

Let's get
Digitally
inclusive



Introduction to Digital Accessibility For Parent Carer Forums

contact *For families
with disabled children*

Today's Session

This session hopes to create awareness, explore some concepts & tools

Exploring the need and benefits of digital accessibility

Not a comprehensive guide.

We'll touch upon accessibility requirements and some practical tips

What is digital inclusivity?



Digital Skills



Connectivity



Accessibility

**Today's session is going
to feature tips on accessibility.**

contact *For families
with disabled children*

Why create digitaly inclusive content?

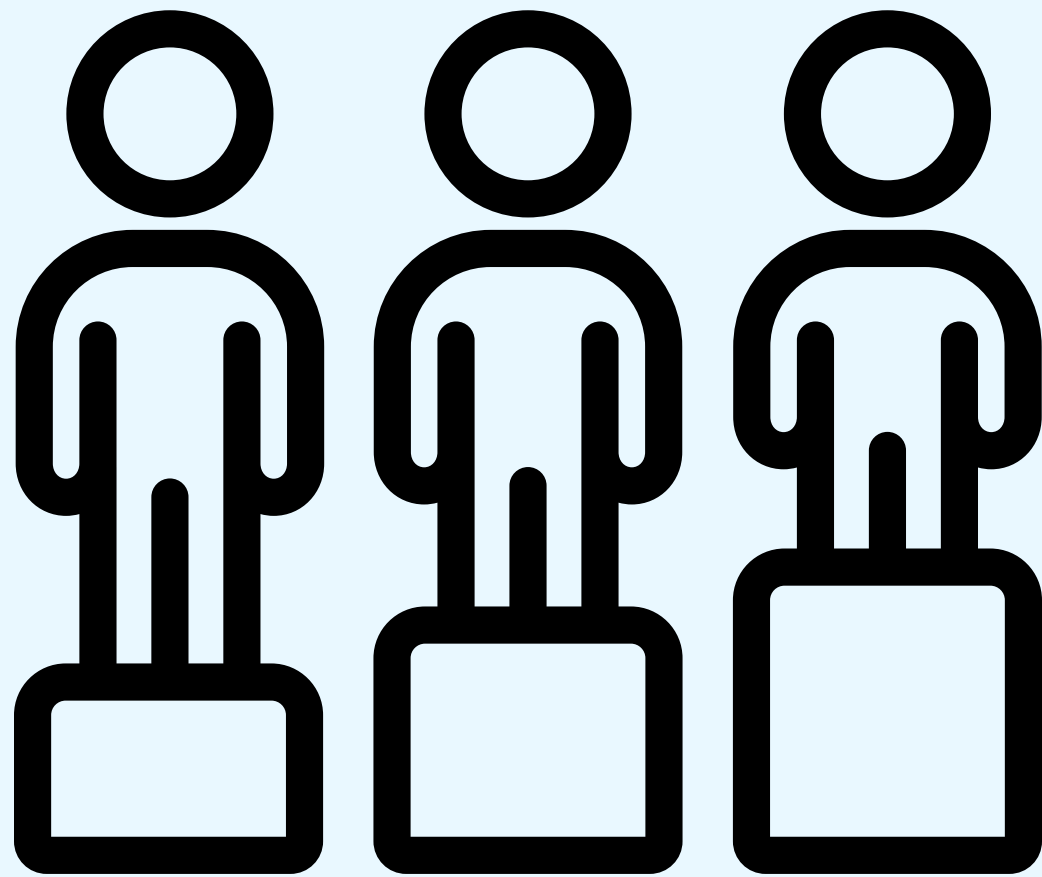
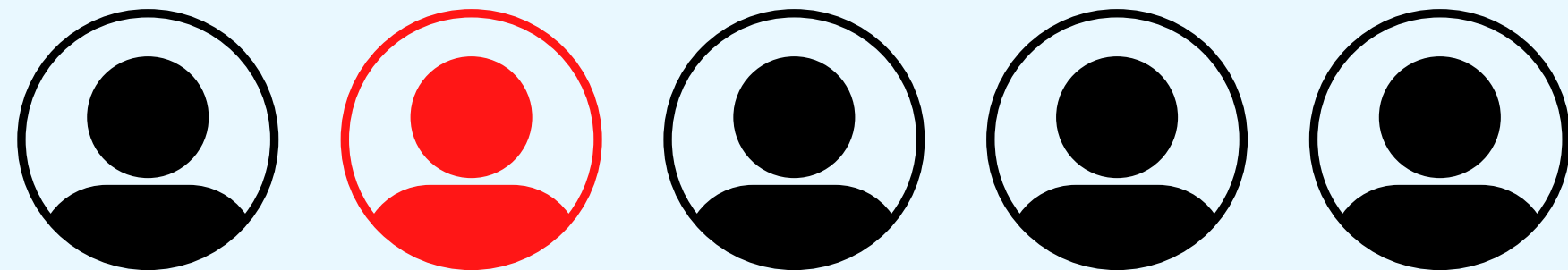


Image above:
3 persons of different heights
on different sized blocks that
enable them to maintain an
equitable height.



Commitment to Equity

In England and Wales there are 14.6 Million Disabled people

Law/Guidelines

Safer and accessible experience

contact *For families
with disabled children*

Web Content Accessibility Guidelines

(WCAG – often pronounced “wuh-cag”) were developed by the World Wide Web Consortium (W3C) and are widely accepted as the go-to standard for digital accessibility conformance.

The industry standard guidelines for web content accessibility are organized around four principles:



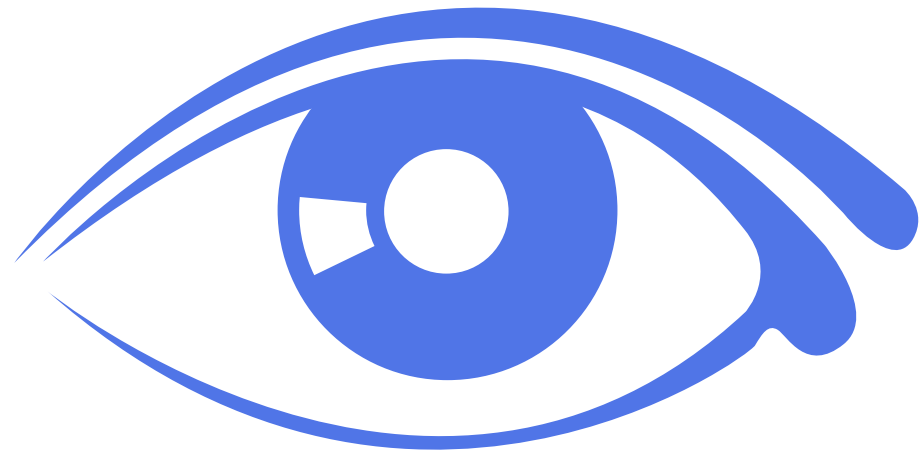
**Perceivable,
Operable,
Understandable,
and Robust**
(or POUR).

contact *For families
with disabled children*

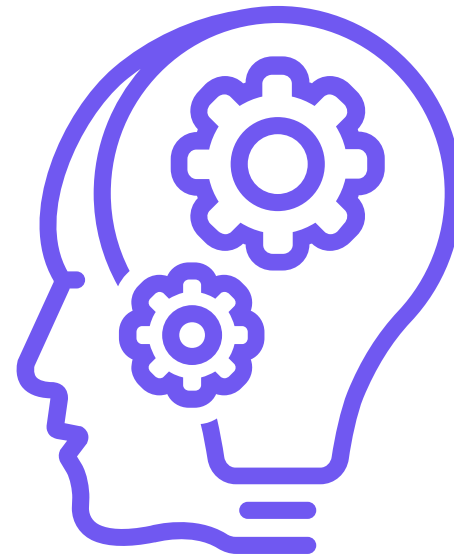
Web Content Accessibility Guidelines (WCAG2.0)

The industry standard guidelines for web content accessibility

Perceivable



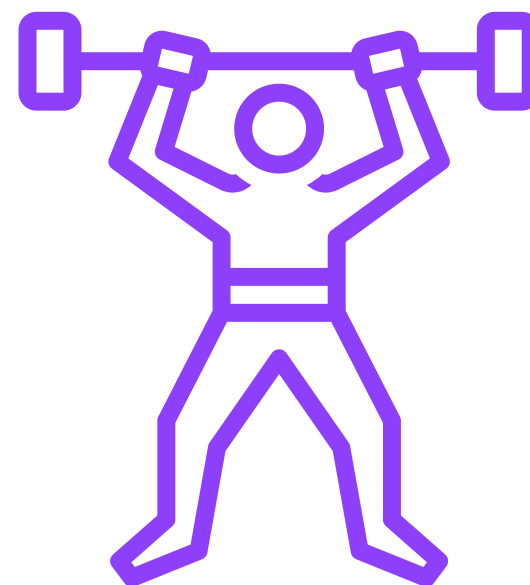
Understandable



Operable



Robust



contact *For families
with disabled children*

Perceivable



Principle 1: Perceivable

Some of the ways to meet WCAG 2.1 Principle 1:

Ensure people can recognise and use
your content with the senses that are available to them.

- provide text alternatives ('alt text') for non-text content
- provide transcripts for audio and video
- provide captions for video
- structure content logically and can be navigated and read by a screen reader

For example, a person who is blind can listen to text alternatives for photographs.
A person who is deaf can read the text alternative, or a transcript, for a podcast.

Give trigger warning

Do:

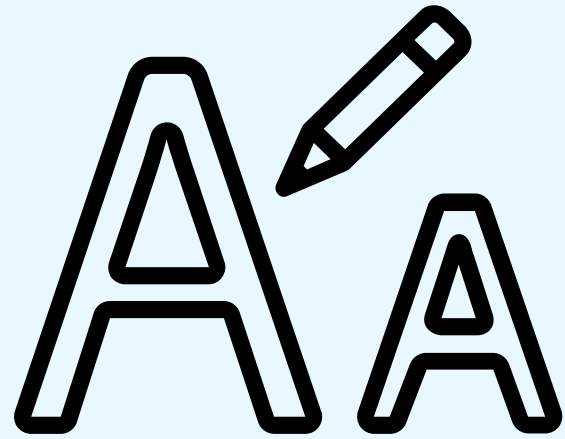
Use text colours that display clearly against their background colour

Rather than this that does not have an appropriate contrast
And this too

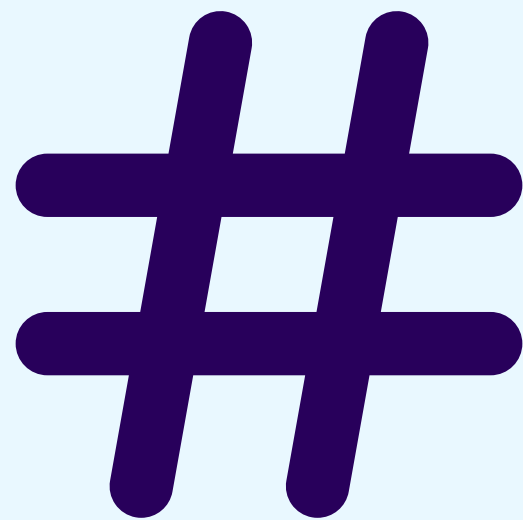
Do not:

- Use colour as the only way to explain or distinguish something
- Use images of text

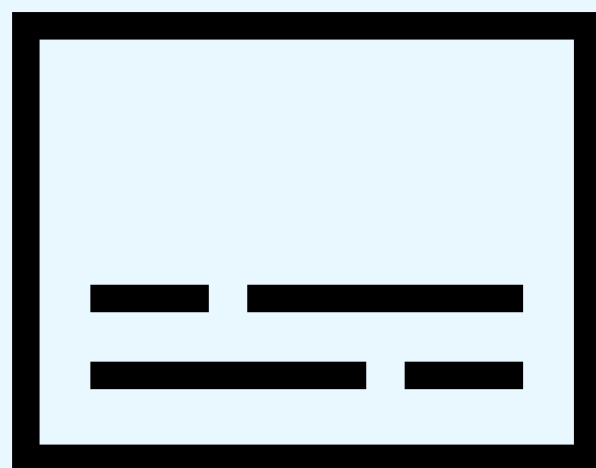




Font size – Users should be able to enlarge or diminish text size. Text should also translate well on various devices (mobile, tablet, desktop). Good to use an accessible font and size. Use at least an effective size of 16px



Capitalising each word of a hashtag, such as #WebAccessibility or #AccessibilityMatters means that screen readers are able to distinguish each word individually rather than as a long string of incoherence.



Videos should have subtitles or captions wherever possible. A recent study found that 85% of Facebook videos are watched without sound and so captions not only help those with auditory impairments but benefit everyone.

Helpful Links

Live Transcription Teams:

<https://support.microsoft.com/en-us/office/view-live-transcription-in-a-teams-meeting-dc1a8f23-2e20-4684-885e-2152e06a4a8b>

Top free transcription tools:

<https://www.g2.com/categories/transcription/free>

Contrast Checker:

<https://webaim.org/resources/contrastchecker/>

Operable



Guideline 2.1 of WCAG requires websites to be fully functional and navigable with only the keyboard. This is particularly important for users with motor disabilities, who may not have the fine motor skills required to operate a mouse.



- Shortcuts
- Use of arrows rather than mouse

- Make it possible to perform all tasks with a keyboard instead of a mouse.
- Give users enough time to perform tasks.
- Avoid information that flashes or flickers, as it may trigger seizures.
- Make it possible for users to navigate, find content, and figure out where they are.



Flashing lights can induce seizures for people with epilepsy.
Avoiding them reduces the chance of a medical emergency.

“

“Patterns are more likely to be a trigger if they are changing direction or flashing, rather than if they are still or moving slowly in one direction.”

”

If you are unsure whether content on a page will trigger a seizure, it's better not to take any chances. Even one second of exposure could trigger a photosensitive epileptic seizure.

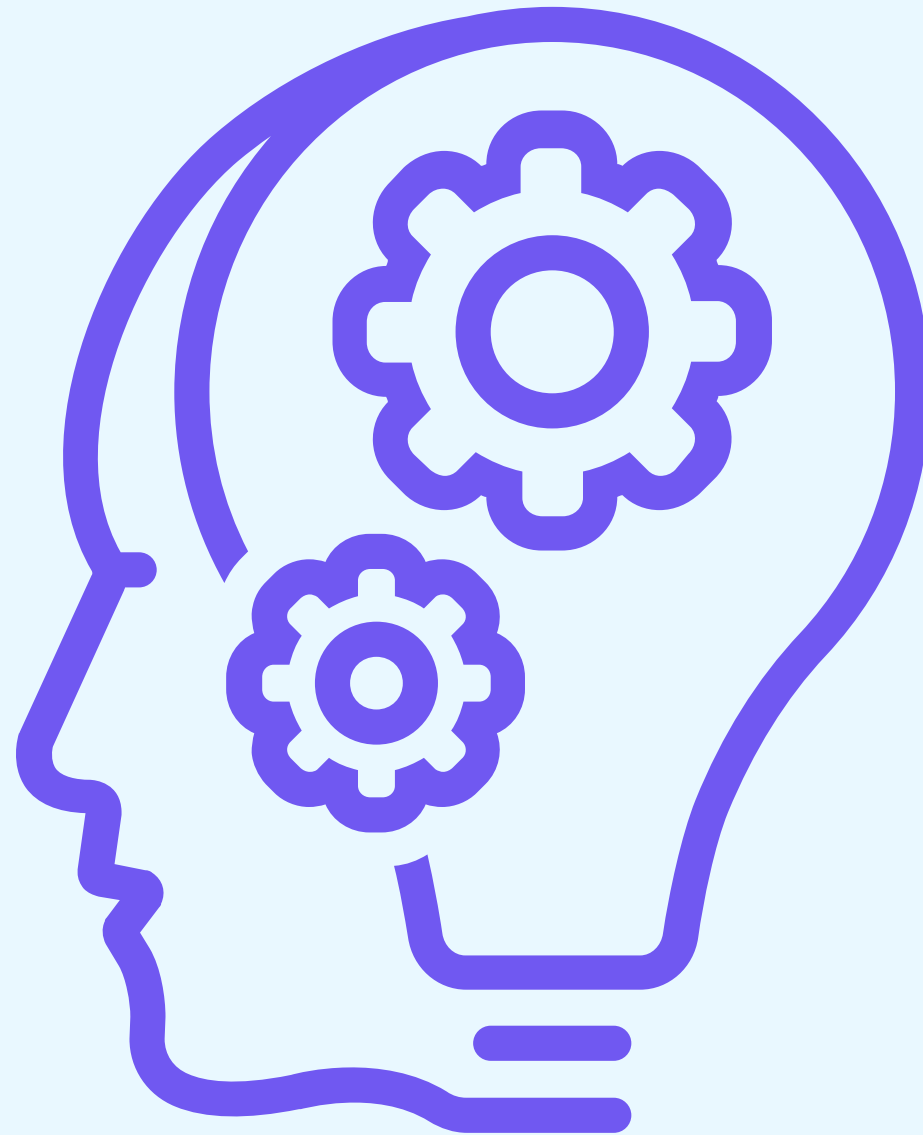
To lessen the chance of harm, you could provide trigger warnings for risky content.

Trigger warnings can help at-risk users steer clear of potentially suffering a seizure.



contact *For families
with disabled children*

Understandable



contact *For families
with disabled children*

Principle 3: Understandable

To meet WCAG 2.1 Principle 3: Understandable, you have to make sure people can understand your content and how the service works.

This means you need to do things like:

- make it clear what language the content is written in, and indicate if this changes
- make sure features look consistent and behave in predictable ways
- make sure all form fields have visible and meaningful labels - and that they're marked up properly
- make it easy for people to identify and correct errors in forms - you can find best practice for form design in the GOV.UK Design System

The Understandability Principle

Content that is understandable can be read and comprehended by users without undue effort. This means that the content should be understandable both by the users themselves and by assistive technologies such as screen readers

The Understandable principle is about using plain language, making errors easy to spot and correct, and making online content consistent and predictable to navigate.

- Use plain language
- No jargon

Helpful Links

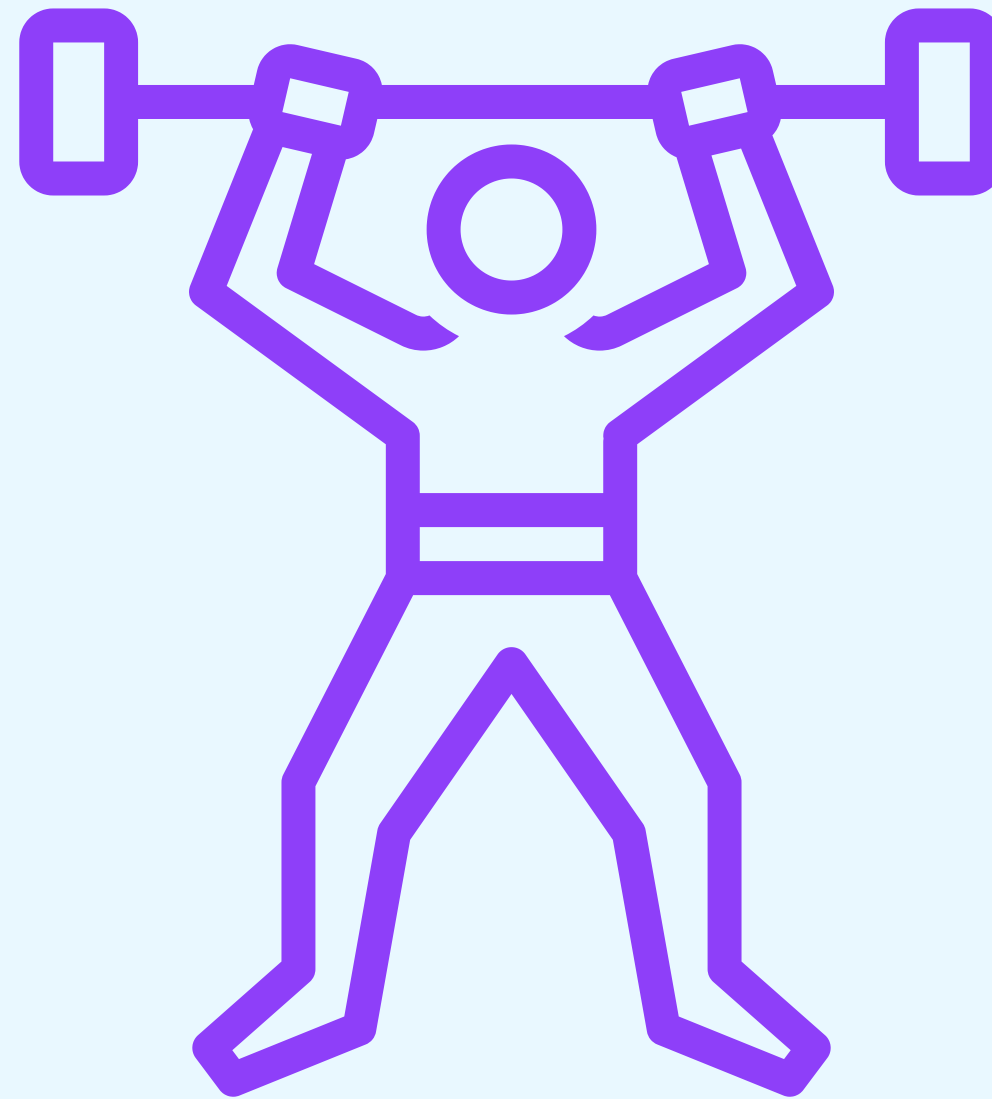
Structuring Forms

<https://www.gov.uk/service-manual/design/form-structure>

Translate Tools

<https://www.deepl.com/translator>

Robust



contact *For families
with disabled children*

Principle 4: Robust

To meet WCAG 2.1 Principle 4: Robust, you must make sure your content can be interpreted reliably by a wide variety of user agents (including old, current ,expected browsers and assistive technologies).

This means you need to do things like:

- use HyperText Markup Language (HTML) so assistive technologies, can accurately interpret and distinguish content
- make sure your code lets assistive technologies know what every user interface component is for, what state it's currently in and if it changes
- make sure important status messages or modal dialogs are marked up in a way that informs users of their presence and purpose, and lets them interact with them using their assistive technology

Helpful Links

For developers of websites

Constructing a POUR website:

<https://webaim.org/articles/pour/>

Understanding Robust

https://developer.mozilla.org/en-US/docs/Web/Accessibility/Understanding_WCAG/Robust




Make Technology Work for Everyone: introducing digital accessibility



Share

An introduction to Digital Accessibility



Watch on  YouTube



budding 873



https://www.youtube.com/watch?v=8lk_LHmZx8Y

Accessibility Statement

Why Provide an Accessibility Statement?

A web accessibility statement is an information page on your website that clearly states the level of web accessibility to which the website aims to conform.

Often, accessibility statements and help pages are bundled together, but it is advisable to have a whole page dedicated to your web accessibility statement.

An accessibility statement signals to website visitors that you are dedicated to providing equal access to information for everyone. Nobody wants to feel excluded or be treated differently. By providing a comprehensive accessibility statement, you demonstrate that you consider those with disabilities valuable website visitors.

Credit : <https://reciteme.com/news/how-to-write-an-awesome-accessibility-statement/>

Accessibility statements also demonstrate an organisation's commitment

Accessibility Laws

There are several laws and guidelines that stipulate how content should be made accessible so that disabled users are not disadvantaged or discriminated against. There are a few variations in rules for public sector companies versus private entities, and it is each individual organisation's responsibility to check they comply with:

The Equality Act (UK),

The Web Content Accessibility Guidelines (WCAG) Level AA – WCAG AA compliance is legally required for certain websites, and this is the level typically referred to when discussing 'making a website accessible'.

Reputation

Showing a commitment to accessibility will enhance your brand reputation and resonate with your overall aims and objectives as a Parent Carer Forum.

Continual Improvement

Accessibility statements encourage website users to alert the site owners if and when content is inaccessible to them. This allows organisations to identify areas of their website that are not within current accessibility targets, and make plans to resolve those issues.

What to Include in an Accessibility Statement?

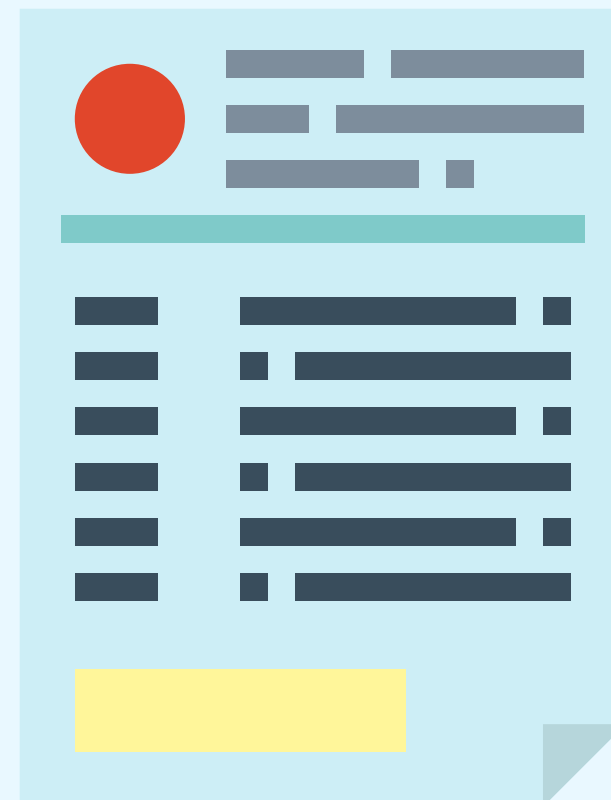
Writing an awesome accessibility statement needn't be complicated, although it does need to be checked and updated regularly to reflect further development and any additional changes you've made.

- The level of web accessibility your website currently provides.**
- A description of additional accessibility tools that are available.**
- Any known limitations or areas of the website that are inaccessible.**
- Contact information for reporting accessibility difficulties**
- Future accessibility goals and developments**

Need some help getting started?

You can access the World Wide Web Consortium (W3C) free web accessibility statement generator here:

<https://www.w3.org/WAI/planning/statements/generator/#create>





**Inclusive content efforts are never
finished**

**We don't always get them right and
some accessibility needs do conflict
so you need to be aware of your
audiences needs and use your best
judgement.**

Potentially Useful links

Code of Practice

<https://www.iso.org/standard/70913.html>

WCAG checklist:

<https://www.accessguide.io/wcag-testing-checklist>

Contrast Checker:

<https://webaim.org/resources/contrastchecker/>

Accessible Charts

<https://flourish.studio/blog/accessible-chart-design/>

Structuring Forms

<https://www.gov.uk/service-manual/design/form-structure>

Accessibility Requirements UK

<https://www.gov.uk/guidance/accessibility-requirements-for-public-sector-websites-and-apps>

<https://www.accessibility.com/blog/digital-accessibility-laws-in-the-u.k>

Digital Inclusion NHS

<https://digital.nhs.uk/about-nhs-digital/corporate-information-and-documents/digital-inclusion/what-digital-inclusion-is>



**Thank you for your time
and dedication to Digital
Accessibility.**