic, person with autism, Autism Spectrum Condition (ASC)

Suggested terms to avoid:

We tend to avoid Autism Spectrum Disorder (ASD) in our broadcast communication but we understand it is useful when talking about diagnosis.

Why:

The term neurodiverse / neurodivergent recognise that brains do not all function in the same way. It includes people who are autistic, those with ADHD, and people with dyslexia. It avoids negative stereotypes and can be used to highlight the different strengths neurodiversity offers.

Barnwood uses: **Sensory impairment, sight impairment, hearing impairment, speech impairment**

Other suggestions:

- Visual impairment, people with sight loss, blind, people with hearing loss, Deaf, multi-sensory impairment, hard of hearing

Suggested terms to avoid:

The blind, the deaf

Why:

'Sensory impairment' is an umbrella term used to describe loss of the distance senses i.e. of sight and hearing. People with a sensory impairment will have experienced life with their individual impairment in a completely different way to others with the same type of sensory impairment – no two people will be exactly the same.

Barnwood uses: **Non-disabled**

Suggested terms to avoid:

Able-bodied, normal, healthy

Why:

Non-disabled is a factual and neutral term. 'Normal' or 'healthy' implies that a disabled person is abnormal or unhealthy. 'Able bodied' implies a disabled person is not able to do things.

Barnwood uses: **People living with a health condition**

Other suggestions:

- has a condition, lives with a condition, has (lived) experience of

Suggested terms to avoid:

Affected by, suffers with, victim of

Why:

This is a factual way of describing a condition that someone lives with, without any negative connotations.

For more examples of acceptable words to use around a wide range of protected characteristics:

https://oxfamilibrary.openrepository.com/bitstream/handle/10546/621487/gd-inclusive-language-guide-130323-en.pdf?sequence=4

www.wearenchc.nhs.uk/wp-content/uploads/2022/11/We-Care-about-Inclusive-Terminology.pdf

https://www.charitycomms.org.uk/keeping-up-to-date-with-inclusive-language

https://www.stonewall.org.uk/list-lgbtq-terms