

ELEVATION

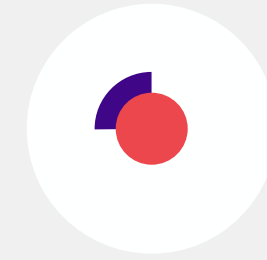
Accessibility Guide



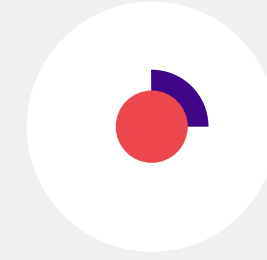
National Communication
Association
8 May 2024



Agenda



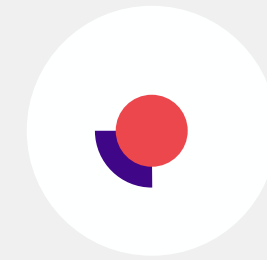
Meaning of accessibility



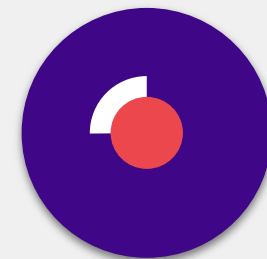
Types of disabilities



Discussion of your audience



Inclusive design practices at Elevation



Next actions for your team

What does it mean to be **accessible**?

Removing barriers on your website to people with vision, hearing, mobility, and cognitive impairments.

Vision

Blind/colorblind
Blurred vision
Glare from sunshine on screen



Hearing

Deaf
Ear infection
Background noise



Cognitive

Dyslexia
Drowsiness
Flashing lights

Mobility

Paralysis
Broken arm
Hands full

The **time** factor

Disability occurs across a spectrum. Solve for permanent conditions, and you solve for all related conditions. Impact is far-reaching.

Permanent

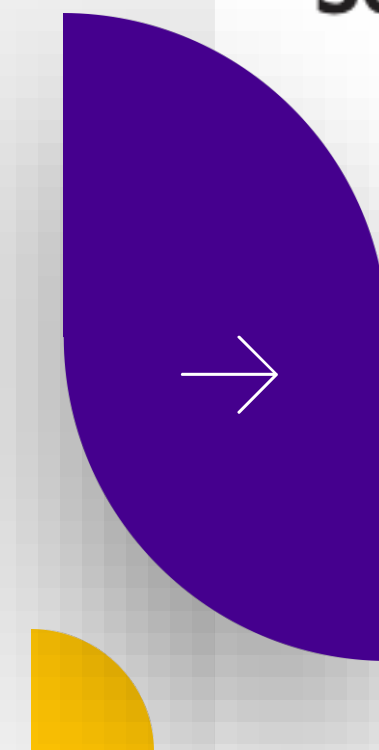
Hereditary condition or one that has no cure










Temporary

Condition that has a cure or resolves over time

Situational

Induced by changing environmental factors



	Permanent	Temporary	Situational
Touch	 One arm	 Arm injury	 New parent
See	 Blind	 Cataract	 Distracted driver
Hear	 Deaf	 Ear infection	 Bartender

How many
people
experience some
form of **disability**?

1.3 billion

Or 16% of the global population. Disability prevalence is higher in developing countries and among disadvantaged groups.



That figure rises to **6.37 billion** when you include family of those with disabilities.

Representing **92%** of the population, they vote with their dollars for inclusive companies and organizations.



Source: Pew Research Center (2020, March 31). [Link](#)





VISION

Related Conditions,
Simulations, &
Guidance



Common vision-related conditions

- 
- P**
 - Blindness [0.3%]
 - Colorblindness* [3.7%]
 - Refractive problems [46%]
 - T**
 - Macular degeneration* [1% over age 50]
 - Cataracts* [7.5% over age 40]
 - Diabetes-related vision loss* [2.9%]
 - Glaucoma* [0.9%]
 - Conjunctivitis (pink eye) [1.8%]
 - S**
 - Sun glare
 - Poor lighting
- 

*Age-related

1% = 3.3M



Writing alt text

Allows screen readers and search engines bots to interpret your non-text content

- Keep it short (125 characters or less)
- Make it descriptive and relevant to the surrounding text, capturing the original intent of including the image
- Try to include your SEO keywords
- Leave alt text **blank** for decorative-only images



OKAY: ``

BETTER: ``



Vision-related affordances



1

Always use **12pt** font minimum for body text, **14pt** min for header text, and be concise with your content!

2

Don't put text that conveys important meaning inside images **alone**¹

3

Avoid color references in text, or using color or other formatting alone to convey meaning

4

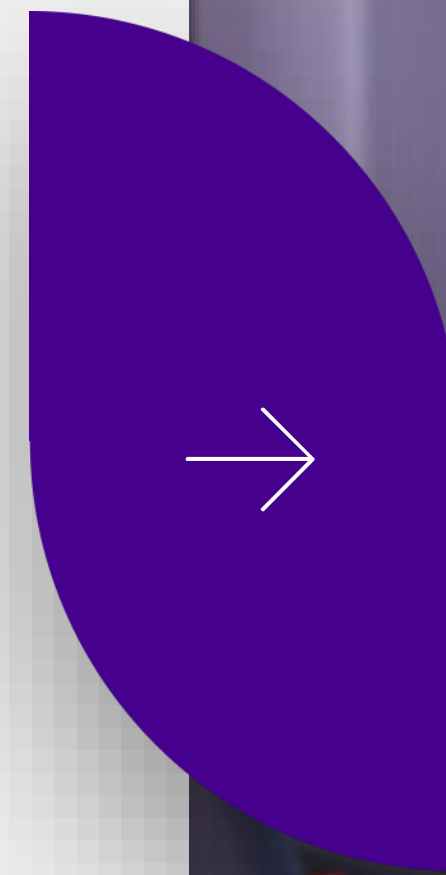
Provide **alt text** for all non-decorative images

5

Use **descriptive link text** or **ARIA labels** so people with vision loss can more easily use screen reader link lists²

Vision impairments among your audience

Are you aware of any vision-related issues your audience experiences?



Color & Text Contrast



ON CURRENT WEBSITE

Events

VIEW FULL

MAY 15 2024 Call for NCA Nation Award Nominations

JUN 04 - 07 NCA Doctoral Honors Seminar, University of

NCA Insti

What is NCA?

What is Communication?

2:1

7.1:1

5.7:1

IN CURRENT PALETTE/LOGO

4.5:1 - The Magic Ratio

[Success Criteria 1.4.3 Contrast \(Minimum\)](#) of the WCAG 2.1 AA standard mandates a minimum contrast between foreground and background of 4.5:1. [This free contrast checker tool](#) was used to test your current color palette.



HEARING

Related Conditions,
Simulations, &
Guidance



Common hearing-related conditions

- P
 - Deaf [0.2%]
 - Hard of hearing* [2.2%]
 - Tinnitus* [7.46%]
- T
 - Cardiovascular disease* [48%]
 - Ear infection
 - Head trauma
 - Swimmer's ear
- S
 - Prescription drug side effects [66%]
 - Noisy background
 - Slow WiFi connection



*Age-related

1% = 3.3M





Hearing-related affordances



1

Provide time-synchronized **captions** for all video content and include audio description ([instructions](#))

2

Provide **transcripts** for all video and audio content

3

Provide **translations** of captioned and transcribed content for common languages among target audience

4

Never auto-play audio content on your website without providing a way to mute sound

5

Serve video content through a **third party** like YouTube or Vimeo to prevent slow page loading and the need for transcripts to consume video content

YouTube automatic captions typically provide about **60-70%** accuracy, which means that 1 in 3 words can be wrong.



University of Minnesota, "[Correcting YouTube Auto-Captions](#)" (2023)



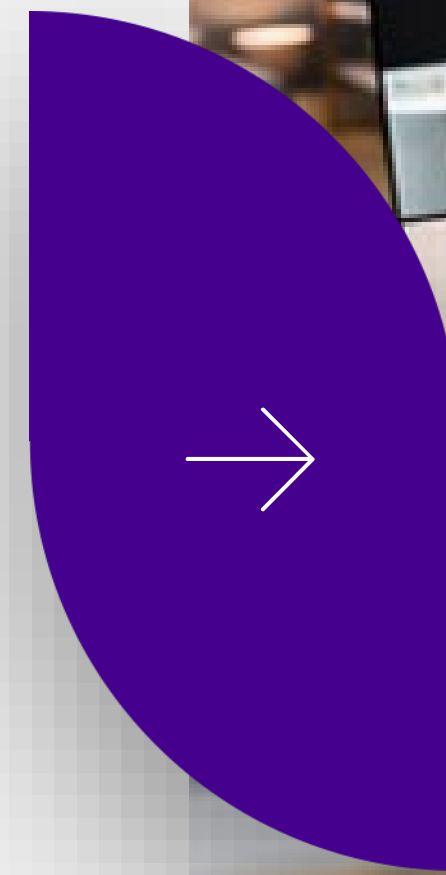
80% of people use closed captions for reasons other than hearing loss.



Klein, Rebecca. *"How Many People Use Captions and Subtitles?"*
3Play Media(5 Nov 2022)

Hearing impairments among your audience

Are you aware of any hearing-related issues your audience experiences?






MOBILITY

Related Conditions,
Simulations, &
Guidance



Common mobility-related conditions

- 
- Spinal cord injury [0.1%]
 - **Loss of limb(s) [0.52%]**
 - Multiple sclerosis [0.21%]
 - Fibromyalgia* [2%]
 - Arthritis* [24%]
 - **Hand tremors* [1%]**
- P
- Repetitive Strain Injury (RSI) [9%]
 - Restless Legs Syndrome [7%]
- T
- Hands full (carrying a baby, large box, etc)
 - Dead mouse/keyboard batteries
- S

*Age-related

1% = 3.3M





Mobility-related affordances



1

Write concise body and button content so we can **leave plenty of space** between page elements

2

Write **unique and descriptive** page titles and headers so keyboard navigators can find what they need faster

3

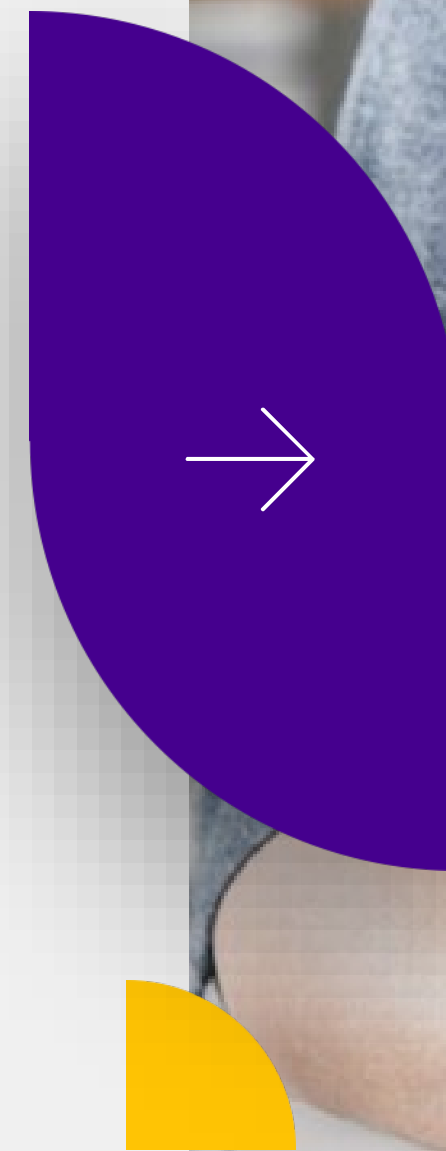
Avoid the request to place important text in hover states **only** (barrier for those who don't use a mouse)

4

Avoid designs that require **mouse interaction** or **rapid clicking**

Mobility impairments among your audience

Are you aware of any mobility-related issues your audience experiences?








COGNITIVE

Related Conditions,
Simulations, &
Guidance



Common cognitive conditions

- 
- 
- 
- Autism [2.2%]
 - **Dyslexia [20%]**
 - Dementia / Short-term memory loss* [10%]
 - Auditory-processing disorders [0.9%]
 - Text-processing disorders
 - ADD/ADHD [4.4%]
- P
- Drowsiness
 - Migraine
 - Long Covid side effects
- T
- Flashing lights
 - Loud background noise
- S

*Age-related

1% = 3.3M





Cognitive-related affordances



1

Select **clean, sans-serif fonts** for body copy to aid those with reading impairments

2

Apply icons **consistently** across a site when representing groups of information

3

Don't use **blinking or flashing content** that may induce seizures

4

Avoid the use of **popups** as these can be disturbing to those with motion sensitivity

5

Write text that is targeted toward the **reading level** of your audience (when in doubt, 10th grade)

6

Use clear, **non-idiomatic language** (use [Hemingway App](#) to identify these)

Cognitive impairments among your audience

Are you aware of any cognitive-related issues your audience experiences?

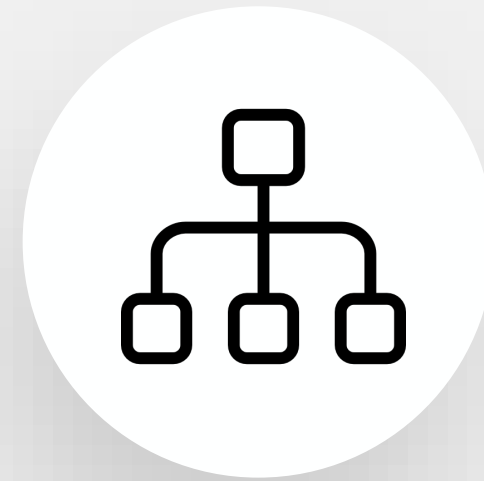


How we practice inclusive design at Elevation



Admin

We prioritize accessible technologies in procurement



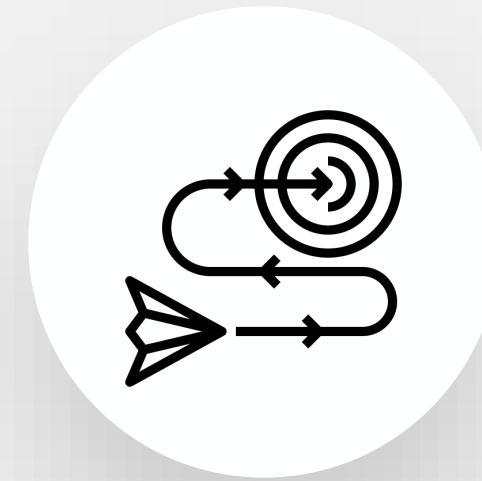
PM

We ask about accessibility accommodations needed for project



UX/UI

Build disabled user personas and use/advise on best layout practices



Development

Create clean code, supplying critical info on back end for screen readers



QA

Check all our sites against a 41-pt accessibility inspection



Nonprofit Leaders in Accessible Websites



Human Rights
Watch
[\(link\)](#)



American Heart
Association
[\(link\)](#)



Donors
Choose
[\(link\)](#)





Next Steps



- 1 Draft an **accessibility statement** with the help of the Worldwide Web Consortium's [online guide \(2.0AA\)](#)
- 2 Volunteer to **add/edit captions** to video/audio or reach out to [3Play Media](#) or [CaptionSync](#) for assistance
- 3 Start writing **alt text** for the images you would like to use on your new site
- 4 Elect someone to serve as your **in-house accessibility advocate** and receive requests for accommodations
- 5 Create a document to **capture reported barriers** so that you can better plan how to overcome them
- 6 Engage with people with disabilities and **listen** to their input on your org's policies and online presence

THANK YOU!

ELEVATION