

Community Organization or Business Promotional Material Review Checklist

Steps:

1. Review the images and content against the checklist. If you cannot answer "yes" to all items, a revision is necessary.
2. Make revisions to the promotional material.
3. After the second review, if you cannot answer "yes" or if you are unsure what changes to make, contact the SCPS Communications Office.

Promotional Material Review			
	Yes	No	Comments
1. Does the promotional material include a balanced representation of diversity with regard to the items listed in the comments?			<input type="checkbox"/> Sex <input type="checkbox"/> Gender (Identity and/or Expression) <input type="checkbox"/> Race <input type="checkbox"/> Body Type <input type="checkbox"/> Color <input type="checkbox"/> National origin <input type="checkbox"/> Disability <input type="checkbox"/> Religion <input type="checkbox"/> Age <input type="checkbox"/> All types of families
2. Is the promotional material free of stereotypes?			
3. Is the promotional material encouraging people in different roles, such as women in science, etc.			
4. How are people depicted? Are the visuals representative of the content?			
5. Is the promotional material using inclusive pronouns?			
6. Is the material culturally sensitive?			
7. Should changes be made to make the content more equitable and inclusive? Would an image (e.g., a laptop or bagged meal) better serve the promotional material than a person?			
8. Is the promotional material ADA Compliant (color, hyperlinks, tags, etc.)?			
9. Is the promotional material using neutral emoji/icons/animated images?			
10. Is the promotional material available in Spanish (and any other languages)?			
11. If you can answer yes to all of these questions, submit your promotional material to the SCPS Communication Office. Note: Materials from outside organizations approved for distribution must clearly indicate their source/organization and must include the following statement: "These materials, and the activity described herein, are not sponsored or endorsed by the School Board of Stafford County or School Division." Policy 9104			If you cannot answer yes to these questions, or need further assistance, please contact the Office of Communication for assistance or recommendations.