Introduction to inclusive and accessible communications.

Reaching more disabled people.

Presented by Stacey Johnson

activityalliance.org.uk

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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

really quite tough does a single parent and having since I was two years old and
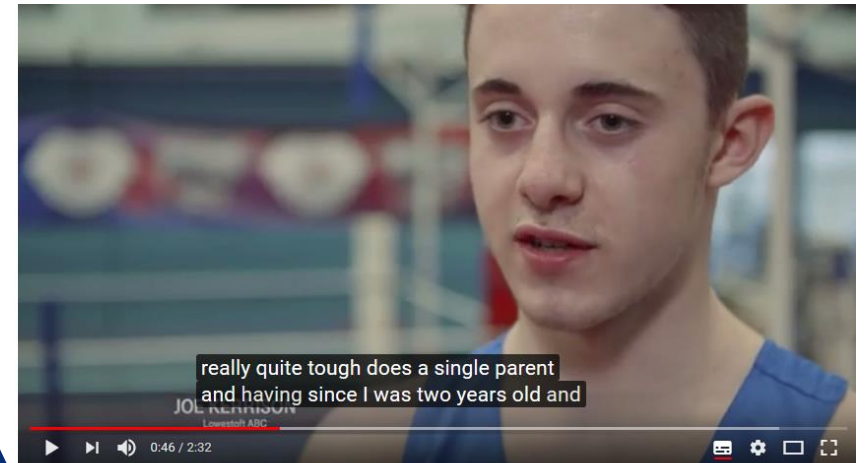
Fonts, words, and language

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

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)

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?

Is this easy to read?

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Is this easy to read?

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: I am normal text

Large Text

WCAG AA: **Pass**
WCAG AAA: **Pass**
Sample: **I am large text**

COLORBLIND VISION*

DEUTERANOPIA

* SIMULATION MADE BY ORACLE 1.1

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, much more complicated. Abstract word can complete disappear, disorientation mind view words 3-dimensionally.
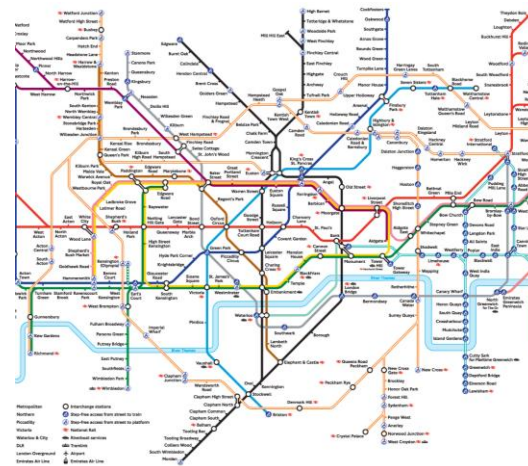
Image use

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

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
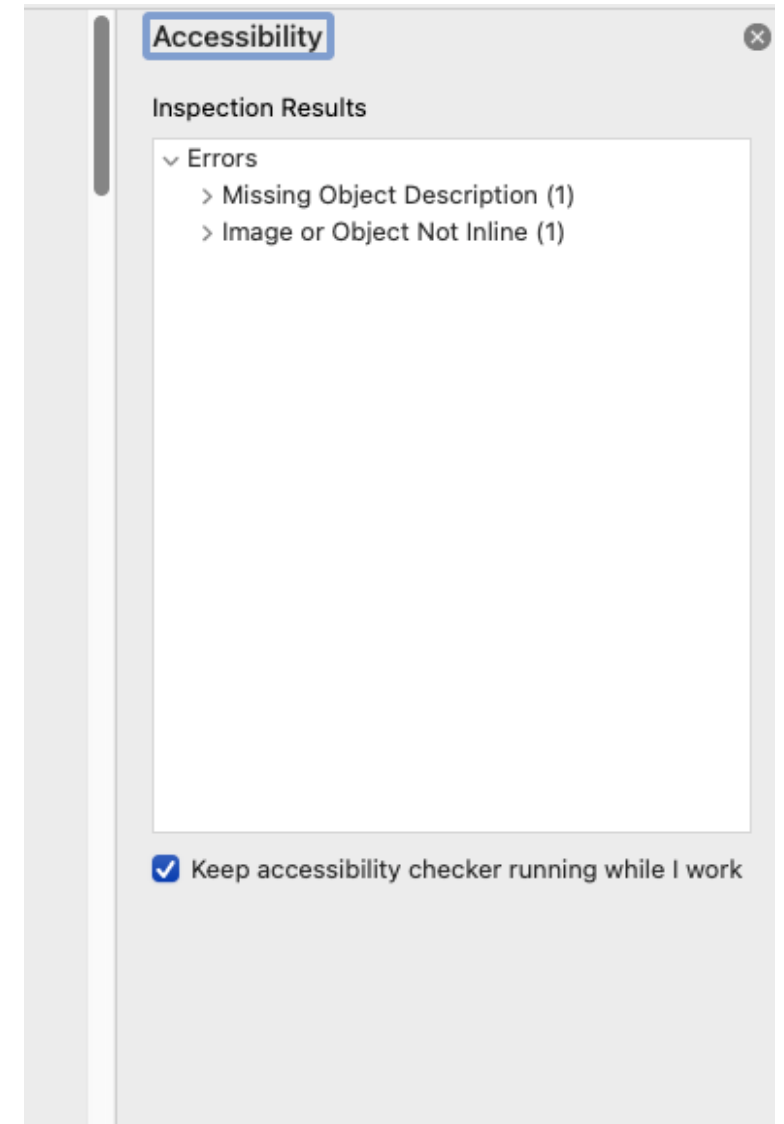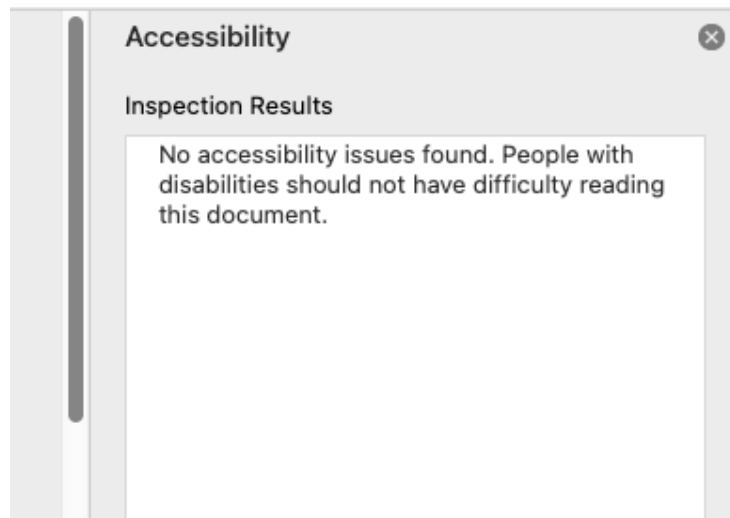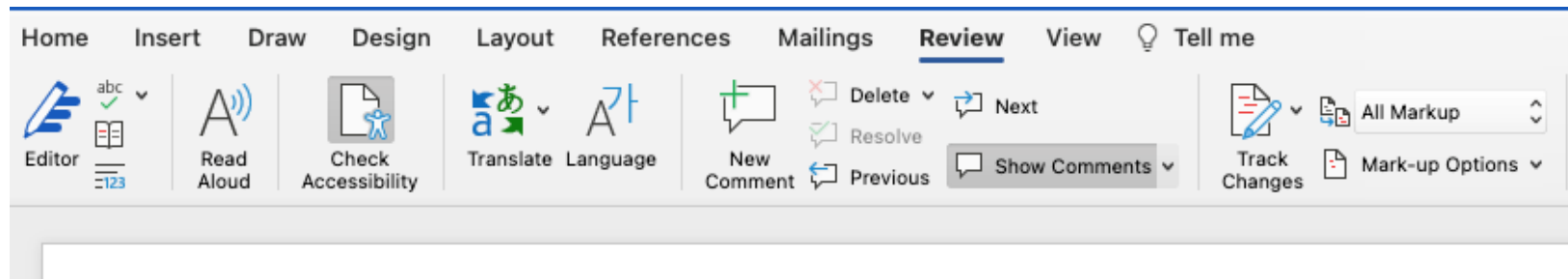- Language
- Layout
- PDFs
- Infographics

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

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.

Contact us:

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