Accessibility and Health Literacy

Session
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Speaker

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Financial Disclosures

- Antonio Hernandez, faculty for this CE activity, has no relevant financial relationship(s) with ineligible companies to disclose.
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Background

- Public Health and Healthcare Systems are required to ensure services are accessible to people with disabilities
- New Standards and guides have been issued for websites, communications, documents, and digital environments

Continued...

- This includes all services and activities online and through mobile apps
- Everyone has a role to play in supporting universal access
- This presentation will introduce strategies and organizational approaches to support access

Objectives

1. Understand core principles of digital accessibility
2. Integrate community engagement best practices for communications
3. Apply systems and testing guidelines to create inclusive experiences

1. **Accessibility**

- Audience (content developers, QA testers, project managers, service providers, web managers, and administrative leadership)
- Understanding the Risk
- Scope of Digital Accessibility Assessment
- Overview the Landscape of the Digital Accessibility Ecosystem with an Organization

Continued

- 4 Main Principles
  - Operability
  - Perceivability
  - Robustness
  - Understanding
- Assessment Methods (a hybrid approach)
  - Automated, Manual, Hunan Interface

Continued

- Web Content Accessibility Standards
- Section 508 and 255
- Limited English Proficiency and Cultural Linguistic Appropriate Services
- Easy Read and Plain Language - Access
- Process, Policy, Procedure
- Contractor Deliverable Assessment and Validation

Resources for Accessibility

- See [ADHS Accessible Public Health Messaging Guide](#)
- ADA Coordinators Coalition - [Form to Join](#)
- [Pacific ADA Center](#)
- Web Accessibility Initiative, [WAI Website](#)
- Easy Read Language - [Special Olympic Education Webpage](#) and [Examples](#)
- and [Center for Plain Language](#) & [Testing Tools](#)

2. Community Engagement

- Continuum of Collaboration
  - Inform
  - Consult
  - Involve
  - Collaborate
  - Empower
- Framework for Understanding
  - Meaning of Health & Customizing Communication

Continued

- Case Study - ADHS Community Engagement (2023-2027) & How To (every 3-5 years)
- Summary of Themes
  - Communication
  - Engagement
  - Feedback
  - Program
  - Data

Continued

- Sharing Health Insights from Communities - ADHS Example (Summary of Listening Sessions)
- Self-Assessment Checklist

Resources for Community Engagement

- See [ADHS Community Engagement Toolkit v2](#)
- Take Action
  - Develop an Advisory Program
  - Form and Advisory Council
  - Integrate Community Engagement Deeply

3. Testing Access

- Assess Your Creative Implements: Adobe, Google, Zoom, YouTube, Word, Microsoft, Website, etc
- Educate and Make Accountable your Contractors
- Train your Content Developers
- Examine Your Organizational Gaps and Opportunities
- Gather a Network of Supports

Continued

- Example; ADHS Approach
  - Accessibility Plan
  - Community Advisory
  - Equity Action Plan - Champions
  - Network of Partners
  - Core Team and Contractors
  - Toolkits, Guides, Resources, and Outreach

Continued

- Policy, Procedure, and Support Team
- System for Public Requests for Support
- Web Testing Guide
- Documentation Platform
- Integrate Web Issues into Management Huddles
- Web Issues - Transition Plan

Resource for Testing Access

- See example: [ADHS Web Testing Guide](#)
- Develop a Team of Accessibility Testing Champions Within the Organization - Action Plan
- Invite Community Partners to End User Test and Share Findings
- Open Opportunities for Public Feedback and Ensure an Internal Team who Responds

Conclusion

Digital Accessibility requires an innovative and complex ecosystem for Public Health, and Health Care Entities to both assure accessibility and maximize health literacy

- Develop a Core Team
- Engage the Community (Advisory Board)
- Educate and Update Internal and External Partners
- Build Networks of Support and Subject Matter Expertise

Questions

TA Support - Contact

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Thank you

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