

Introduction to inclusive and accessible communications. Reaching more disabled people.

Presented by Stacey Johnson

activityalliance.org.uk



**activity
alliance**

disability
inclusion
sport

What we will cover

1. The business case
2. Fonts, words and language
3. Digital communications and social media
4. Use of images

Inclusive communications resources



Topics:

1. Social media
2. Promoting events
3. Digital comms
4. Language
5. Accessible comms on a budget
6. Campaigns
7. Design
8. Photography
9. News
10. Checklist

Available in on www.activityalliance.org.uk/communications

The business case

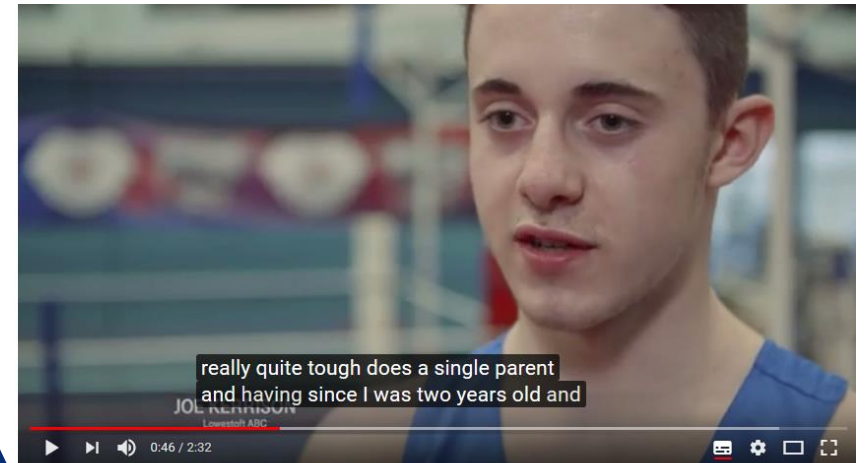


- Market power. 1 in 5 of us is a disabled person.
- UK population continues to age.
- The purchasing power of disabled people and their household is worth a huge £274billion per year.
- The click-away pound in the UK in 2019 stands at £17.1 billion.
- Businesses lose about £2billion a month by ignoring the needs of disabled consumers.
- Cost-cutting on inclusivity can result in higher costs later.
- It's the right thing to do - everyone's responsibility.

Digital communications and social media

Social media

- Image descriptions
- Emojis
- Videos
- Captions
- CamelCase in hashtags (#EachWordCapital)
- New accessibility features



Fonts, words, and language

Use	Avoid
Disabled person	The disabled, handicapped, crippled
Person or non-disabled person	Able-bodied or normal person
Person with a certain condition or impairment	Sufferer
Wheelchair or mobility-scooter user	Wheelchair bound, mobility-scooter bound or confined
Learning disability or person with an intellectual impairment	Retarded, backwards, slow, mentally handicapped
Dwarf, person of short stature or with restricted growth conditions	Midget
Deaf, hard of hearing, hearing impaired people	The deaf
Blind, partially sighted, visually impaired people	The blind
Brain injury	Brain damage

Extra reading:
Social and medical
model of disability



Communications barriers: language



Extra reading:
Plain English
campaign and
Flesch reading
ease score

The Plain English Campaign founded in 1979.

Helps to cut down on 'gobbledygook' and 'jargon'.

- Average sentence length of 15-20 words.
- Use everyday words.
- Use first and second personal pronouns- 'we', 'us' and 'you'.
- Use active sentences, not passive ones.

Readability

- Usually, a reading ease score of 60-70 is considered acceptable for web copy.

90 – 100	Easily understood by an average 11-year old student
60 – 70	Easily understood by 13-15-year-old students
0 – 30	Best understood by university graduates

Hemingway Editor (hemingwayapp.com)

Feedback | Help

Bold Italic H1 H2 H3 Quote Bullets Numbers Link

Write Edit

Desktop App

Just Released!
Version 3.0!

Tweet

Hemingway App makes your writing bold and clear.

The app highlights lengthy, complex sentences and common errors; if you see a yellow sentence, shorten or split it. If you see a red highlight, your sentence is so dense and complicated that your readers will get lost trying to follow its meandering, splitting logic — try editing this sentence to remove the red.

You can **utilize** a shorter word in place of a purple one. Mouse over them for hints.

Adverbs and weakening phrases are **helpfully** shown in blue. Get rid of them and pick words with force, **perhaps**.

Phrases in green have **been marked** to show passive voice.

You can **format** your *text* with the toolbar.

Paste in something you're working on and edit away. Or, click the Write button and compose something new.

Hemingway
Editor

Readability

Grade 6

Good

Words: 133

Show More

2 adverbs, meeting the goal of 2 or fewer.

1 use of passive voice, meeting the goal of 2 or fewer.

1 phrase has a simpler alternative.

1 of 11 sentences is hard to read.

1 of 11 sentences is very hard to read.

Fonts and font colours

Communications barriers: fonts

Is this easy to read?

Is this easy to read?

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Is this easy to read?

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Communications barriers: colour and alignment



Is this easy to read?

Is this easy to read?

Is this easy to read?

Is this easy to read?

Color Contrast Checker

[Home](#) > [Resources](#) > Color Contrast Checker

Foreground color: #0000ff [lighten](#) | [darken](#)

Background color: #ffffff [lighten](#) | [darken](#)

Contrast Ratio: 8.59:1

Normal Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

Sample:

Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

Sample:



ColorADD - Color Identification System | www.coloradd.net | copyright 2015

When writing text. Using full justification can make it harder to read. If you left justify where possible it will make it easier to read.

Waht ew tinhk
dyxlesia kloos lkie.

Actually, it's much
subcomplicated.
Abstract word can
complete disappear,
disorientation ses
mind view words
the 3-dimensionally.

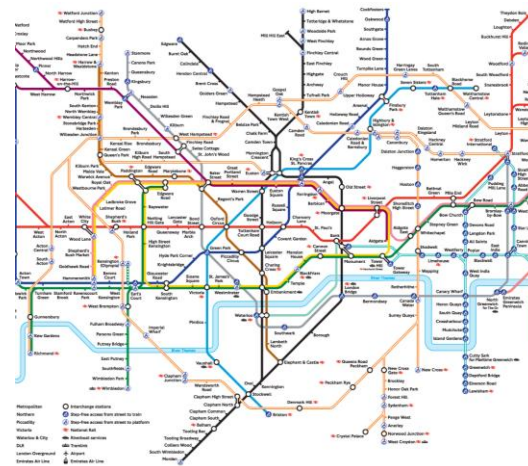
Image use



Images are not accessible to everyone but are great for enhancing your communications if you get it right. Here are some don'ts:



- **X** text over image



- **X** meaning only via colour



- **X** too much information



- **X** negative portrayal

Alt-text

- Needs description?
- Decorative?
- Other



Alt-text

- Needs description?
- Decorative?
- Other



Alt-text

- Needs description?
- Decorative?
- Other



75%
of disabled
people have
more than
on impairment

21%
of people in England
have an impairment of
health condition – around
11.5 million people

2%
Have a learning
disability – around
1.1million people
in England



**1.5
million**
people living
with sight loss
(limiting or non-limiting)



63%
of disabled people
are over the **age of 50**

1 in 4
people will experience
a mental health
problem each year



9.2m
people in
England have
some form of
hearing loss
(limiting or non-limiting)

Accessible formats and assistive technology

Communication barriers: channels

One size doesn't fit all but barriers can be similar. Discuss the barriers people with these impairment groups may experience in your communications.

Impairment groupings

- Blind/visual
- Deaf/hearing
- Learning
- Neuro diverse
- Mobility or physical
- Mental health condition

Barriers

- Print
- Websites
- Videos
- Posters
- Images/photos
- Language
- Layout
- PDFs
- Infographics

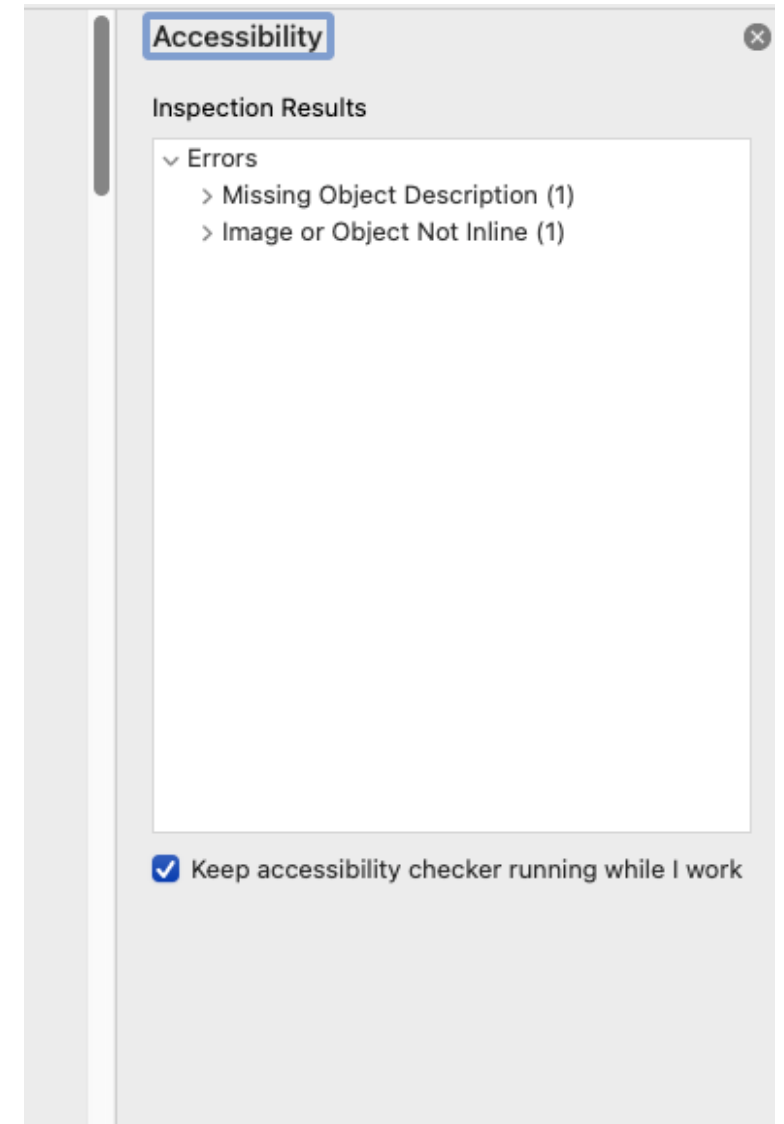
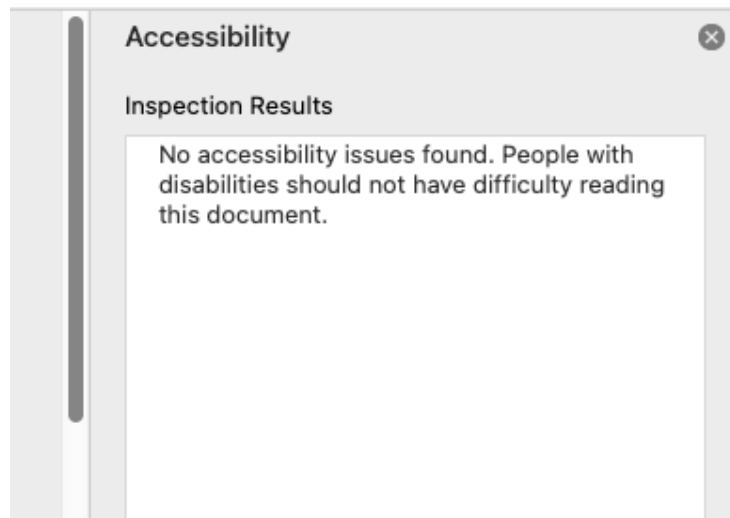
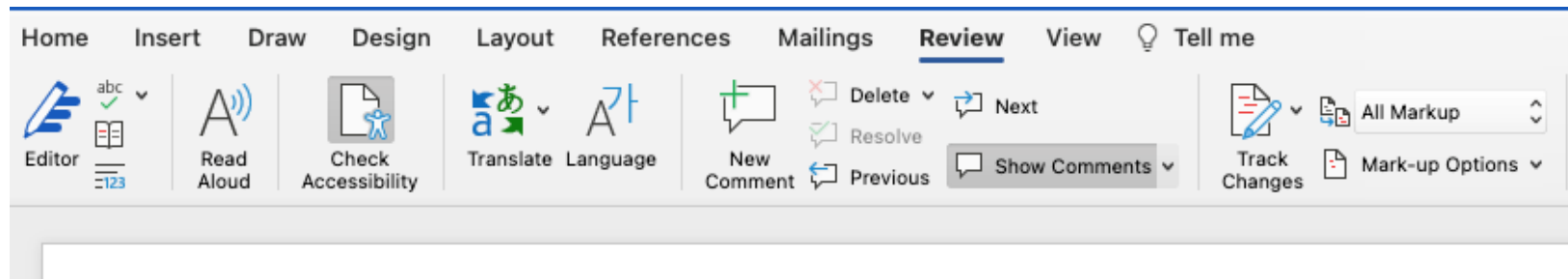
Accessible formats



- Accessible PDFs
- Accessible Word documents
- Audio descriptions
- Audio files
- Captioning and BSL interpretation on videos
- Easy read
- Textphone, text messaging
- Plain text versions of email flyers/newsletters
- Transcripts
- Braille

Extra reading:
Read about these
different formats
and collate a list of
suppliers

Accessibility Checker in Microsoft



Assistive communication technology

Examples include:

- Microsoft tools. E.g., read aloud and dictate in Word, colour view change in PowerPoint.
- Eye gaze, a traditional tablet - instead of using your hands or a mouse to navigate the screen, your eyes do the scrolling.
- Screen reading software provides a text-to-speech feature to read information out loud.
- Speech-recognition allows users with limited mobility to control the device with their voice.
- Screen enlargement applications.
- Reading pens - scan text in print mediums and convert it into speech.

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