

Webinar on disability inclusive & accessible communication

Bridging the Gap

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Content

- Importance of inclusive & accessible communication
- Basic principles of inclusive communication
- Tips and tricks on inclusive communication
- Examples of innovations
- Questions & Answers

Relax!



“Strive for continuous improvement, instead of perfection.” - Kim Collins

Importance of inclusive & accessible communication

....States Parties shall take appropriate measures to ensure to persons with disabilities access, on an equal basis with others, to the physical environment, to transportation, **to information and communications, including information and communications technologies and systems**, and to other facilities and services open or provided to the public, both in urban and in rural areas.

Art 21. Freedom of expression and opinion, and access to information

States Parties shall take all appropriate measures to ensure that persons with disabilities can exercise the right to freedom of expression and opinion, **including the freedom to seek, receive and impart information and ideas on an equal basis with others and through all forms of communication of their choice.**



- a) **Providing information** intended for the general public to persons with disabilities **in accessible formats and technologies appropriate to different kinds of disabilities** in a timely manner and without additional cost;
- b) **Accepting and facilitating the use of** sign languages, Braille, augmentative and alternative communication, and **all other accessible means, modes and formats of communication** of their choice by persons with disabilities in official interactions;
- c) **Urging private entities** that provide services to the general public, including through the Internet, **to provide information and services in accessible and usable formats** for persons with disabilities;
- d) **Encouraging the mass media**, including providers of information through the Internet, **to make their services accessible** to persons with disabilities;
- e) Recognizing and **promoting the use of sign languages**.

Basic Principles of Inclusive Communication

Barriers

Attitudinal barriers



Communication barriers



Physical barriers



Institutional barriers



What is inclusive and accessible communication?

“create a supportive and effective communication environment, using every available means of communication to understand and be understood”

(Royal College of Speech and Language Therapists, 2003).

- Two-way communication
- It benefits all audiences

Tips and Tricks on inclusive communication

- Disability friendly language
- How do we portray people with disabilities in our communications?
- Accessibility needs
- Inclusive ICT
- Inclusive Documents & Presentations
- Inclusive meetings

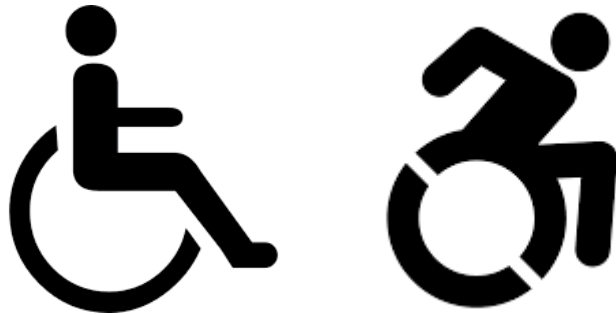
Disability Friendly Language

Disability Friendly language

- Call people by their name
- Use people-first language
- Ask
- Avoid euphemistic terms
- People with/without disabilities
- Avoid acronyms



How do we portray people with disabilities in our communications?



Rightsbased communication

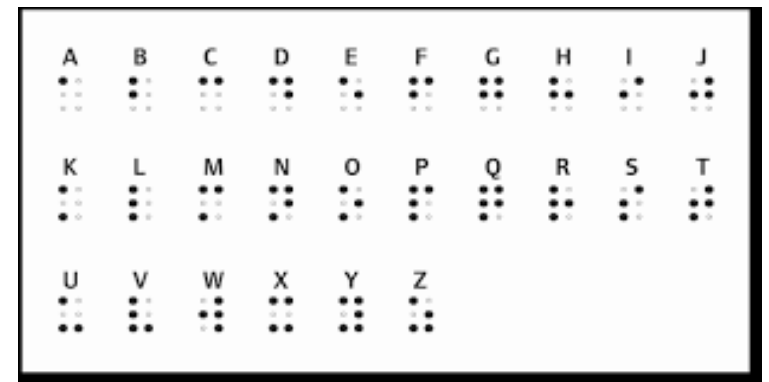
- With dignity
- As active participants
- Let people with disabilities speak for themselves
- Also portray people with disabilities when the topic is not disability related

How to overcome communication barriers?

- Use different formats to bring your message across
- Familiarise yourself with the accessibility needs of people with different kind of impairments
- Just ask, don't assume

Communication needs of People with visual impairments

- **Access to text** – large print, braille, speech software, audio description
- **Access to visual information** – of pictures & movies



Communication needs of people with hearing impairments

- Access to spoken language & sounds: Sign Language, closed captioning, subtitles



Communication needs of people with speech impairments

- Possibility to express themselves



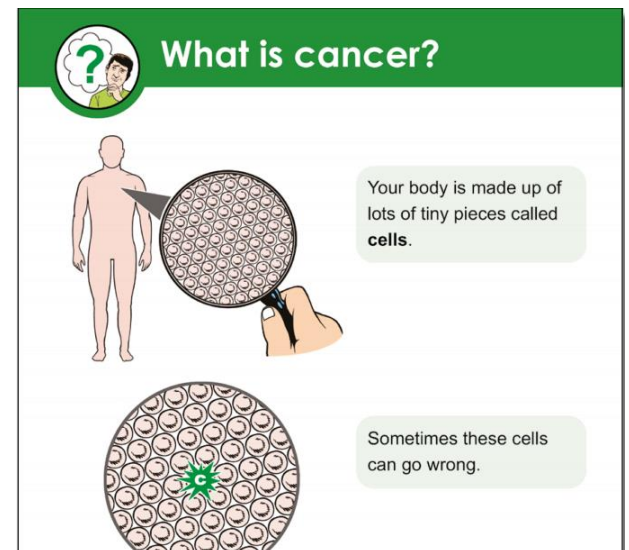
Communication needs of people with intellectual disabilities

- **Plain language/ easy read**
- **Pictorial information**

More information:

[a guide to producing easy read documents](#)

[easy read guidelines EU](#)



How to gather more skills on inclusive communication?

- Invite resource persons to your organisation to give a training
- Search for online resources: e.g: [Resource book on Disability Inclusion LFTW](#)
- Just do it!



Inclusive ICT

Web Content Accessibility Guidelines (WCAG)

The WCAG documents explain how to make web content more accessible to people with disabilities

[WCAG website](#)

Video on web Accessibility Perspectives



Promoting the Rights of Persons with Disabilities in the Digital Age

[online resource center of G3ICT](#)

Resource Center

[Country Dashboard](#)



Explore 121 individual country report cards for States Parties to the CRPD tracking their progress in implementing digital accessibility.

[DARE Index](#)



The latest unique resource for advocates and policy makers to benchmark progress in ICT accessibility around the world.

[Buy ICT 4 All Portal](#)



A new G3ict's portal dedicated to procurement and policy, ICT accessibility standards, case studies and good practices.

[Smart Cities 4 All](#)



G3ict and World Enabled 'Smart Cities for All' initiative defining the state of ICT accessibility in Smart Cities that are worldwide.

[ITU-G3ict e-Accessibility Policy Toolkit](#)



A comprehensive online resource for policy makers implementing the CRPD.

[Research Programs](#)



[Access to Justice](#)
[Financial Accessibility Services](#)
[Higher Education Forum](#)

[Daily Headlines](#)



Read headlines from around the world related to ICT accessibility and latest cutting-edge innovation.

[Publications](#)



Browse the entire list of Publications, including books, reports and white papers (G3ict published and external).

Digital Accessibility Rights Evaluation Index

Top three countries on the DARE index

| High income countries | Upper Middle income countries | Lower middle income countries | Low income countries |
|-----------------------|-------------------------------|-------------------------------|----------------------|
| Oman | Brazil | Kenya | Malawi |
| France | South Africa | Ukraine | Ethiopia |
| US | Russian Federation | Angola | Haiti |
| Qatar | | Zambia | |

More info on digital accessibility:

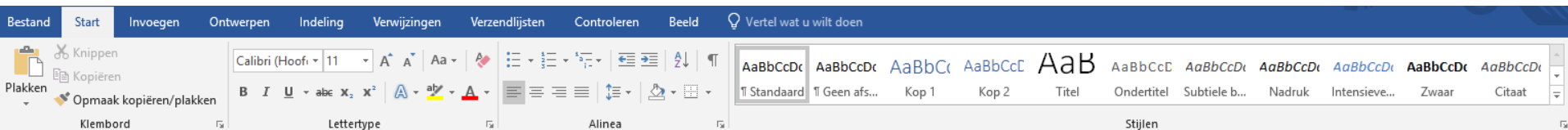
[Digital accessibility toolkit CBM](#)

Accessible Word Documents

basic tips

Make a good document structure:

Use “Styles” for making a Title, Heading 1, Heading 2 etc.



Accessible Word Documents

basic tips

Give each picture or diagram a description (alt text)



Alternatieve tekst ▾ ×

Hoe zou u dit object en de bijbehorende context beschrijven aan iemand die blind is?

(1-2 zinnen aanbevolen)

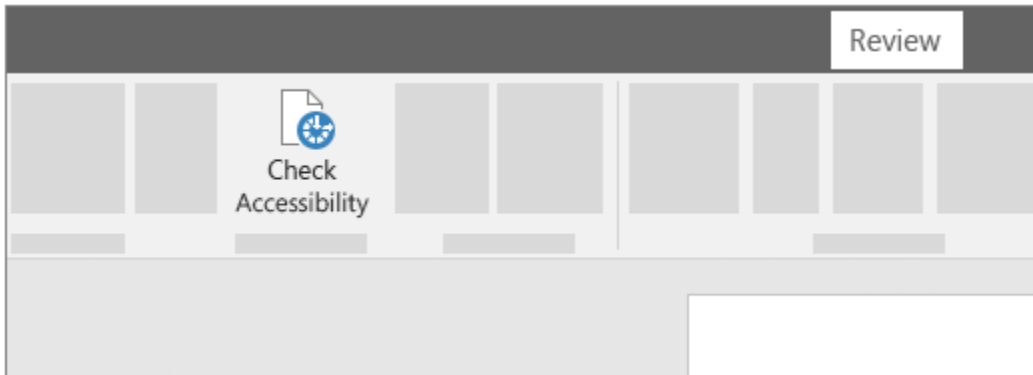
Sign Language Interpreter on TV

Beschrijving genereren

Accessible Word Documents

basic tips

Use the Accessibility Checker to find accessibility issues in your document



Accessible Presentations

Same as above

- Good contrast of letters & background
- Be cautious with transferring PPTs to PDF files

More info on accessible documents and presentations:

[IDDC Accessibility Guidelines](#)

[Bridging the gap inclusive communication guidelines](#)

Inclusive Meetings

Detailed guide:

[Guide on hosting-accessible-events-and-meetings
- Ryerson University](#)

Short checklist for inclusive meetings:

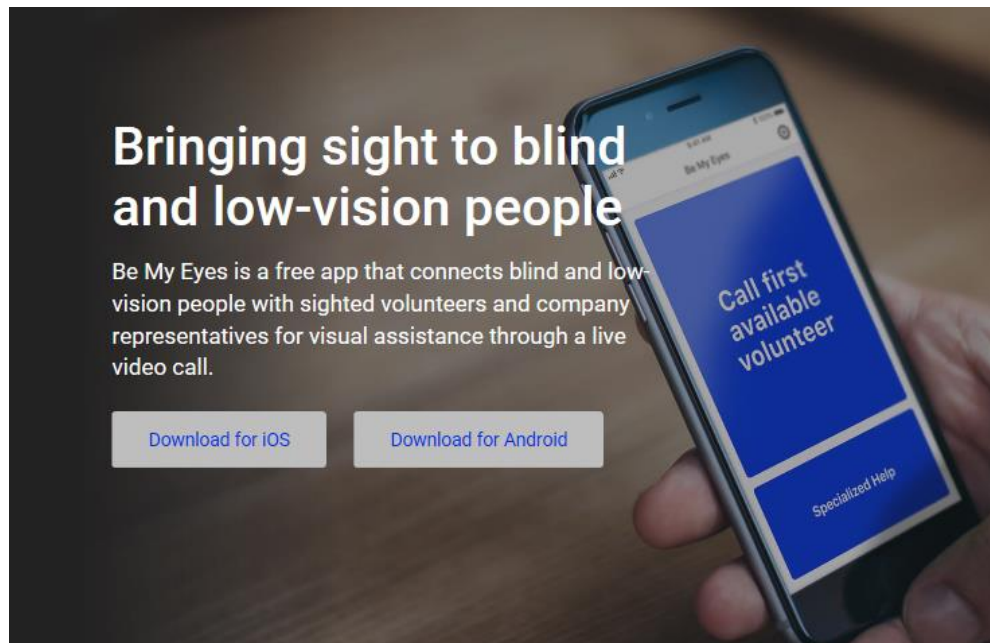
[IDDC Accessibility Guidelines](#)

Examples of innovation

Be My Eyes App

[Video of Norbert - user of app](#)

[Be My Eyes website](#)



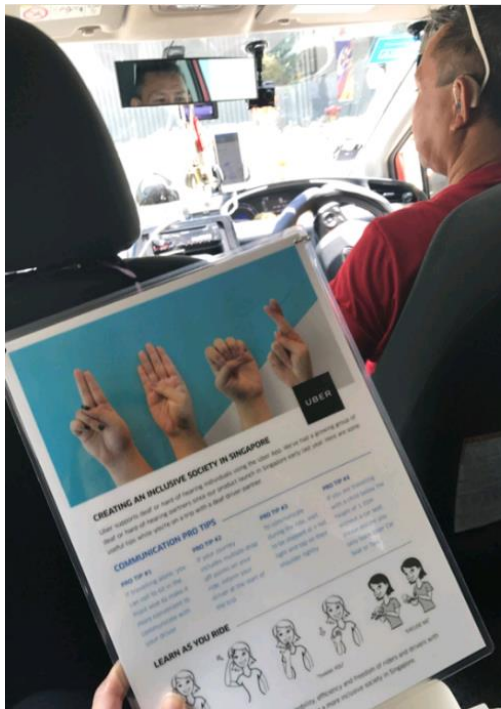
Video Relay Service/ Video interpreting service

Real time sign language interpretation via a video connection

[example video relay service HSBC bank](#)

Example

Uber makes app accessible for deaf drivers





Microsoft Accessibility Learning Webinars

Accessibility Learning Webinars



Microsoft

Thank you for your attention!

Questions

Feedback

Your own good practices