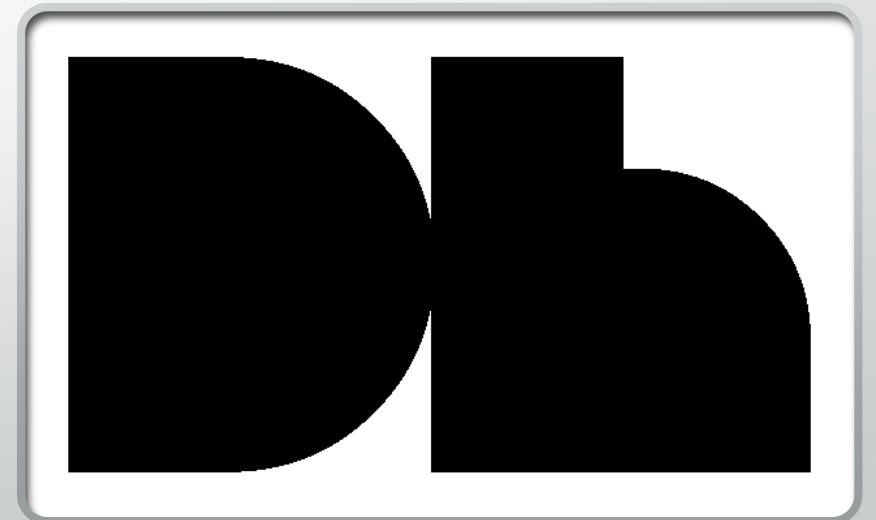


# Improving accessibility for and inclusion of people of all abilities

Sponsored by: The Washington State  
Department of Health COVID-19  
Vaccine Communication Efforts Grant  
2021



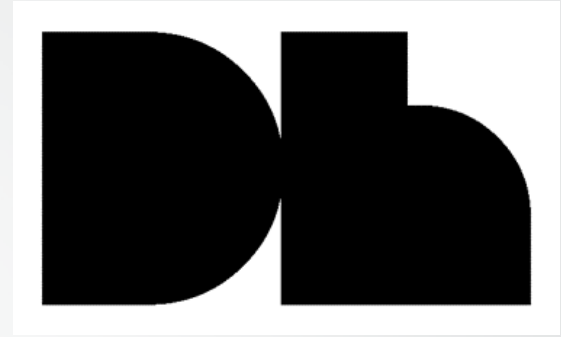


# Desautel Hege or DH Outreach Team

- ❖ Shireen Khinda, Senior Account Director
- ❖ Kathy Mellstrom, Communications Strategist
- ❖ Sarah Schwering, Community Outreach Coordinator
- ❖ Elizabeth Cronen, Community Outreach Coordinator
- ❖ Mark Fox, Community Outreach Coordinator

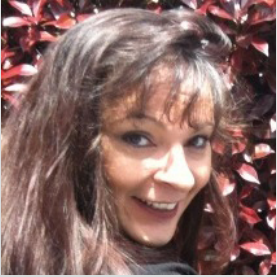


# Background of Project



- DH distributing funds to community-based organizations for COVID-19 vaccine communications and activations
- DH funding 122+ partners with over \$2.5M
- DH supporting all contracted partners in fulfilling their scopes
- UW is a contracted partner offering support to all other partners

## ADII's Planning Team



Tammi Olson



John McClure



Sara Cravens

# University of Washington CCER's Team



**Presenter:** Eva L. de Leon, Director  
Accessible Design and Innovative Inclusion (ADII)

**Presenter:** Linda Clemon-Karp, Acting Assistant Director  
Northwest ADA Center

UW- ADII Contact information:

[elarr@uw.edu](mailto:elarr@uw.edu) or [infoadii@uw.edu](mailto:infoadii@uw.edu)

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# UW- CCER

## Accessible Design and Innovative Inclusion

**Helps create inclusive, user-friendly, and accessible experiences for all.**

- ADA facility accessibility survey (medical, lodging, offices, restaurants, etc.)
- Communication tools and websites accessibility review and guidance
- Workplace accommodation analysis and accessibility



# Disclaimer

This event is funded under a grant from the Washington Department of Health (DOH). However, these contents do not necessarily represent the policy of the DOH, and you should not assume endorsement by the WA State Government.





# Learning Goals

1. Basics of accessibility and disability language & etiquette
2. Planning an accessible in-person or virtual event
3. Resources and free online course on disability topics
4. Accessibility Toolkit and Support for Partners

# What will you expect from this presentation?

- This webinar is available to the public!
- Live transcription and ASL are available.
- Presenters will identify self, describe important visual descriptions of the slide, and the slide number for accessibility.
- Because of time constraints, no Q&A during the live broadcast.
- Please write down questions you might have and submit them later to the presenters.
- Reach out to us. We are eager to assist YOU!





# 1. Basics of Accessibility and Disability Language & Etiquette

# What is Accessibility?


A "word used to describe whether a technology or a product can be used by people of all abilities."





# What is Accessibility?

“that people of all ages and with physical, sensory, and cognitive abilities must be able to get to, enter, and use the services provided in a facility.”



# Why should you care about Accessibility?

- There is always a solution to enhance everyone experience
- Universal design or accessible solutions benefits everyone.
- Disability will be or is part of life
- It leads to positive and safety experience for all

# Washington State's population include individuals with disabilities

Percentage of adults with select functional disability types: \*

Types of disabilities comparing U.S. with Washington

	U.S.	Washington
Mobility: Serious difficulty walking or climbing stairs.	12.9%	10.4%
Cognition: Serious difficulty concentrating, remembering, or making decisions.	11.4%	10.6%
Independent living: Difficulty doing errands alone, such as visiting a doctor's office or shopping.	7.0%	6.1%
Hearing: Deafness or serious difficulty hearing.	5.6%	5.8%
Vision: Blind or serious difficulty seeing, even when wearing glasses.	4.7%	3.6%
Self-care: Difficulty dressing or bathing.	3.8%	3.4%

\* Data Source: 2017 Behavioral Risk Factor Surveillance System (BRFSS).

\*\* Disability-associated healthcare expenditures are presented in 2006 dollars as reported in Anderson et al, 2010. This value represents approximately 26% of total healthcare expenditures for the state of Washington.

# Disability and COMMUNITIES



Disability is especially common in these groups:

**2 in 5**

adults age 65  
years and older  
have a disability



**1 in 4**

women have  
a disability



**2 in 5**

Non-Hispanic  
American Indians/  
Alaska Natives  
have a disability



Washington State's  
population include  
individuals with  
disabilities\*

\*Reference: [cdc.gov](https://www.cdc.gov)



# Disability Inclusion

## “Nothing About Us without Us”

“People with disabilities:

- Know what is best for them,
- Should be front and center as visible leaders to share their own voices and experiences,
- Should be valued as integral and essential contributors to every sector, industry, and community.”

Reference: HuffPost: <http://bit.ly/NothingAboutWithout> (9/5/2017)

# Basic Overview of Accessibility

## Communication Access-

- **Video content** - open or closed captions, audio descriptions, narration, on-screen text
- **Print, Web, and Social Media content** - contrast, font style, links and URLs, description for images (alt-text)

## Physical Access -

transportation access, vaccination sites, parking, path of travel, restrooms, signs or directional information, maps, etc.

# Making Videos Accessible For All Learners

Tips for Online Learning

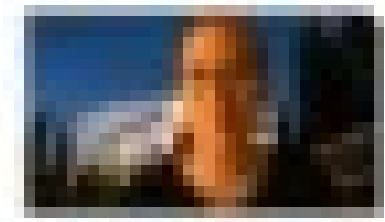
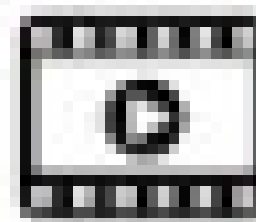
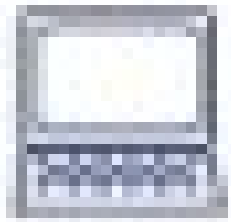
MAKING VIDEOS  
ACCESSIBLE  
FOR ALL  
LEARNERS



June 2021

# Social Media Posts (hashtags, URLs)

hashtags • URL



2 Changes

+2 Day

4 Access

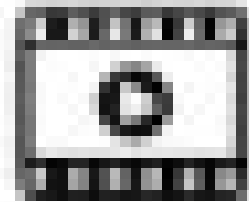
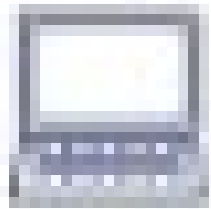
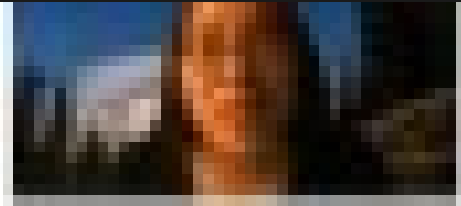
and UW-CCER



# Text: Style and Contrast

TEXT

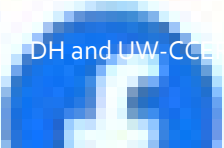
style • contrast



2 Changes

+2 Day

4 Access



DH and UW-CC

# Accessible Parking





# Disability Language and Etiquette



**Guest Presenter:** Linda Clemon-Karp (she/her)

Acting Assistant Director

Northwest ADA Center

Cell: 206-390-5666

[lindack1@uw.edu](mailto:lindack1@uw.edu) | [www.nwADACenter.org](http://www.nwADACenter.org)



## 2. Planning an accessible in-person or virtual event

# What is an accessible event or virtual meeting?



# An accessible in-person event:

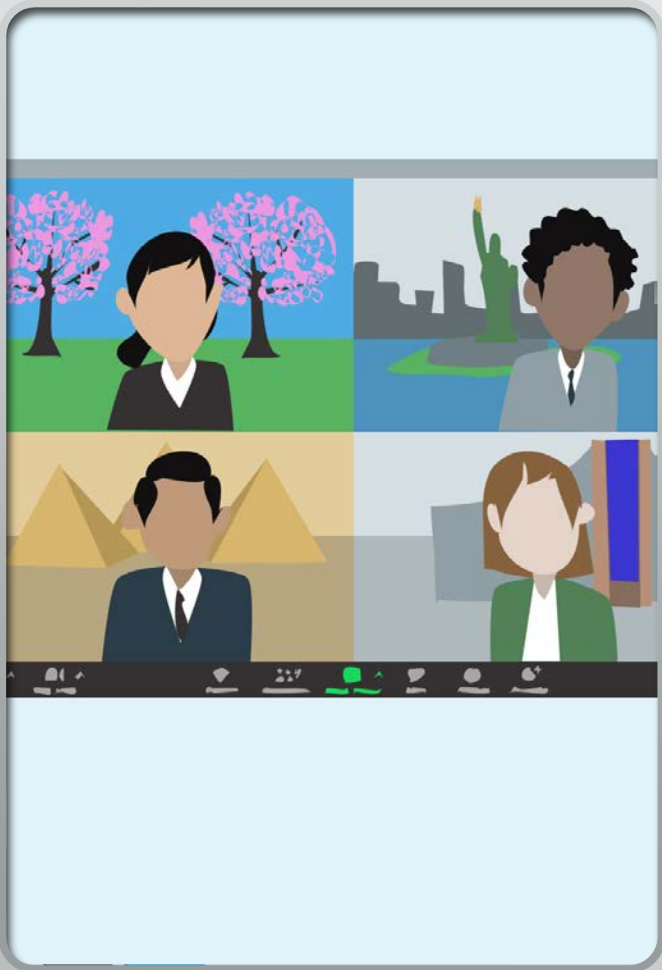
- Determine the type of venue in advance.
- Plan for accommodation needs prior to the event.
- Create documents that are easy to read.
- Use words your customers or audiences will understand.
- Ensure presentation materials are accessible to everyone.

## Neurodiversity



# An accessible virtual meeting:

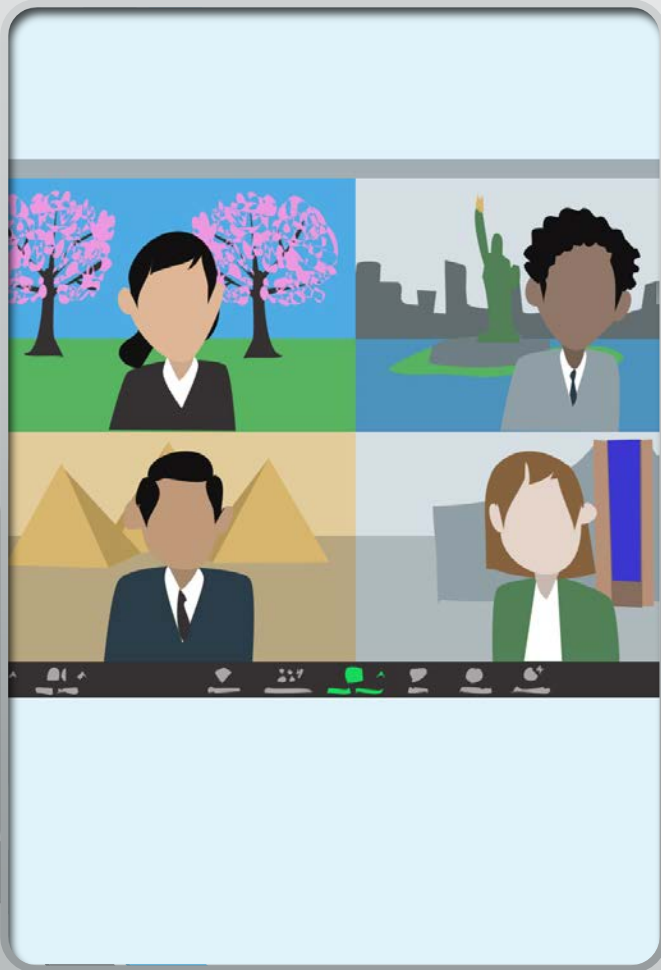
- Understand accommodation needs and use of accessibility features (e.g., Zoom or MS teams' auto-captioning).
- Ensure that presenters are aware of your commitment to disability – inclusive meetings.
- Conduct presentation rehearsals (with the hosts, co-host, presenters, etc.) involving technical or complex elements during the presentation.
- Contact our UW team for technical assistance on setting up an accessible and inclusive meeting/event.



# An accessible virtual meeting continue..

Presenters know how to make content of presentation accessible to everyone.

- **Identify self** before speaking and repeat questions posted by audience before responding.
- **Describe all images** relevant to the content of the slide and the **slide number** that they are on.
- Provide **captioning and an ASL interpreter** if you have an event open to the public or diverse audience.
- Provide **instructions and handouts** regarding key features that will be utilized during the session in advance.





# Best practice tips for planning an accessible event

1. Understand that there is **no “one-size-fits-all” solution**.
2. **Explore ways to accommodate** the diverse needs of each population or customers you serve.
3. Having an **accommodation policy** in place.
4. **Train staff** and volunteers who encounter the public about accessibility available in your facility.
5. **Inform the public** about those equipment and services through signage, marketing materials, website, and other means available



### 3. Resources and free online course on disability topics

# Resources for Partners

- Disability Language & Etiquette – please contact us @ [nwadactr@uw.edu](mailto:nwadactr@uw.edu)
- Face Masks: COVID rules for business - <http://bit.ly/CovidMasksBiz>  
“ADA Title III and COVID-19 Public Health Mandates: Balancing Non-discrimination with Public Health Safety in Businesses During COVID-19”
- The recording of this presentation will be available:
  - ✓ [www.ccer.org](http://www.ccer.org)
  - ✓ [Accessibility Toolkit](#): <http://bit.ly/DHAccessToolkit>
- PowerPoint slides will be made available in the Accessibility Toolkit as well as [www.ccer.org](http://www.ccer.org).



## UW- CCER Center for Continuing Education in Rehabilitation



**Northwest ADA Center | [nwadacenter.org](http://nwadacenter.org)**

**Training, technical assistance, material dissemination, and research on various ADA topics:**

- Disability language and etiquette, workplace accommodation,
- Face coverings and understanding requirements under the ADA
- Accessibility of medical site facilities (COVID testing and vaccination sites)



# UW- CCER

## Center for Continuing Education in Rehabilitation

**Training, consultation, and technical assistance:**

### **Vocational Rehabilitation Professionals**

Disability topics: Traumatic Brain Injury (TBI), mental health conditions, Ethics in public services, Leadership Institute program and communities of practice for Rehab Professionals, etc.

### **Conference Coordination and Management (Virtual/In-Person)**

Types of conference: Behavioral Health of WA, Employment Services, TBI State/National, Community & Employment Providers (e.g., serving people who are experiencing Homelessness, etc.)



## 4. Accessibility Toolkit and Support for Partners



# DH's Accessibility Toolkit

- Resources to help you learn more about creating accessible content
- Access the toolkit via DH's Messaging & Assets Dropbox:  
<http://bit.ly/DHAccessToolkit>
- Messaging & Assets folder with the Accessibility Toolkit

# DH's Messaging & Assets

Desautel Hege > DOH Community Media Outreach > Messaging & Assets 🔍 Search

**Overview** Hide

Click here to describe this folder and turn it into a Space Show examples

📁 Upload 📄 Download 📁 Move 📄 Copy ✎ Rename ⋮

<input type="checkbox"/>	Name ↑	Modified	Members
<input type="checkbox"/>	📁 _DH Created Assets	☆ --	28 members
<input type="checkbox"/>	📁 _DOH Logos	☆ --	28 members
<input type="checkbox"/>	📁 _Funding Resources for Partners	☆ --	28 members
<input type="checkbox"/>	📁 _Vaccine	☆ --	28 members
<input type="checkbox"/>	📁 _Vaccine Locator by language	☆ --	28 members
<input checked="" type="checkbox"/>	📁 Accessibility Toolkit	☆ --	28 members
<input type="checkbox"/>	📁 Community Vaccination Event Guidance	☆ --	28 members
<input type="checkbox"/>	📁 Exposure, Symptoms, Quarantine	☆ --	28 members
<input type="checkbox"/>	📁 Flu Vaccine Promotion	☆ --	28 members
<input type="checkbox"/>	📁 Gatherings	☆ --	28 members
<input type="checkbox"/>	📁 General COVID 19	☆ --	28 members
<input type="checkbox"/>	📁 Gratitude	☆ --	28 members
<input type="checkbox"/>	📁 Masks	☆ --	28 members

# UW-CCER Contact Information

## **Accessible Design and Innovative Inclusion team:**

email: [infoadii@uw.edu](mailto:infoadii@uw.edu) / [elarr@uw.edu](mailto:elarr@uw.edu)

direct: 425-771-7425

Web: [www.ccer.org](http://www.ccer.org) or [www.ccer.org/adii](http://www.ccer.org/adii)

## **Northwest ADA Center:**

Toll-free: 1-800-949-4232 | email: [nwadactr@uw.edu](mailto:nwadactr@uw.edu)



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