



Tackling Colour Blindness in Sport

#TACBIS

Supporter's brief

Dear supporter,

We're delighted that you are joining us to help tackle colour blindness in sport!

On September 5th & 6th, yours will be one of many important voices helping to raise awareness of this important subject.

Our mission is to help make the biggest noise possible, and there are a number of important ways that you can contribute:

Use the reach of your players and platforms

Our strategy this year is to utilise the significant reach and engagement of **players** and **national association/team platforms** to deliver our message. We have already had excellent commitments from high profile players, and your help in securing even more ambassadors to deliver key messages and content is greatly appreciated.

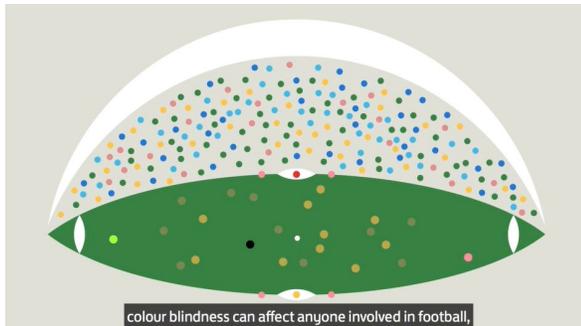
Key Dates

- UEFA Nations League matches on September 5th
- Colour Blind Awareness Day on September 6th

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Share our explainer video

We have a short, animated explainer video, perfect for your social media and website, and available in 7 languages (ENG/CRO/ESP/FRA/GER/ITA/POR/RUS/NED/DEN/ROM/ISL). [This can be downloaded from here.](#)



Use the press release

[You can find the approved TACBIS press release here.](#) Feel free to use the information to help inform your communications and feel free to shape it from the perspective of your organisation.



UEFA Nations League matches promote Colour Blind Awareness Day 2020

Colour blindness is an important issue in sport, affecting players, spectators and commercial interests at all levels. Thanks to UEFA, and their work with the Partners of Tackling Colour Blindness in Sport (TACBIS), prominent players, football associations and clubs are getting behind this year's Colour Blind Awareness Day on September 8th.

From the grassroots to the highest professional level, colour blindness can impact the performance of players and coaches, or spoil the enjoyment of watching sport (live or on TV). Kit clashes, coloured footballs under floodlights, signage and multi-coloured digital content can be problematic for people affected, part of the ongoing, unmitigated discrimination taking place across sport. A staggering 1 in 12 men suffer from colour blindness, and 1 in 200 women, amounting to a worldwide colour blind community of over 300 million people.

To address and raise awareness of the impact of colour blindness in sport, the EU has funded TACBIS, a group of partners from across the footballing world, to launch this programme with the support of UEFA. The group includes the NGO Colour Blind Awareness, the National Football Associations of Portugal, Iceland and Romania as well as the European Football for Development Network, Colour Blindness University and Danish Club Danlers FC.

This year, Colour Blind Awareness Day coincides with a series of Nations League matches in the first week of September, with the partner NAs and clubs using this as an opportunity to promote the cause. High profile ambassadors such as Portugal's Bruno Fernandes, Jessica Silva and Inaki, and leading coaches, players and fans from Iceland, Romania etc. etc. will be talking to social media to raise awareness and promote colour blind friendly sport initiatives.

Kathryn Albany-Ward, founder of Colour Blind Awareness and expert in the field, further explained the importance of raising awareness for stakeholders in the sporting industry:

In the EU, close to 34 million people have CVD (colour vision deficiency) – and failure to acknowledge the difficulties they face in sport risks alienating them in significant numbers, meaning they are likely to turn off TV coverage and take to social media to vent their frustrations. So it's in sport's interests to resolve the issues.

The TACBIS partners have produced an animation to highlight the areas of football which can be impacted by colour blindness. We are also determined to prove the prevalence of colour blindness in

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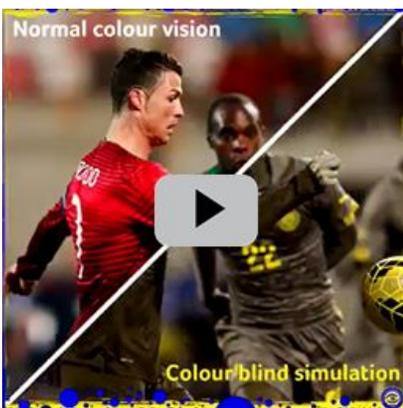
Create graphics

You can download a clean PNG file [from here](#) and add your own logos, images and messages.



Download a GIF/MP4

[We have created a template for an animated GIF/MP4](#) which shows a colour blind simulation in a quick, engaging way. [There is a gallery available here](#), and if you supply us with a photo, we can create one for you too.



Request content from us

Have an idea for a graphic or a piece of content and need help bringing it to life? Want us to create a before/after colour blind simulation using your image? Let us know and we may be able to help you.

Use our library

[On this link](#), you'll find a small selection of colour blind-simulated images that you can use on your channels, sorted into your own dedicated folder. If you don't find what you need, [let us know](#).



Use the approved hashtags

When posting, please use the following hashtags. Feel free to also use hashtags in your native language (ie #Daltonien in French) to help with local engagement.

Twitter: #ColourBlindAwarenessDay (or #ColourBlindAwareness if posting on the 5th)
#TACBIS #1in12Men #1in200Women

Facebook: #ColourBlindAwarenessDay (or #ColourBlindAwareness if posting on the 5th)
#TACBIS

Instagram: #ColourBlindAwarenessDay (or #ColourBlindAwareness if posting on the 5th)
#TACBIS #ColorBlind #ColorBlindAwareness #ColorBlindAwarenessDay #1in12Men
#1in200Women



Share information about your initiatives:

Created a great set of colour blindness in football guidelines? Already working with coaches and players to increase colour blind awareness? Now is a great time to share information about your initiatives!

Sample messages:

These are just examples of the kind of messages that can be used. Adapt them for your own channels, or for your ambassadors, and use them in conjunction with the approved hashtags.

- <Insert organisation> is proud to support awareness of colour blindness in football.
- Did you know that #1in12men and #1in200women are affected by colour blindness? We need to do more to make sure that football is accessible to them!
- Kit clashes, cone confusion, mixed-up bibs... football can be stressful when you're colour blind. Solutions are simple! Let's raise awareness and ensure nobody is left out.
- This is how someone with colour blindness sees the game. I had no idea! We need to raise awareness of this. [share with before/after image]
- We need to tackle colour blindness in football so that nobody is left out.
- #1in12men are affected by colour blindness, that's statistically one in every squad! Share this message and help raise awareness.

RESOURCE SUMMARY

- [Editable social media frames](#)
- [Social media plain PNG](#)
- [Social media explainer video](#)
- [Photo library](#)
- [Video/GIF](#)
- [Colour Blind Awareness documents](#)

Many thanks for your support!

#TeamTACBIS

Tackling Colour Blindness in Sport (TACBIS) is a Collaborative Partnership funded by the EU's Erasmus+ scheme. It is made up of partner organisations including NGOs, leading National Associations, clubs and universities, all working together to raise awareness, with the support of UEFA and the English FA..

For further enquiries, please contact Kathryn Albany-Ward (kathryn@colourblindawareness.org).



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Erasmus+ Programme
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