Access and Inclusion
Planning for Accessibility

• Understand the range of access needs
  • Interpreters
  • Plain language
  • Flexibility
• Accessible platforms: designing accessible resources
• Other auxiliary aids
• Leverage existing resources through partnership
Considerations for Access (1)

Telephone Advocacy

• Clarify needs at the beginning of the call and then check in throughout
• Train staff on working through Video Relay Service (VRS) and let the community know you are prepared
• Build in more time
• Decide now how you will work with someone who relies upon a support person to communicate
• Don’t pretend to understand someone if you don’t
Considerations for Access (2)

Text/Chat -based Advocacy

- Check in about access needs at the beginning and throughout the exchange
- Communicate using short and direct sentences
- Remember that English may not be the survivor’s first language (GLOSS)
- Use the simplest terms as possible
- Avoid acronyms and jargon
- Build in more time, be patient
- Ask for clarification
Considerations for Access (3)

Video–based Advocacy

- Understand the limitations of the platform you are using
  - Video resolution
  - Ease of use
  - Reliance on bandwidth
  - User’s experience with platform
- Explain confidentiality and privacy concerns in ways that are clear and understandable
- Ask for clarification
Considerations for Access (4)

Social Media

- Include #hashtags and @mentions at the end of tweets and posts.
- Capitalize the first letter of each word in hashtag—this is called camel case: #VeraInstituteOfJustice
- Draft tweets/posts in advance and test them using screen reader software before posting to social media
- Screen readers can read emoji. Be strategic about where emoji are located in your posts.
- Avoid interspersing emoji between words, which awkwardly breaks up phrase.
- Add alternative text to social media images/videos
Considerations for Access (5)

Website

• Include alternative text for all images and non-text items (charts, buttons, graphics)
• Caption videos and include audio descriptions
• Use descriptive hyperlinks
• Ensure high color contrast
• Use sans serif font
• Ensure keyboard navigation

• Use heading level structures
• Use descriptive labels (label form fields)
• Offer re-sizable text options
• Make sure your site is also mobile-friendly
• Avoid content that blinks or moves automatically
• Use more than color to convey meaning
We’re here to help!

Disability and Deaf Resource Center

cvs@vera.org

https://www.endabusepwd.org/