

## Colour Blind Awareness Day 2022 - Action Toolkit

Colour blindness or Colour Vision Deficiency (CVD), is one of the world's most common inherited conditions, affecting an estimated 300+ million people worldwide. One in every 12 males and one in every 200 females are impacted by it. To address and raise awareness of this issue, the "Tackling Colour Blindness In Sport ([TACBIS](#))" programme was created, supported by EU Erasmus+ Sport funding.

The graphic is a promotional toolkit for Colour Blind Awareness Day 2022. It features a yellow header with the text 'ACTION TOOLKIT 2022' in large blue letters. Below the header, on the left, is a green rectangular area with a white eye graphic. Inside the eye, it says 'YOUR LOGO HERE'. Below the eye, it says 'WE ARE PROUD TO SUPPORT COLOUR BLIND AWARENESS DAY 2022'. To the right of the green area is a blue rectangular area with a yellow banner at the top that says '6 September 2022'. Below the banner, it says 'Colour Blind Awareness Day' in large yellow letters, and 'Help Raise awareness of colour blindness' in smaller yellow letters. At the bottom of the graphic, there are several logos: a circular logo with a soccer ball, a butterfly logo with 'COLOUR BLIND AWARENESS', 'OXFORD BROOKES UNIVERSITY', a logo with a horse head, 'KSI', the logo for 'FEDERAÇÃO PORTUGUESA DE FUTEBOL', 'FRF', and the European Union flag with the text 'Co-funded by the Erasmus+ Programme of the European Union'.

The TACBIS programme partners include the European Football Development Network (EFDN), Colour Blind Awareness, Oxford Brookes University, Randers FC, and the National Football Associations of Iceland, Romania, and Portugal, together with supporting partners including UEFA and the (English) Football Association.

As a partnership one of the main aims of the project it to raise awareness of colour blindness in sport and society and promote colour blind friendly environments.

### Become a supportive partner of #TACBIS and #ColourBlindAwarenessDay

- Individuals

On **6<sup>th</sup> of September 2022**, we invite individuals to share their life experience about their colour-blindness across social media channels. Whether you are a professional or amateur player, coach, fan, employee, volunteer, or parent, we invite you to share your story on social media channels and to raise awareness about the topic to get the attention you or your colour-blind friend deserves.

- Football and sports clubs

We invite clubs to act during Colour Blind Awareness Day 2022 to raise awareness of the implications of colour blindness for sport and to develop initiatives to make your club more inclusive. As one in 12 men and one in 200 women are colour blind, thousands of your fans will be affected (as well as your employees, including players) and they will all be delighted to learn you want to support them!

## Social media guidance

### Tackling Colour Blindness In Sport



Using our social media templates for the CBA Day 2022, all you need to do is to:

1. **Download the templates [here](#)**
2. Choose the colour template which best matches your own club/brand colours
3. Insert your logo in the iris of the eye (for instance via [canva.com](https://www.canva.com)), and
4. **share on your social media channels** to promote our simple message **on 6th of September 2022.**

Our simple message for everyone to share is:

**We are proud to support Colour Blindness Awareness Day 2022**

Please share the hashtags **#ColourBlindAwarenessDay** and **#TACBIS** to allow us to collect social media metrics for **2022.**

#### Accounts to tag

##### Twitter

- @TACBISproject
- @colourblindorg

Full list of hashtags: **#ColourBlindAwarenessDay #TACBIS #1in12men #1in200women #1in12boys #1in200girls**

##### Instagram

- @tacbis
- @colourblindorg
- @efdnfoundation

Full list of hashtags: #ColourBlindAwarenessDay #TACBIS #ColorBlind #ColorBlindAwarenessDay #1in12men #1in200women #1in12boys #1in200girls

Facebook

- @TACBIS
- @EFDN.org
- @ColourBlindAwareness

Full list of hashtags: #ColourBlindAwarenessDay #TACBIS #1in12men #1in200women #1in12boys #1in200girls

**Other resources you can use:**

- Colour Blindness in Football explainer video - [Videos available in 7 languages](#)

**Share information about your initiatives**

Already working with coaches and players to increase colour blind awareness? Now it is a great time to **share information about your initiatives!**

**Resource summary**

- Social media template, download [here](#)
- [Colour Blindness in football social media explainer video](#)
- [TACBIS website](#)

**Thank you for supporting Colour Blind Awareness Day 2022!**