



Moving with the times.

Avoiding jargon and stereotypes when talking about Scouts.

When talking about the Scouts we want to be friendly and approachable and jargon, abbreviations and outdated terms don't help. So here are our tips when talking about Scouts, especially when speaking to the media, writing on social media or chatting to parents.

Outdated language

We want people to think of Scouts as a modern, exciting place that gives young people skills for life. Some of these phrases can stop us showing that because they bring up the wrong stereotypes in people's heads.

- **Scout hut.** The word hut suggests wooden, unloved and horrible. Try using **Scout HQ** or **Scout hall** instead.
- **Campsite.** You think of a plain field that you camp in. There are plenty of Scout campsites across the UK, but if you also do activities there then they could be a **Scout Activity Centre** instead. Places like Ferny Crofts and Lyons Copse offer more than just camping so we should be recognising that. Plus it sounds cooler and more exciting.
- **Parade.** People think of flags and uniforms and marching and these are rarely the whole point of the event. For events like St. George's Day use **celebration** to recognise the whole event's purpose. For events like Remembrance Sunday use **service** to refer to the point of the event or a sentence like 'standing with our community'.

Some terms are Scout phrases but are no longer used. Newer leaders won't know about these so keep them in the loop by using these phrases instead:

- **Home contact** was replaced in 2010 by the **InTouch** system.
- **Jobs.** We're not paid so we have **roles** in Scouts.
- **Warrants** – use **appointments** instead.
- **Scout Fellowship** was replaced in the late 2000s by **Scout Active Support**
- **Venture Scouts** was replaced by Explorer Scouts and Scout Network in 2002.
- **Scouter.** It's an archaic phrase so unless they have a specific role as a county scouter, use leader or volunteer instead.

We are **the Scouts**. The full name of The Scout Association, or TSA, should only be used for technical or legal detail. If you need to refer to headquarters in Gilwell Park, London then use UK Scouts, Scout headquarters or even the Scout Information Centre instead.

Avoid using the term **scouting** where possible. **Use the Scouts** instead. For example, Barry has been an active member of the Scouts for over 30 years.

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Abbreviations

Where possible, keep abbreviations to internal scout communications. Always write it out in full somewhere first before then abbreviating it.

When speaking to those outside of Scouts, avoid abbreviations entirely. You can find more advice on speaking about people's roles in Scouts in our separate guide on that topic.

Avoid shortening place names – Hampshire, not Hants, and New Forest South, rather than NFS.

Your district may have a Scout Active Support unit, but isn't home to a SAS or SASU.

Famously, Cub Scouts do their best, but they don't abbreviate this to DYB and DOB anymore.

Referring to scout roles as abbreviations isn't always helpful. You should never introduce yourself as an BSL or DESC to those outside of Scouts as they won't know what it means. Check out our full guide on this called [You're A What? Using role titles when talking to those outside of Scouts](#).

Where can I find more?

- We have other guides that can help looking at things like tone of voice and talking about roles.
- Contact the Media and Communications (Perception) team at Hampshire Scouts if you want more specific advice. communications@hampshirescouts.org.uk
- The Scouts have an in-depth style guide which covers some of the finer points of spelling, grammar, capital letters and how we speak.
<https://members.scouts.org.uk/supportresources/search?cat=460%2C726%2C728>

Keeping in touch with Hampshire Scouts:

- Online at hampshirescouts.org.uk
- On Facebook at [facebook.com/HampshireScouts](https://www.facebook.com/HampshireScouts)
- On Instagram [@hampshirescouts_](https://www.instagram.com/hampshirescouts_)
- On Twitter at [@hampshirescouts](https://twitter.com/hampshirescouts)