

The Cultural Diversity and Inclusion Image Filter



What is the Cultural Diversity and Inclusion (D&I) Image Filter?

- A tool to help you choose images that reflect the diversity within Special Olympics (SO) and show commitment to include and welcome everyone interested in the SO movement.

What does the Filter do?

- This Filter will help you pick images that provide a positive message of D&I. Often we unintentionally make certain groups very visible and other groups invisible through our choice of images. This tool can help you choose images that positively portray athletes and volunteers from many cultures and religions. Regularly use this tool to ensure that a diverse cross-section of identities is represented in your images.

How to Use the Cultural D&I Image Filter

Steps

1. Choose one image you are considering using.
2. Record 1 point for each “Yes” answer on the Score Card.
3. Use the Scoring System at the end to interpret the score.



Pick images that provide a positive message

Score Card	Points (Yes = 1)
1. Identity: Cultural Aspects of Diversity	
a. One or more people who appear to be from an Indigenous background (i.e. Indigenous peoples: persons who are First Nations Métis and/or Inuit).	
b. One or more people who appear to be from a visible minority (i.e. Visible Minorities: persons, other than Indigenous peoples, who are non-white in colour).	
c. One or more people who appear to be from a Non-Christian Background based on visible items (e.g. hijabs, turbans, and/or other symbols associated with faiths other than Christianity).	
2. Portrayal of Success One or more people who appear to be from a visible minority, Indigenous, or non-Christian background succeeding or engaged in a celebratory gesture (e.g. performing well, scoring, winning, giving a high five).	
3. Physical Position One or more people who appear to be from visible minority, Indigenous, or non-Christian backgrounds in physical positions of power and strength (e.g. in the forefront, centrally placed, raised on the shoulders of others).	
4. Person in Authority One or more people perceived to be in authority (e.g. coach, official, volunteer, board member, staff member, person awarding medals) who appear to be from a visible minority, Indigenous and/or non-Christian background.	



5. Other Aspects of Diversity	
a. 50% or more female representation.	
b. Multiple visible minority groups together, or individual(s) from a visible minority group(s) with a person(s) who appears to be white.	
c. Additional aspects of diversity (e.g. varied or underrepresented ages, visible physical disability, varied body shapes and sizes, multiple genders).	
Score (1 point for each "Yes" answer)	

Scoring System

- 5-9 Points:** Very strong D&I message.
- 4 Points:** Strong D&I message.
- 3 Points:** Weak D&I message. Get a second opinion, preferably from an individual(s) with the identity(s) depicted or intended audience.
- 0-2 Points:** Very weak D&I message.

Be sure that your intended audience can see themselves reflected in the material

Important Considerations

- The scoring is based on the assumption that there are no indications of disrespect in the image that you scored (e.g. inappropriate clothing, gestures, actions, accessories).
- If you are only using one image (e.g. cover image for Annual Report), make sure it scores at least one point on questions 1, 2 and/or 3.
- Be sure that your intended audience can see themselves reflected in the material.
- If you are using many images (e.g. brochure, office wall photos, rotating web page images), look at them together and be sure the overall impression is supportive of D&I.
- The higher the score, the stronger the message of cultural diversity and inclusion.

For more information, please refer to the source document, "Cultural Diversity and Inclusion Image Filter", by contacting info@specialolympics.ca

