

Advancing Equitable Communications through Accessible Documents

2024 CHEAC Annual Meeting
October 3, 2024.



HHSA

Public Health



Accredited 2020

Meet the Presenters



Alexia Montoya
Health Education Specialist
Equity & Accreditation



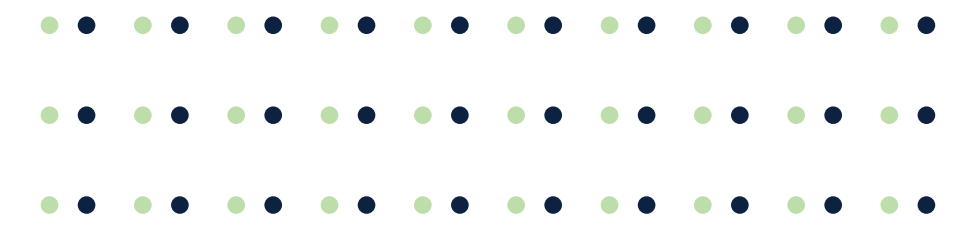
Jennifer Madrigal
Health Education Specialist
Equity & Communications



Alexia Garcia
Health Education Assistant
Equity & Communications



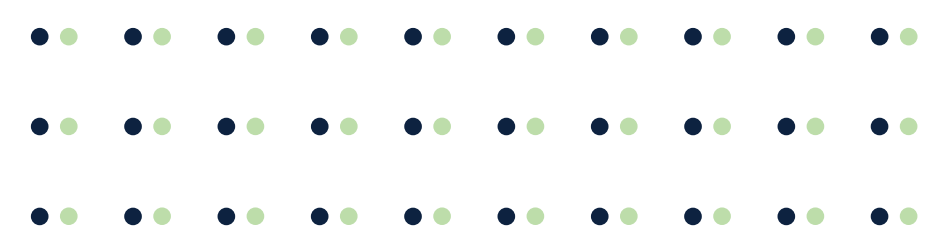
Laura Villar
Administrative Specialist
Equity & Accreditation Coordinator



1. Purpose of Americans with Disabilities Act (ADA) Guide
2. Accreditation Corner
3. Inclusive Accessibility
4. Accessibility in Microsoft Apps
5. Accessibility Checklist
6. Tools List
7. How has Tulare County Public Health Implemented ADA?
8. Feedback from our Staff
9. How Can You Implement ADA in Your Health Department?
10. Additional Resources
11. Post Evaluation
12. Questions?

AGENDA/

OBJECTIVE



Purpose

The goal is to tailor communications by designing inclusive and effective materials to communicate with different audiences, regardless of background.

**“Accessibility is for everyone;
regardless of any disabilities.”**

Accreditation Corner



Accreditation:

The ADA/ Access and Functional Needs (AFN) guidance plan meets Public Health Accreditation Board (PHAB) Version 2022 reaccreditation standards and measures to achieve requirements by implementing equity efforts found in Domain 2, to reach and respond to the AFN population during an emergency response by establishing a foundation for developing equitable messaging and communications as guided in Domain 3. Under Domain 5, presents the feasibility of satisfying community health improvement objectives by developing strategies to reflect Americans Disabilities Act (ADA) compliance that expand under Domain 10 as continuously improving public health infrastructure.

What's in the Guide?

- Tulare County's Mission and Purpose for ADA Guidelines
- General Accessibility
- Health Literacy
- Step by Step guidance for all embedded features in:
 - Microsoft Word, Excel, PowerPoint
 - Adobe
- Accessibility Checklist
- Local County Resources for Staff



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**Americans with Disabilities Act (ADA)
and Other Communications Reference
Guide: Office Documents**

Inclusive Accessibility: Font

Font Style and Size:

- Use 12-point font or greater.
- Use Sans Serif fonts: Ex: Arial, Verdana, Calibri, Tahoma
- Serif fonts have extra lines on letters that can make it difficult for readers with visual disabilities and screen readers to read text correctly.

Use Sans Serif Fonts: Arial, Verdana, Calibri, Tahoma

Preferred Example



SANS SERIF FONT

The image shows the text "SANS SERIF FONT" in a bold, sans-serif font. Two red arrows point to the top of the letters 'S' and 'F', which are circled in red. This highlights that the font strokes are uniform in width and lack the extra lines (serifs) found in serif fonts.

Note: Sans Serif Fonts are without extra lines or “serifs” on letters. The font strokes are even width and make it easy for screen readers to read the text accurately.

Do Not Use Serif Fonts

Not Preferred Example



SERIF FONT

The image shows the text "SERIF FONT" in a bold, serif font. Two red arrows point to the top of the letters 'S' and 'F', which are circled in red. This highlights the extra lines (serifs) on the letters, which vary in thickness and can make the text difficult to read for screen readers.

Note: Serif Fonts will have extra lines or “serifs” on letters. The font strokes vary from thick to thin, this inconsistency can make it hard for screen readers to read the text.

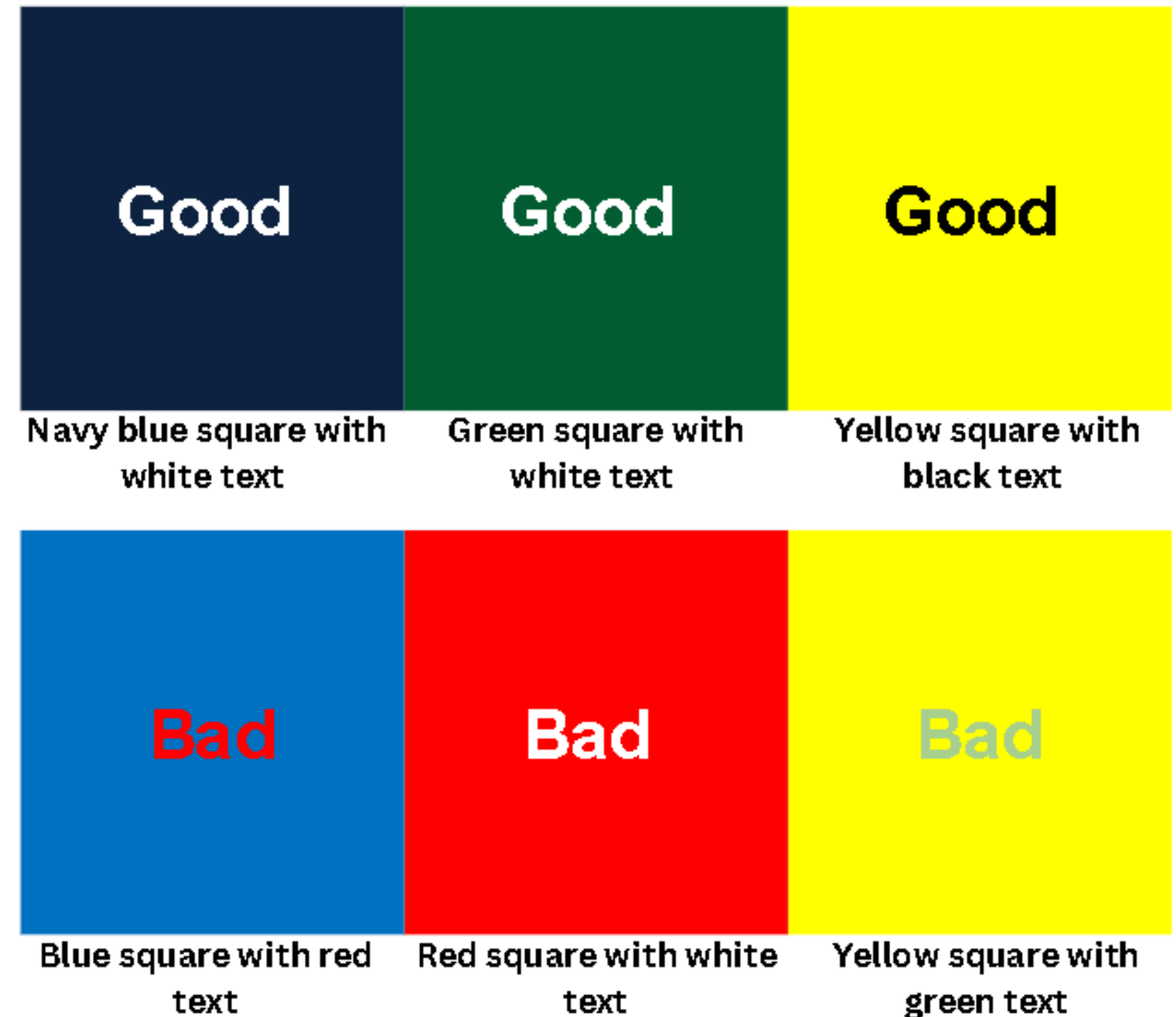
Inclusive Accessibility: Colors

Colors:

People who are color blind or have low vision cannot see certain color combinations or colors with a weak contrast between foreground and background.

Good and Bad Contrast Examples:

- Use dark text on light backgrounds
- Avoid color-blind combinations:
 - Red Green
 - Blue Red



Inclusive Accessibility: Color Contrast Analyzer

A color contrast analyzer is a tool used to test color combination ratios for ADA compliance.

- Free Download to Windows and Mac
- Step by Step how to use included in ADA Guide.
- Culturally and Linguistically Appropriate Services (CLAS)15 Standards Checklist only requires 1.4.3 Contrast (Minimum) (AA) to pass.

The image displays two screenshots of the Colour Contrast Analyser (CCA) tool, illustrating the process of testing color combinations for accessibility compliance.

Left Screenshot: Shows the tool interface with the foreground color set to white (#FFFFFF) and the background color set to black (#000000). The contrast ratio is 21:1. The WCAG 2.1 results show that all three criteria (1.4.3 Contrast (Minimum) (AA), 1.4.6 Contrast (Enhanced) (AAA), and 1.4.11 Non-text Contrast (AA)) are passed.

Right Screenshot: Shows the tool interface with the foreground color set to green (#00B050) and the background color set to red (#FF0000). The contrast ratio is 1.4:1. The WCAG 2.1 results show that all three criteria (1.4.3 Contrast (Minimum) (AA), 1.4.6 Contrast (Enhanced) (AAA), and 1.4.11 Non-text Contrast (AA)) are failed.

Inclusive Accessibility: Images

It is important to keep in mind that not everyone is able to view these visual representations.

Alternate text or Alt text is a built-in accessibility function that allows for alternative text to be used to describe an image so a reader using a screen reader can have a description of the image.

Alt Text should be accurate, and the information should be objective and factual. If there is text included in the image, the text should be included verbatim in the caption.



Alt Text: Two people sitting at a table with coffee mugs in their hands talking.

Inclusive Accessibility: Health Literacy

The first step to ensuring your writing is accessible is to use the built-in readability tool in Word.

The Flesch-Kincaid Reading Level tool measures:

1. How easy or difficult it is to understand a piece of writing
2. Provides a score that corresponds to a school grade level (the level of education needed to comprehend the text easily)

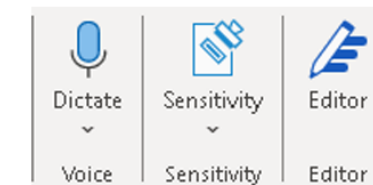
Higher scores mean more advanced reading levels.

Additional Resources

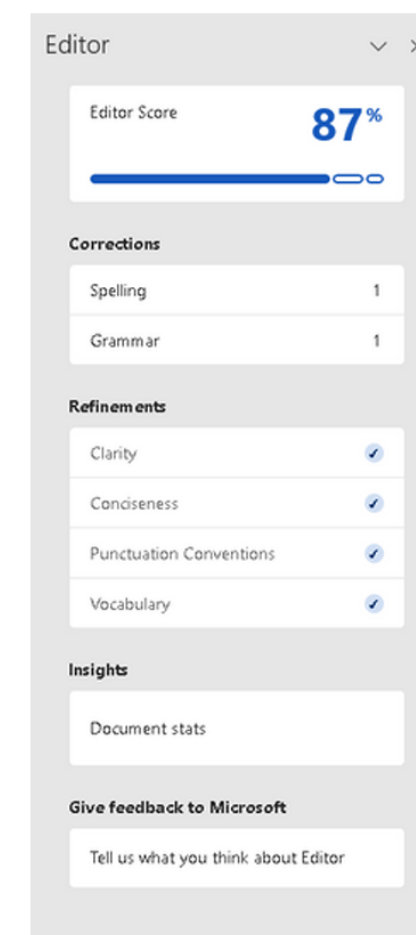
Hemingway



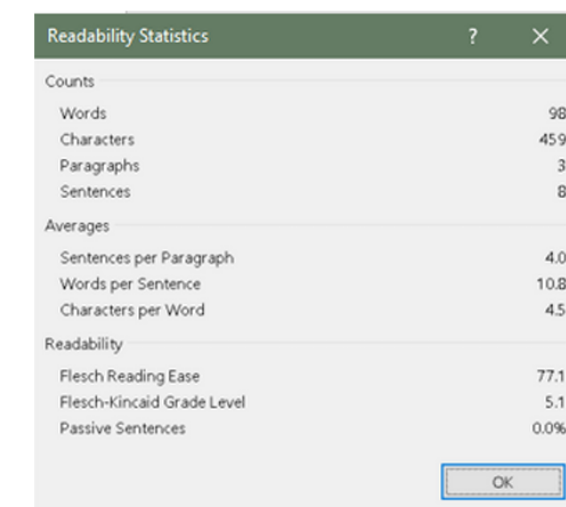
Readable



A picture of the Home ribbon with a red arrow pointing towards “Editor.”



A picture of the Editor pop up with a red arrow pointing towards “Document Stats.”



A picture of the Readability Statistics with a red arrow pointing towards “Flesch-Kincaid Grade Level” score.

Accessibility in Microsoft Apps

When creating accessible Word documents, Excel Sheets, and PowerPoint presentations consider the guidelines for Built-in Formatting:



Word:

- Built-in Tables
- Headings
- Table of Contents
- Lists



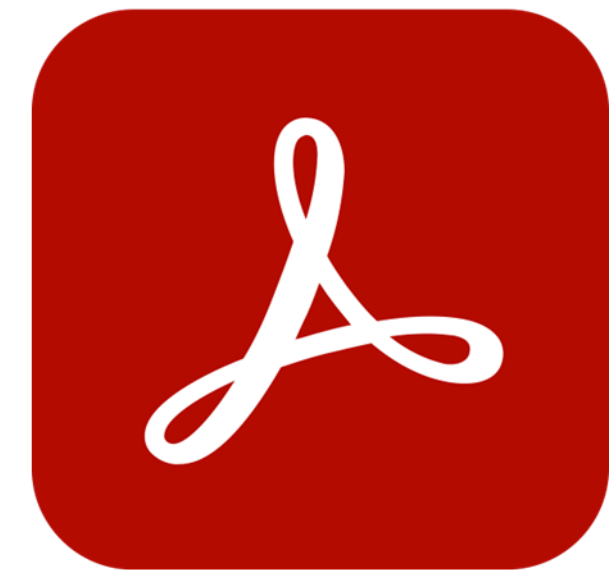
Excel:

- Tables
- Sheets names
- Built-in Charts
- Merged Cells
- Split Cells



PowerPoint

- Built-in Slide Layout (Built-in slide layouts are important when creating accessible PPTs.)
- Embedded Media
- Outline View
- Converting PowerPoint to PDF



To ensure documents maintain accessibility when transitioning to PDF, Adobe has specific steps to ensure the accessibility is sustained.

Accessibility Checklist

Accessibility Checklist

Font Style and Size

- Using at minimum a 12-point font
- Using Sans Serif fonts

Use of Color

- Not using color to convey information
- Checking color contrast utilizing a color contrast analyzer to meet ADA compliant color ratios

Tables/Charts

- Inserting table/chart using the Styles Menu
- Adding Header Rows to all tables
- Adding Alt Text to all tables, charts, and graphs
- Adding titles to tables (Excel)

Table Considerations

- Adding hidden text to blank cells, rows, and columns
- Not merging or splitting cells

Naming Sheet Tabs (Excel)

- Naming each worksheet
- Delete unused worksheets

Images

- Adding Alt Text to images
- Wrap Style is set to "In line with text" (Word)

Built-in Styling Formatting

- Apply and/or modify Style to text using the Styles menu or Styles Pane Headers
- Apply Headers using the Style Menu
- Inserting Table of Contents (TOC)
- Inserting Bullets, Numbering, or Multi-Level lists using the paragraph menu
- Creating accessible text box alternatives
- Adding hidden text to text box alternatives

Accessibility Checklist

Meaningful Hyperlinks

- Creating meaningful hyperlinks - title of link provides a clear description of the link destination

Document Properties

- Filling out the Title field in Document Properties

Checking Accessibility

- Running an accessibility checker to find and fix additional accessibility errors

Equitable Practices

- Is the information being displayed at a fifth-grade reading level; was a literacy resource used to confirm this?
- Is the information avoiding the use of technical jargon or terms?

Tools List

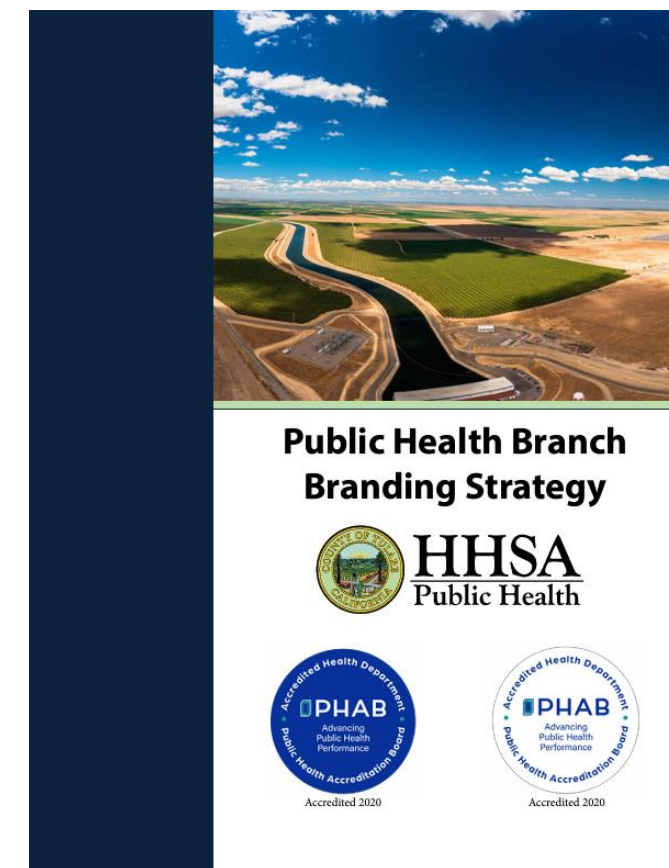
In addition to the tools embedded in Word, Excel, PowerPoint and Adobe, our staff also have access to:

- Language Line services
- Translation/Interpretation Services
- California Department of Public Health (CDPH) Liaisons
- AFN Liaisons in Tulare County
- Emergency Preparedness Program



Other guides used in conjunction with ADA Guide:

- Branding Strategy
- CLAS 15 Standards Checklist
- Culturally Competent Communication Guide
- Non-Emergent Communications Guide
- Emergency Risk Communications Plan



How has Tulare County Public Health Implemented?

Here are ways Tulare County Public Health practices accessibility guidance using the ADA Guide:

- Presentations
- Health Education Material (Pamphlets, Flyers)
- Resource Material (Data Collection, Emergency Response signage, Directories, Health Guidance)
- Clinical and Medical Documents
- Press Releases
- Social Media Content
- Media Campaigns: Billboards, Bus Ads, and Paid Advertisements

Future's of Public Health (FoPH) is supporting the continuous work related to assessing the accessibility of current educational material. Baseline findings have been identified to support the evaluation of educational material to comply with ADA guidelines.

How has Tulare County Public Health Implemented?



Billboards/Public Ads

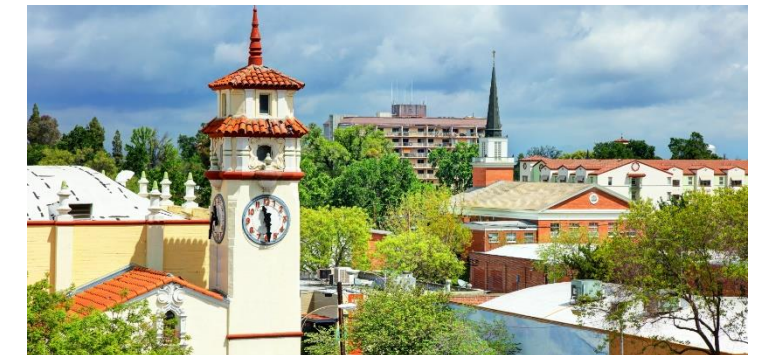


Wear Green on
Thursday, March 14, 2024

Submit your photos to
Sunshine Coordinator:
Scastro@tularecounty.ca.gov



Internal Communications



Community Engagement
Framework



Agency Guides



Yard Signs

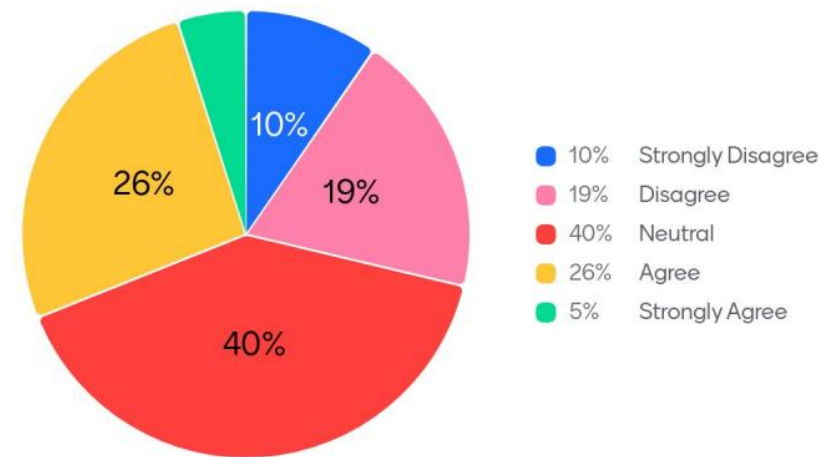


Outreach Materials

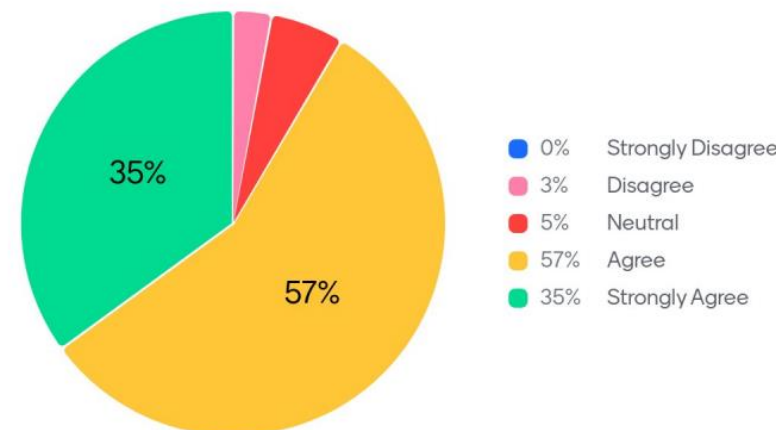
Feedback From Our Staff

In September 2024, the Public Health Branch conducted a training on the ADA Guide w/ Live Demonstration on how to utilize the tools.

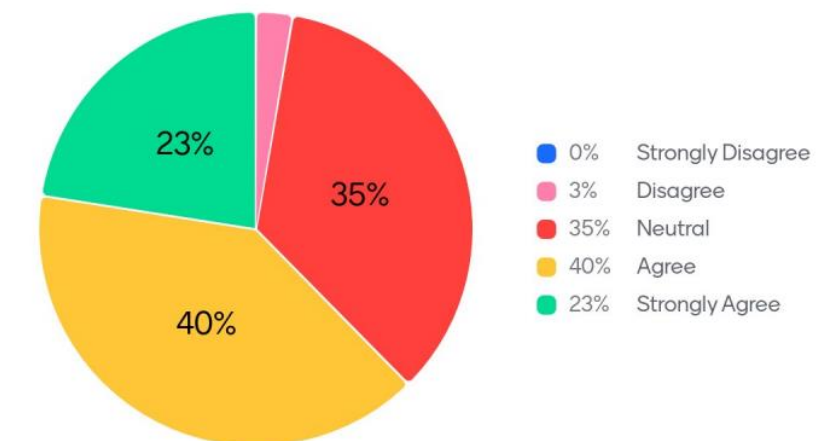
Based on the presentation I am able to teach this to someone else.



The instructional material effectively communicated the message of the presentation.



The way the presentation was communicated was easy to comprehend.



Since we recently implemented the guide into Tulare County, there will be additional focus groups conducted for the next Community Health Assessment (CHA) to evaluate the effectiveness of the guide and ensure we are reaching the population.

How Can You Implement ADA in Your Health Department

- Manager Buy-in
- Familiarize yourself with the tools.
- Identify additional services available in your county that support this (Interpretation, translation etc.)
- Identify surrounding point of contacts who know this information already.
- Public Information Officer (PIO)
- Internal Communications Team
- ADA Coordinators (City, County, State)
- Emergency Preparedness
- State Material
- Utilize funding opportunities to implement ADA position(s) and/or activities.

Post Evaluation Survey



Additional Resources

**Accessibility Training Essentials
Provided by Microsoft**



Pacific ADA Resource



**CAL-OES How to Create Accessible
Office Documents Webinar**



Scan Below to Access the Guide





Questions?



THANK YOU!

**For inquiries or additional questions please reach out to
phmedialiaison@tularecounty.ca.gov**