



## Content Creation Checklist

The NNLM is committed to cultivating an inclusive and diverse community through its engagement and training. The resources you create are a critical window into the communities you serve and serve as a tool to sustain and advance engagement. Presenting authentic diversity and highlighting your priorities around inclusion in the resources created may yield stronger affinity and increased engagement among key audiences while demonstrating a serious commitment to equity.

As the Content Creator consider the following before making your resource publicly available.

- *Put a check mark by each statement if you agree with it.*
- *If you do not agree with the statement, consider what you may need to do so that you can.*

### General

Agree	General Statements
	I created this resource because it is relevant to the intended audience.
	I included one or more members of the intended audience in the decision-making, design, or development of the content.
	I used citations and/or links whenever possible for the audience to access more information.
	I considered other ways to present the content to meet the needs of a diverse intended audience.  <i>(I considered literacy levels, visual or auditory challenges, etc. that may not be addressed in the resource I created.)</i>

## Narrative

Agree	Narrative Statements
	I used words written at a reading level appropriate for the intended audience.
	I referred to an Inclusive Language Resource Guide when I developed this resource.
	I used appropriate and inclusive language and terminology.  <i>(I was careful not to make assumptions about biological sex, cognitive abilities, ethnicity, gender identity or expression, physical abilities, religious background, socio-economic status, family composition, lifestyle, sexual orientation, gender, ethnicity, age, or other characteristics.)</i>
	I avoided text that suggests that all members of an intended audience are similar.  <i>(I avoided terms like "all, everyone, etc.")</i>
	I used person-first language and terminology. I am careful not to use labels or acronyms that could be stereotyping or derogatory.
	I used text that includes the voice or words (quotes or endorsements) of one or more persons considered as a "trusted messenger" by the intended audience.
	Upon completing the resource, I read the narrative (as a whole) and included language that is an inclusive representation of many kinds of people.
	I made an effort to distinguish the role of genetics versus socioeconomic factors.  <i>(I made an effort to focus on social determinants, structural or environmental factors and tried not to victim blame.)</i>
	Before publishing this resource, I firmly believe this item welcomes engagement of people from diverse backgrounds and promotes inclusion and representation.
	I considered if the content would be better if developed in, or translated into, a relevant language for the audience intended.

## Images

Agree	Images Statements
	Before I included symbols or images of unknown value, meaning, or context, I consulted with a member of the intended audience to ensure its appropriateness to context and culture.
	I consulted with members of the intended audience of the appropriateness of the images or media created for this resource.
	I believe the images selected are affirming and honoring the intended audience.
	I believe the images or media in my materials represent a range of characteristics.
	I believe the selected images used are <b>not</b> perceived as promoting a stereotype or reinforce a social stigma.
	I believe the images selected reflect the intended audience.

## Accessibility

Agree	Accessibility Statements
	I used an <a href="#">Accessibility Checklist</a> to make sure that the resource is accessible for all users.
	I referred to the <a href="#">Web Content Accessibility Guidelines (WCAG 2.0)</a> for web-based content.
	I considered accessibility for resources shared on social media. (Refer to the <a href="#">Federal Social Media Accessibility Toolkit</a> for guidance.)
	I used descriptive text for hyperlinks and eliminated visual indicators. (For Example, “click here” or “this link”.)
	I used appropriate descriptive alternative text.
	I made captions available for spoken audio (if applicable)
	I ensured that captions are descriptive for the audience.

## Making Content Available

Agree	Making Content Available Statements
	I considered other information formats to present the content to meet the needs of a diverse intended audience.  (Video, podcast, electronic document, etc.)
	I considered how this resource would be presented online.
	I considered how this would look when shared on social media. (Refer to the <a href="#">CDC Health Communicator’s Social Media Toolkit</a> )
	I considered how this would look printed and/or made available electronically.
	I considered making the item an editable resource when published so that intended audiences may adapt the resource further for their communities.

*Note: This content is adapted from the All of Us Content Creation Check List, All of Us Program Cultural Humility 2020 Standards, and the DRIVE Curriculum Appraisal Tool.*

*Reviewed August 11, 2023*