

The Georgia Tech logo is positioned on the left side of the slide, overlaid on a large, semi-transparent chevron graphic. The chevron is filled with a photograph of a modern building's interior, showing architectural details like arches and a large circular light fixture. The logo itself consists of the words "Georgia" and "Tech" stacked vertically in a bold, sans-serif font, with a stylized tower icon to the right of "Tech".

**Georgia
Tech**

CREATING THE NEXT

CDC Foundation: Accessible Materials and Culturally Relevant Messages for Individuals with Disabilities

Pacific ADA Center Webinar Series

February 11, 2021



**Thank
you to
our
funder!**

The CDC Foundation

This project is made possible due to funding from the CDC Foundation along with technical assistance from the Centers for Disease Control and Prevention (CDC).



Accessibility Made Smart at CIDI

- Accessibility Consulting – ICT & UX
- Braille Services
- Captioning and Described Audio Services
- Professional E-Text Producers
- Certified Assistive Technology Team

Tools for Life is Celebrating 30 Years of Service this Year!



We Are Contributing to an Inclusive World

CIDI is recognized as a leader for services and research in accessibility. We are dedicated to an inclusive society through innovations in assistive and universally designed technologies, with a goal of addressing the full range of needs for accessibility. We are committed to the promotion of technological innovation and development of user-centered research, products, and services for individuals with disabilities.

Services We Offer

Our Mission

Today's Session

- Georgia Tech's CIDI team, through funding provided by the CDC Foundation and with technical assistance from CDC, is adapting CDC's COVID-19 guidance into accessible formats for people with disabilities.
- Presenters will share information about this project including statistics on individuals living with disabilities during the COVID-19 pandemic, history of the project, and real-time resources for you as we collectively work to distribute this vital health information to those who need it most.

Learning Objectives

	Identify	List	Name
Upon completion of this webinar, participants will be able to:	Identify 2 ways that people with disabilities have been disproportionately affected by the COVID-19 pandemic.	List 3 targeted disability specific audiences that will be receiving the accessible materials.	Name the accessible resources that are available through the COVID-19 Accessible Materials for People Disabilities Project.

ABOUT THIS PROJECT:

Accessible Materials for People with Disabilities

- Background and purpose
- What are we providing?
- Who needs these resources?
- How will we reach our target audiences?
- How can you can help us?
- Q&A

What are we providing?

- A technique for developing ASL video scripts that use “native ASL” for more effective communication with Deaf users
- Easy access to braille, embossed or digital for refreshable braille displays
- Text simplified below Plain Language guidelines
- Web accessibility and best practices beyond Section 508 compliance
- Education and training resources to support the dissemination of the improved products and to share the processes for future uses



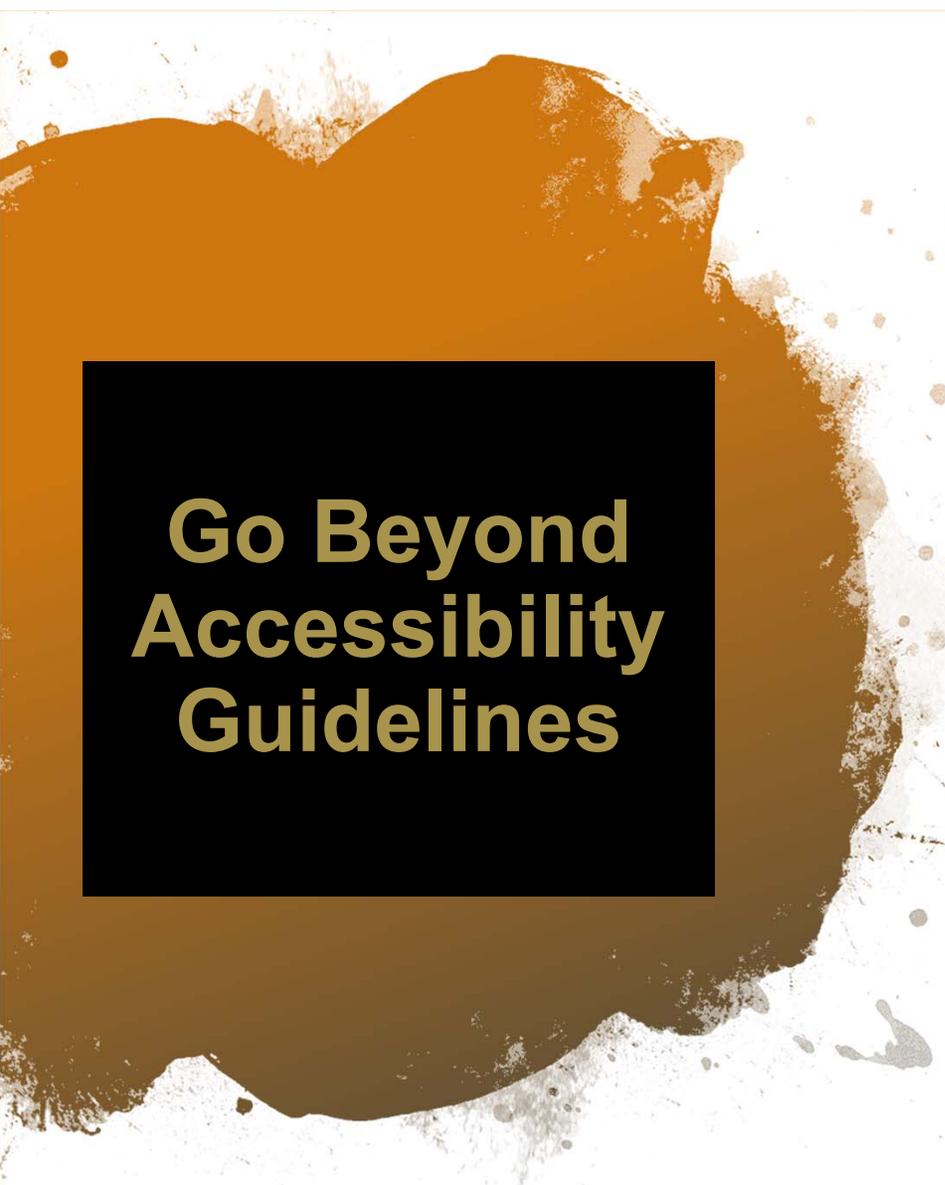
**Who needs
these
resources?**

Our specific target audiences are:

- Deaf or hard of hearing users of ASL
- Blind or low vision individuals who use braille
- Individuals with extremely limited literacy skills
- Individuals with mobility issues that limit access to information
- Families, caregivers and various healthcare providers who may benefit from the enhanced modes of messaging
- Some individuals who may have combinations of these disabilities and some of the message formats may be used by multiple audiences

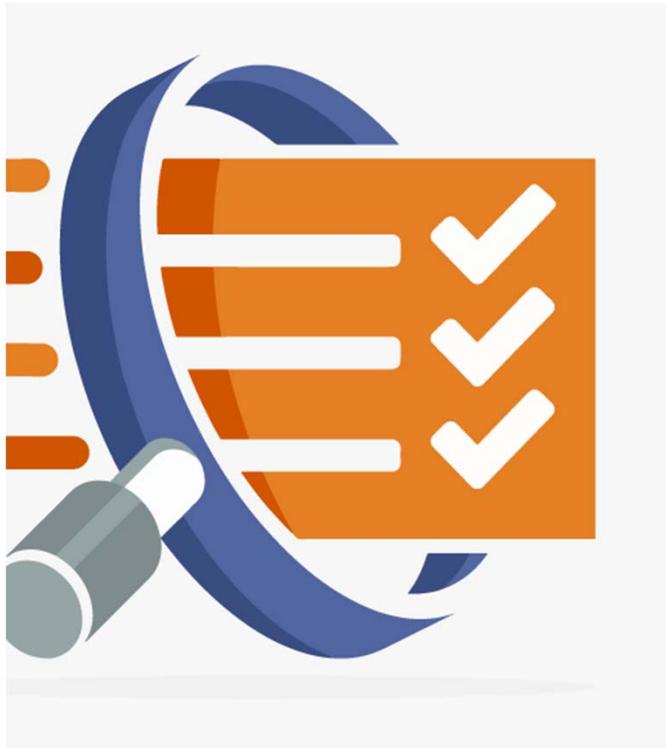
Project Background

- COVID-19 has disproportionately affected many groups, including the 61 million people in the United States living with a disability.
- While the COVID-19 guidance on CDC's website is accessible for some people with disabilities as required by Section 508 of the Rehabilitation Act (e.g., those using assistive technology devices, closed captions on videos, etc.), content is needed in alternate formats such as simplified text, braille, and American Sign Language (ASL) videos.
- It is important that COVID-19 guidelines are not only accessible to people with disabilities but also consider cultural challenges that people with disabilities face while trying to follow them.



Go Beyond Accessibility Guidelines

- All individuals, with or without disabilities, have their own preferred learning modes. The offering of products in a variety of formats provides greater access for everyone.
- Going beyond accessibility considerations to address those preferences will introduce some products with wide-ranging benefits.
- For example, those may include videos with practical information on cleaning surfaces, computers, and mobile devices to avoid disease transmission, how to sanitize durable medical equipment, or how to use touchless strategies for grocery shopping.



Needs Assessment and Message Testing

- CIDI conducted a needs assessment with individuals with disabilities, as well as organizations that serve disability audiences, to inform this project.
- Adapted materials have been message tested with target audiences to ensure accurate translation and cultural relevancy to people with disabilities.

COVID-19 Accessible Resources

Easy to Read materials created through this project are available on the CDC website. ASL videos created through this project will soon be posted to CDC's ASL YouTube Channel

www.cdc.gov/coronavirus

The screenshot shows the CDC website's COVID-19 page. At the top left is the CDC logo with the tagline "Centers for Disease Control and Prevention" and "CDC 24/7 Saving Lives. Protecting People™". A search bar on the top right contains the text "Search COVID-19" and is circled in red. Below the search bar is a teal navigation bar with the text "COVID-19" and links for "ASL Videos", "Easy to Read", and "Languages". A secondary navigation bar below that contains links for "Your Health", "Vaccines", "Cases & Data", "Work & School", "Healthcare Workers", "Health Depts", and "More". The main content area features a large illustration of a person on a video call with others, with the text "Gathering virtually or with the people you live with is the safest." and a button that says "SAFELY ENJOY THE SUPER BOWL >". To the right of the illustration are three sections: "VACCINES Information for you & your family >", "MASKS & PUBLIC TRANSPORTATION New requirement >", and "NEW VARIANTS What we know >". At the bottom, there are two columns of links: "VACCINES" with links for "Questions and answers >", "Your vaccine appointment >", and "Pharmacy Program >"; and "SYMPTOMS & TESTING" with links for "Symptoms >", "When to get tested >", and "When to quarantine >".



Improving ASL Videos

- ASL is a primary language, not a translation of English, for deaf individuals who use it.
- Videos need to be in native ASL. We are working with CDC on a modified process to develop video scripts in native ASL.
- ASL users also need:
 - Easily identifiable videos
 - Messaging about CDC guidance through channels they use frequently

Making Braille Easily Available

Digital, braille-ready files

- Documents remediated for accessibility
- Available for download to refreshable braille displays

Embossed Braille

- Available through partners
- Available by individual request through the CIDI microsite

Simplified Text

Simplified text is needed for those with limited literacy skills from a variety of causes.

This requires simplification much lower than the Plain Language guidelines – content at or below 3rd grade level. We are “simplifying” CDC guidance to this level.

The process and tool, developed by partners at the University of North Carolina – Chapel Hill, Center for Literacy and Disability Studies, School of Medicine, is ground-breaking research and an application of research-based findings.

Easy to Read

Easy to Read

[The Spread of COVID-19](#)

[COVID-19 Can Make You Feel Sick](#)

[Tests for Current Infection](#)

[Contact Tracing](#)

[Wearing a Mask](#)

[Clean and Disinfect at Home](#)

[Living in Shared Housing](#)

[Running Errands and Food Delivery](#)

[Protect Animals from COVID-19](#)

[Quarantine vs. Isolation](#)

[Protect Yourself from COVID-19](#)

[Protect Yourself Living with Other People](#)

Wearing a Mask

Updated Jan. 8, 2021 [Print](#)

Wear a Mask the Right Way

- First, wash your hands.
- Put the mask on your face.
- Put the loops behind your ears.
- The mask must cover your nose.
- The mask must cover your mouth.
- The mask must fit under your chin.
- The mask must be snug on your face.
- Make sure breathing is easy.
- Masks may feel different.
- Practice wearing a mask.
- Practice will help you get used to wearing a mask.

Protect Everyone from COVID-19

- Wear a mask to protect yourself.

[Staying Away from People When You Have COVID-19](#)

[Protect Children at School](#)

[Decisions About School and Remote Learning](#)

Get Email Updates

To receive email updates about COVID-19, enter your email address:

Email Address

[What's this?](#)

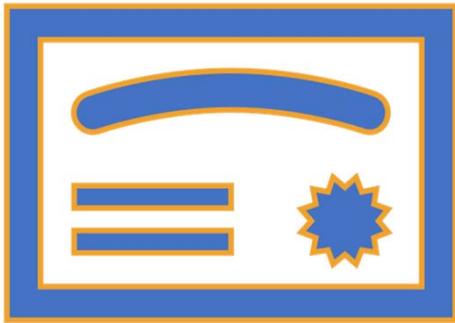
Stop COVID-19 Every Day

- Stay at least 6 feet away from people outside your home.
- Stay away from people who are sick.
- Wear a mask to protect everyone.
- Wash your hands often.
- Wash your hands with soap and water.
- Wash your hands for 20 seconds.
- Sing the happy birthday song twice while washing your hands.
- Use hand sanitizer if that is all you have.
- Rub the hand sanitizer all over your hands.
- Rub your hands until they feel dry.
- Washing your hands with soap and water is best.

Take Off Your Mask When You Get Home

- Keep your hands off the front of the mask.
- Touch only the strings or loops.
- Use the strings or loops to take off the mask.
- Fold the mask.
- Put the mask in the laundry.
- Wash your hands with soap and water.

Consulting Services: 508 / Best Practices



- Accessibility sometimes requires best practices that go beyond Section 508 compliance.
- Webpage accessibility
- PDF Remediation

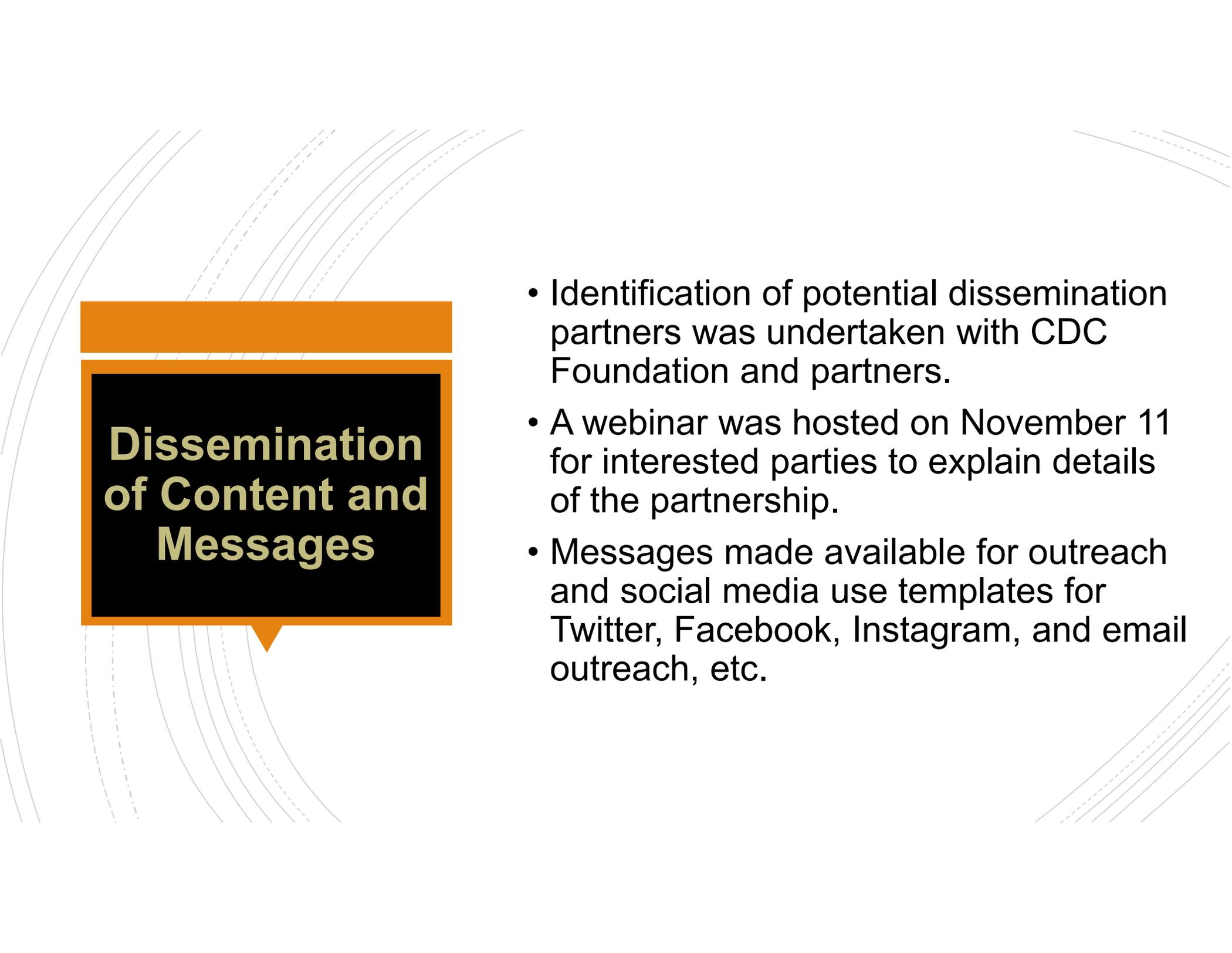


Reaching Our Target Audiences



The Dissemination Plan is a tiered approach to partner with organizations serving target audiences, capitalizing on existing channels to reach those who need accessible resources.

Our partners at American Association on Health and Disability (AAHD) have been instrumental in outreach and dissemination.

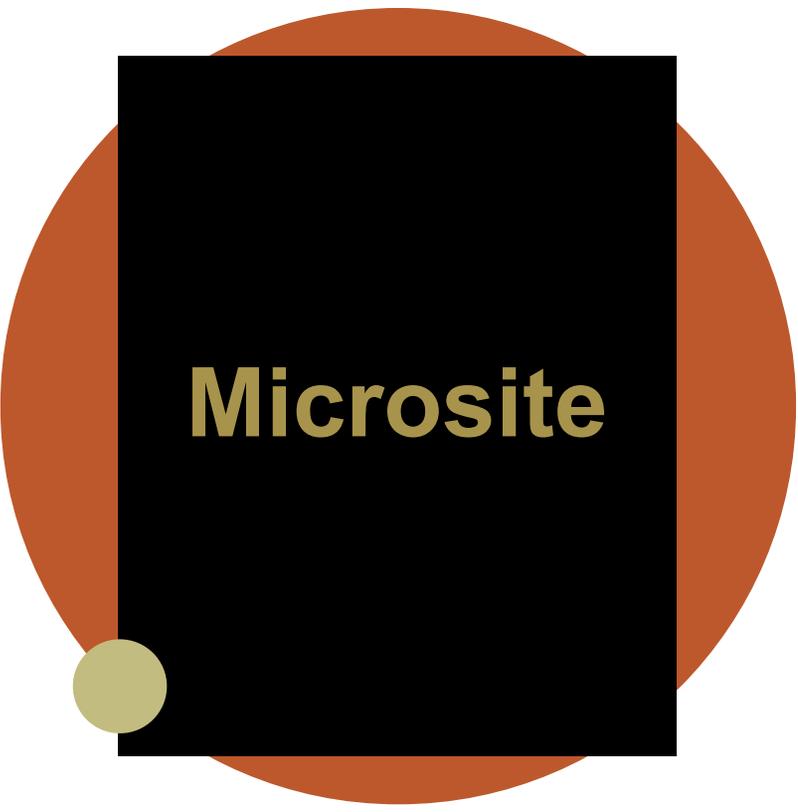
The slide features a decorative background with several curved lines in shades of gray, some solid and some dashed, sweeping across the top and sides. On the left side, there is a prominent callout box consisting of a solid orange rectangular bar at the top, a black rectangular box with an orange border in the middle, and a small orange triangle pointing downwards at the bottom. The text 'Dissemination of Content and Messages' is written in a bold, yellow-green font within the black box.

Dissemination of Content and Messages

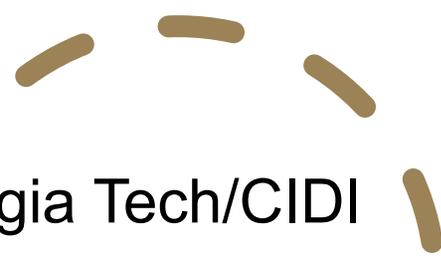
- Identification of potential dissemination partners was undertaken with CDC Foundation and partners.
- A webinar was hosted on November 11 for interested parties to explain details of the partnership.
- Messages made available for outreach and social media use templates for Twitter, Facebook, Instagram, and email outreach, etc.

Webinars and Trainings

- Additional webinars have been hosted and archives can be accessed on the Georgia Tech microsite.
www.cidi.gatech.edu/covid/training
- Webinar topics covered:
 - Apps for Promoting Independence and Safety (Nov. 12, 2020)
 - Sanitization of Personal Durable Medical Equipment (Nov. 18, 2020)
 - A Closer Look: Face Masks and People with Disabilities (Dec. 9, 2020)
 - A Closer Look: Mental Health and Resilience within the Disability Community during COVID-19 (Dec. 16, 2020)
 - Making Social Media Accessible for People with Disabilities (Jan. 20, 2021)
 - A Closer Look: Guidance for Business and Employees Considering the Needs of People with Disability during COVID-19 (Feb. 10, 2021)



Microsite

- 
- The microsite at Georgia Tech/CIDI will:
 - Link to CDC guidance, videos, etc.
 - Host some accessible materials.
 - Host education, training and supplementary resources.
 - www.cidi.gatech.edu/covid

Outreach



Please reach out to learn more about how you can help distribute this vital health information to those that need it most.

training@gatfl.gatech.edu

Questions and Answers





**We appreciate
your time!**

