

# Global Accessibility Awareness Day

Thursday 21 May 2020 – For all staff in Scottish Enterprise

# We will tell you about...

- Accessibility - intro
- Invisible disabilities
- What the digital team is doing – [FindBusinessSupport.gov.scot](https://www.findbusinesssupport.gov.scot)
- What HR and Health and Safety are doing
- Make your social media posts accessible
- Assisted digital users
- Simple things you can do and apply at work

**We will share these slides and more resources**

**What is Accessibility?**

The [World Health Organization](#) defines disability as:

*“A mismatch in interaction between the features of a person’s body and the features of the environment in which they live.”*

### Designing for users who are Deaf or hard of hearing

Do...	Don't...
write in plain English <b>Do this.</b>	use complicated words or figures of speech
use subtitles or provide transcripts for videos	put content in audio or video only
use a linear, logical layout	make complex layouts and menus
break up content with sub-headings, images and videos	make users read long blocks of content
let users ask for an interpreter when booking appointments	don't make telephone the only means of contact for users

For more information, contact [access@digital.homeoffice.gov.uk](mailto:access@digital.homeoffice.gov.uk)

### Designing for users on the autistic spectrum

Do...	Don't...
use simple colours	use bright contrasting colours
write in plain English <b>Do this.</b>	use figures of speech and idioms
use simple sentences and bullets	create a wall of text
make buttons descriptive	make buttons vague and unpredictable
build simple and consistent layouts	build complex and cluttered layouts

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### Designing for users with dyslexia

Do...	Don't...
use images and diagrams to support text	use large blocks of heavy text
align text to the left and keep a consistent layout	underline words, use italics or write in capitals
consider producing materials in other formats (for example, audio or video)	force users to remember things from previous pages - give reminders and prompts
keep content short, clear and simple	rely on accurate spelling - use autocorrect or provide suggestions
let users change the contrast between background and text	put too much information in one place

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### Designing for users with anxiety

Do...	Don't...
give users enough time to complete an action	rush users or set impractical time limits
explain what will happen after completing a service	leave users confused about next steps or timeframes
make important information clear	leave users uncertain about the consequences of their actions
give users the support they need to complete a service	make support or help hard to access
let users check their answers before they submit them	leave users questioning what answers they gave

### Designing for users with physical or motor disabilities

Do...	Don't...
make large clickable options	demand precision
give form fields space	bunch interactions together
design for keyboard or speech only use	make dynamic content that requires a lot of mouse movement
design with mobile and touchscreen in mind	have short time out windows
provide shortcuts	fire users with lots of typing and scrolling

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### Designing for users with low vision

Do...	Don't...
use good colour contrasts and a readable font size	use low colour contrasts and small font size
publish all information on web pages	bury information in downloads
use a combination of colour, shapes and text	only use colour to convey meaning
follow a linear, logical layout	spread content all over a page
put buttons and notifications in context	separate actions from their context

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### Designing for users of screen readers

Do...	Don't...
describe images and provide transcripts for video	only show information in an image or video
follow a linear, logical layout	spread content all over a page
structure content using HTML	rely on text size and placement for structure
build for keyboard use only	force mouse or screen use
write descriptive links and headings	write uninformative links and headings

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### Design accessible services

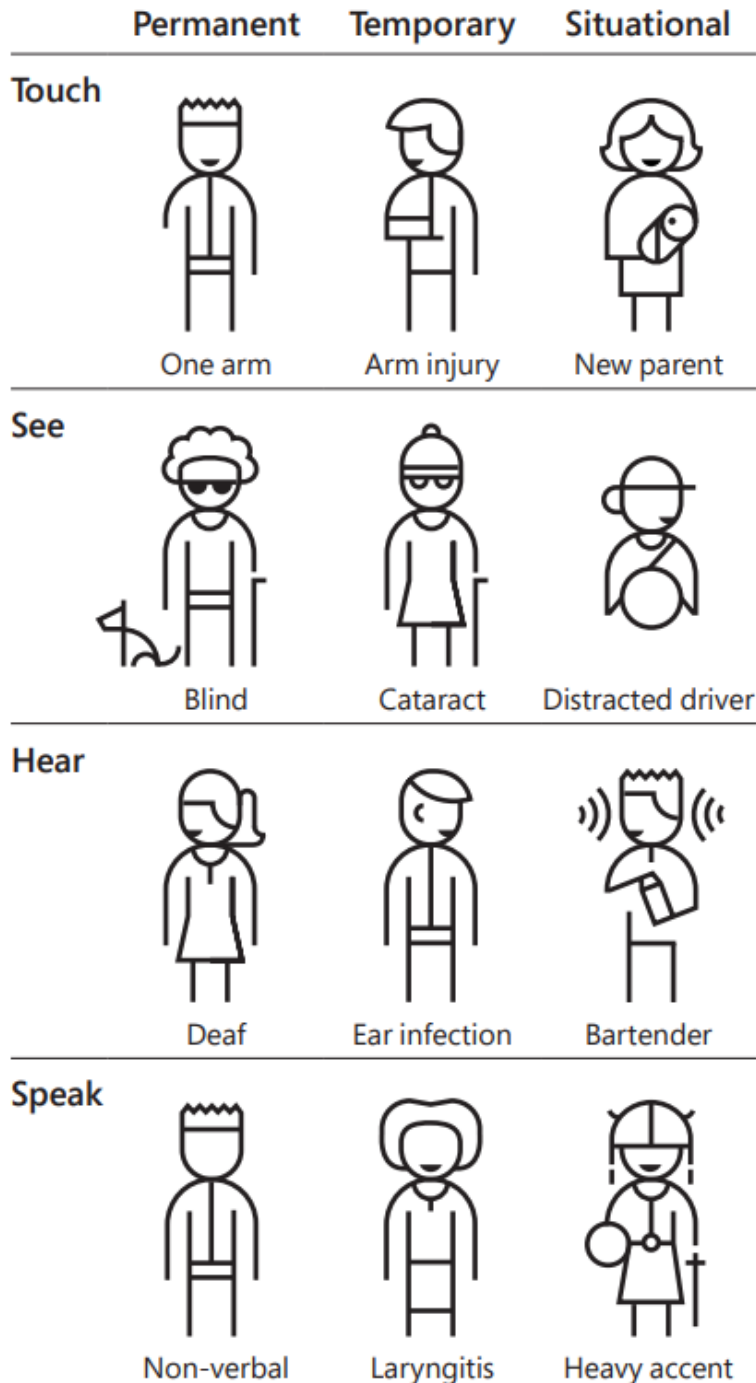
#### Researching access needs: who to include when

Services must be **Perceivable, Operable, Understandable and Robust (POUR)**

<b>Interviews</b> Include: • Users with any access needs	
<b>PaperMockups</b> Include users with conditions relating to: • Communicating • Dexterity • Hearing Adjust overlays to be inclusive of other conditions too.	<b>To check it is Understandable.</b>
<b>Prototype code (good practice reviewed)</b> Include users with conditions relating to: • Dexterity • Hearing • Learning, ADHD and memory • Vision (magnification) • Autism and Asperger's	<b>To check it is Perceivable, Operable and Understandable.</b>
<b>Production code (support reviewed/audited)</b> Test with people with any access needs, including users of: • Colour changers • Screenreaders • Speech to text and control • Text to speech	<b>To check it is Perceivable, Understandable and Robust.</b>

Home Office | Digital, Data and Technology | For more information, contact [access@digital.homeoffice.gov.uk](mailto:access@digital.homeoffice.gov.uk)

Do and Don't posters from the Home Office



From the [Microsoft Inclusive Design toolkit](#).

Figures are for the US.

26K people a year suffer from loss of upper extremities. But when you include people with temporary and situational impairments the number is 21M+



# Temporary accessibility

LOCKDOWN

**Invisible disabilities**



# Invisible disabilities

*“An invisible disability is a physical, mental or neurological condition that is not visible from the outside, yet can limit or challenge a person’s movements, senses, or activities.” - [Invisible Disabilities Association](#)*

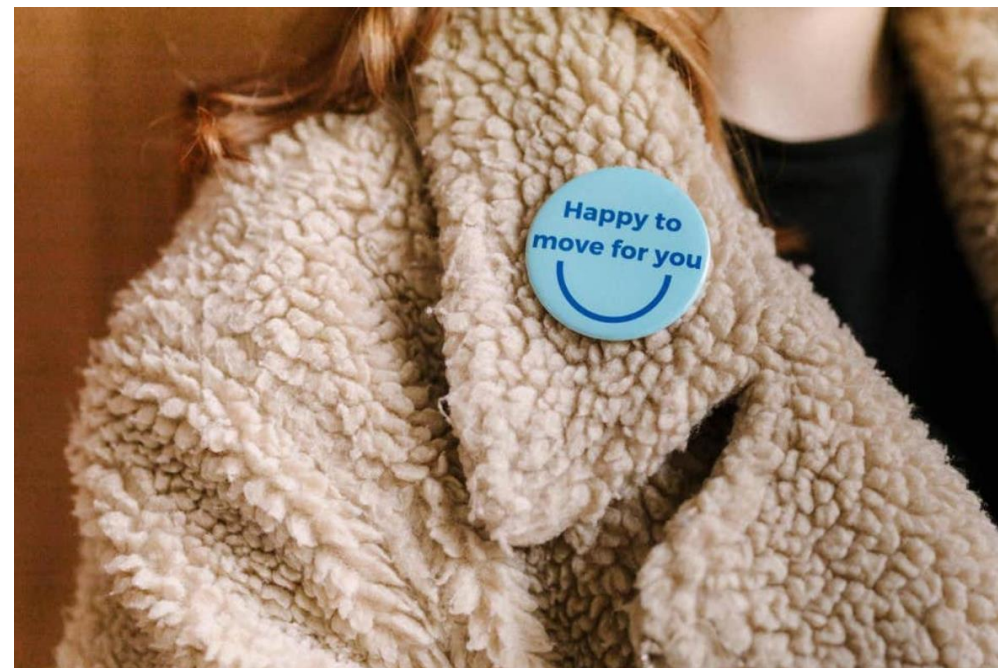


Examples: Multiple Sclerosis (M.S.), Chronic Fatigue Syndrome, Lupus, Autism, Crohn’s disease, Dyslexia, Anxiety and many more.

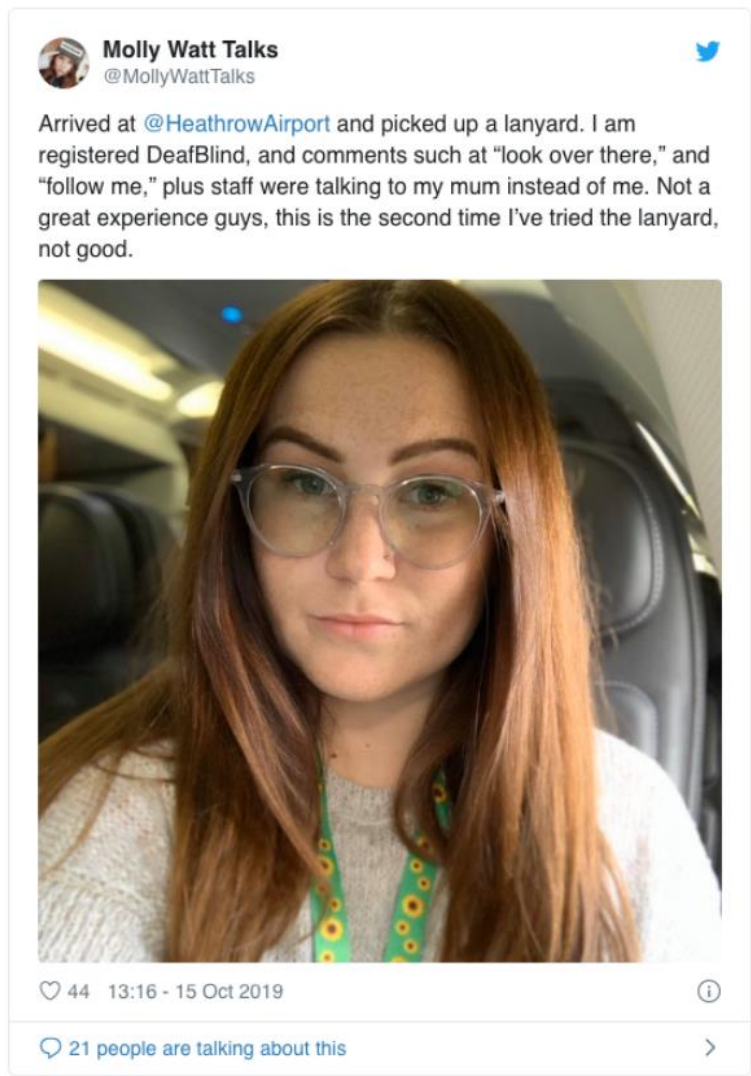
**Public places:** Priority seats in transports,  
accessible toilets and disabled parking spaces

*“I have been verbally abused on public transport because I have a white cane & use my phone. I have residual vision like 94% of registered blind people. I use accessible tech to magnify the screen.” — [Dr Amy Kavanagh](#)*

# Initiatives to help



# Not always well understood ...



# Toilets access

[Crohn's & Colitis UK](#) has launched [Not Every Disability is Visible](#).



They ask UK's major supermarkets, restaurants, pubs and travel hubs to change their accessible toilet signs to highlight that Not Every Disability is Visible.

# At work

- Not everyone feels ok to disclose that they have a disability
- Hard to get people internally when we want to do some user research
- Initiative for people to get fit, or lose weight
- Meeting where everyone is supposed to stand or move things around

# At work

*“I’d rather be thought rude than detail to a colleague why I’m not folding chairs and stacking them against the wall at the end of the meeting.”*

**We should always be mindful that we’re all different and offer an alternative or a way out.**

# Why people often do not want to disclose they have an invisible disability?

*“Knowing someone has a disability more often than not changes the way you perceive them. Whether the reaction is discriminatory or empathetic, this unwanted attention can make life feel suffocating. In being open about our disability, we unfortunately have to accept the reality that people will treat us differently.”*



# Invisible disabilities

More on this:

<https://scotentsd.github.io/Invisible-disabilities/>

**What the Digital team is doing - FBS**

# What the Digital team is doing - FBS

- Accessibility work done on Find Business Support
- How different teams can help
- User Testing
- QA Testing
- Design Systems can help

## Lessons

- Design it in up front. It costs less
- The longer you wait, the harder it is to fix (costly)

**What HR and Health and Safety  
are doing**

# What SE can do for you (HR)

## Wellbeing Approach

Our Wellbeing Hub is a 'one stop shop' which incorporates 6 different wellbeing pillars for support and guidance to help our SE employees.

Future Wellbeing policy in progress.

Don't forget our Mental Health Advisers.

# Covid-19 Response

- Working from home
- Removal of core hours
- Family First/caring responsibilities
- Wellbeing Resources
- Mental and Physical Health
- Increased use of Yammer for social purposes
- Increased communications throughout the business

# Health & Safety

SE seeks disability information as part of Equality Act compliance.

The H&S Team provide guidance on the provision of equipment, furniture and other items required to support and assist individuals.

They carry out and provide guidance and information on:

- Workstation assessments
- Return to work assessments
- Expectant mother assessments
- Fire risk assessment and personal evacuation plans
- Equality Act assessment audits for all offices
- Suitability of external venues to host events managed by SE

# Health & Safety

- Items are provided following a one to one meeting/assessment at the staff member's base office or carried out by telephone during closure of offices with a member of the Health & Safety Team. Meetings can be arranged by an individual contacting the team directly or the team being notified by HR following sick leave or as recommended by an Occupational Health Assessment.
- For some this involves assessing evacuation arrangements to ensure that these individuals can evacuate the building safely - use of evacuation chairs being one example. All offices with passenger lifts have an evacuation chair and a team of trained operators.
- All offices as standard provide height adjustable desks. The desks allow working from a seated and standing position and can be used on a first come basis (this is in addition to Vari-desks or height adjustable desks allocated to individuals). Offices also have hearing induction loops to assist individuals with hearing impairment. Office meeting room booking forms ask about accessibility requirement for attendees.
- All venues used to host events arranged, managed and promoted by SE must provide appropriate arrangements for attendees with disabilities.
- Prior to lockdown, where it was possible individuals' specialist equipment (chairs, keyboards, mice etc) were delivered to the home address.



# Health & Safety

## **Working from home**

Following the closure of all offices and everyone working from home, a number of measures have been taken to support staff.

These include a dedicated intranet page providing advice and information on the workstation set up and general health and wellbeing.

During the lockdown items have been issued to individuals for homeworking.

**Make your social media posts  
accessible**

# Make your social media posts accessible

## **Alt text**

All pictures should have an alternative text. Will be read by a screen reader for users who can't see them.

## **Capitalise Hashtags**

[#ThisIsHowtoFormatAnAccessibleHashtag](#)

# Make your social media posts accessible

## **Emoji**

Try not to use them too much. They are read aloud by screen readers.

For example: 😊 would become “smiley face emoji”.

## **Avoid Caps letters**

Harder for everyone to read.

The ‘shape’ of a word help readers to identify it.

# Make your social media posts accessible

**Make sure you add subtitles on your video**, and even better if you can: a transcript!

**More on this:**

<https://scotentsd.github.io/Making-our-social-media-comms-accessible/>

Assisted digital users

# Assisted digital users

This time is **not strictly speaking an accessibility issue.**

We are talking about users who can't use online services for various reasons.

If you don't think about potential accessibility issues when you design your online service, then you might prevent some people from using it.

# Assisted digital users

But most of the time the reasons can be:

- Lack of trust in your service or the internet
- Lack of confidence to use an online service themselves
- No access to the internet, data, to a suitable device or assistive technology
- Lack of digital skills



# Assisted digital users

**Just like for accessibility, users will have different needs at different times and in different circumstances**

For example:

- might be ok for online shopping but struggle to upload a document or posting on social media
- visiting an area where there is no signal or on a train without WiFi
- hardly any data left on your account, no or slow internet access
- Might be under a lot of stress: applying online to get support because of an assault, or have just lost someone, or about to lose their home

# Assisted digital users

**1 in 7 people in Scotland can't go online**

*(that's about 800,000 people)*

We need to make sure they can still access our services and offer alternative:

Phone – face to face – someone acting on their behalf (EFRS)

# Digital exclusion

- 2 in 10 adults in Scotland lack basic digital skills
- 1 in 10 have no digital skills (find info, order shopping online or fill in a form)
- 13% of households have no internet access at home (17% for the lowest income households)
- 1 in 8 adults do not use the internet at all

# Assisted digital users

**More on this:**

<https://scotentsd.github.io/A11Y-assisted-inclusion/>

Simple things you can do and  
apply at work

# Publishing accessible documents

## **Think about format**

- Whenever possible, publish a web page – NOT a PDF
- PDFs make your content harder to find, use and maintain
- PDFs often don't work well with screen readers
- If you do need to publish a document, it should be IN ADDITION TO a web page

## **Keep language simple**

- Use Plain English – don't use a long word when a short one will do
- If you need to use technical terms or abbreviations, explain them the first time you use them

# Publishing accessible documents

## **Give the document structure**

- Break up your document to make it more readable using headings, numbered steps and bullet points
- Don't use bold to mark up subheadings

## **Keep the document simple**

- Give it a meaningful title
- Keep paragraphs and sentences short
- Don't rely on things like colour or shape to get meaning across
- Avoid images with text, as you can't resize the text in an image
- Make sure any link text clearly describes where the link is going to go and is understandable even out of context

# Problems with PDFs

- **They don't change size to fit the browser** – Users must zoom in and out and scroll - this is especially an issue on mobile phones
- **They're not designed for reading on screens** – PDFs are designed for offline use, not online
- **It's hard to track their use** – It's hard to get analytics about how people use PDFs – we can't see how long they have viewed it or what links they followed
- **They cause difficulties with navigation and orientation** – Users are taken away from the website when they download a PDF, so they lose the context of the website and its navigation
- **They can be hard for some users to access** – Some users need to change browser settings, like colours or text size, to make content easier to read – it's difficult to do this with a PDF
- **They're harder to keep up to date** – A web page is easier to update when things change



# Checking documents for accessibility

## Checking a PDF for accessibility

- Use Adobe Reader or Adobe Acrobat Pro, as well as a screen reader
  - [Non-Visual Desktop Access \(NVDA\)](#) is a free open source screen reader for windows – or ask the digital team
  - Adobe Reader - go to Edit -> Accessibility -> Quick check
  - To fix any issues, you need to edit the original document in Word or Adobe Acrobat Pro

## Check a Word document for accessibility

- Use the [Office accessibility checker](#)

## For all documents

- Use this [accessibility checklist](#) by 18F (the US government's digital agency) to help you test manually

GOV.UK has more guidance on [publishing accessible documents](#)

# More general advice

- Don't assume, don't judge, you don't know what someone might be going through
- Focus on the person, not the disability
- Ask if they need help, don't just help assuming it's good for them, it might not
- Keep your meeting short (under 1hour) - don't assume everyone can stand for more than 15 min, plan for chairs
- Describe any photo or diagram you have in a presentation
- Make sure you have a good mic when you speak so everyone can hear you clearly

What next?

# Links to various resources

You can find more information and links to resources in this blog post:

<https://scotentsd.github.io/GAAD2020/>

We will add to it in the next days so do come back and check it.

# Get in touch!

The digital team and all the people who presented today will be happy to tell you more!

# Quiz answers

- 360,000 registered blind or partially sighted
- 11 million have hearing loss
- 900,000 have severe or profound hearing loss
- 390,000 are deafblind
- 6.4 million have dyslexia
- 700,000 are on the Autism spectrum
- 16 million people experience poor mental health every year in the UK

**Thank you!**