









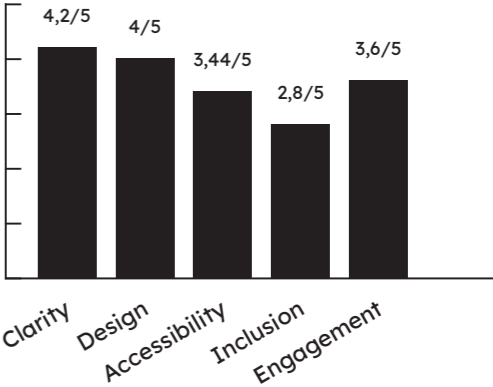





Mapping of Communication Practices in Youth Services

<h2>Objective</h2>	<p>Measure the accessibility of communication tools used by youth organisations – with some recommendations.</p>		
<h2>Methodology</h2>	 <p>Analysis sample</p> <p>32 materials used by associations to communicate: brochures, posters, websites, newsletters, social media.</p>	 <p>Standardised evaluation grid</p> <ul style="list-style-type: none"> • Clarity of information • Graphic design (Readability) • Accessibility • Inclusive language • Engagement 	 <p>Participating countries</p> <ul style="list-style-type: none">  France  Spain  Austria  Italy  Belgium
<h2>Key findings</h2>	 <p>Good practices</p> <ul style="list-style-type: none"> 80 % use generally clear language (B1 level or below) 75 % use short sentences and good visual contrast 65 % highlight titles, use bullet points and include visual elements 60 % adopt a friendly and direct tone (“you”, “we”) <p>Several materials offer bilingual or multilingual versions.</p>	 <p>Areas for improvement</p> <ul style="list-style-type: none"> < 15 % mention disabilities in an inclusive way < 20 % use pictograms/visual explanations for non-native speakers or those with reading difficulties < 10 % offer alternative formats (audio, “easy-to-read”) ~ 71 % compliance with WCAG criteria 	<p>Average scores by criterion</p>  <p>If clarity is well managed, inclusion and accessibility remain key areas for improvement.</p>
<h2>Recommendations</h2>	<h2>Improve your resources with our tools</h2>		
<ul style="list-style-type: none"> • Use clear and active language (sentences ≤ 20 words) • Translate or adapt content into multiple languages • Add visuals, pictograms, explanatory videos • Provide alternative formats: audio, “easy-to-read”, simplified • Use inclusive and gender-neutral language • Adopt an engaging, direct tone adapted to young people 	<p>Scan the QR codes to access the resources.</p>  <p>Assessment grid</p> <p>Use it to self-assess your materials</p>	 <p>Guide: Challenges & Recommendations</p> <p>For inclusive and accessible communication in the youth sector</p>  <p>E-learning</p> <p>Using plain language for youth workers</p>	