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

Pacific ADA Center Webinar Series  
February 11, 2021

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**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).

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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.

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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.

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# Learning Objectives

	Identify	List	Name
<b>Upon completion of this webinar, participants will be able to:</b>	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.

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## ABOUT THIS PROJECT:

### Accessible Materials for People with Disabilities

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- 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

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## 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

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## 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

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## 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.

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## 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.

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## 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.

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## 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](http://www.cdc.gov/coronavirus)

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CDC Centers for Disease Control and Prevention  
CDC 2017 Saving Lives. Protecting People™

COVID-19

Search COVID-19

ASL Videos | Easy to Read | Languages

Your Health Vaccines Cases & Data Work & School Healthcare Workers Health Depts More

Gathering virtually or with the people you live with is the safest.

SAFELY ENJOY THE SUPER BOWL

VACCINES  
Information for you & your family >

MASKS & PUBLIC TRANSPORTATION  
New requirement >

NEW VARIANTS  
What we know >

VACCINES

Questions and answers >

Your vaccine appointment >

Pharmacy Program >

SYMPTOMS & TESTING

Symptoms >

When to get tested >

When to quarantine >

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## 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

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## Making Braille Easily Available

<p>Digital, braille-ready files</p>	<ul style="list-style-type: none"> <li>• Documents remediated for accessibility</li> <li>• Available for download to refreshable braille displays</li> </ul>
<p>Embossed Braille</p>	<ul style="list-style-type: none"> <li>• Available through partners</li> <li>• Available by individual request through the CIDI microsite</li> </ul>

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## 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 3<sup>rd</sup> 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.

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## Easy to Read

The screenshot shows a website interface for COVID-19 information. At the top, there is a navigation menu with links for 'Your Health', 'Vaccines', 'Cases & Data', 'Work & School', and 'Healthcare Workers'. Below the menu, there is a sidebar on the left with a list of topics under the heading 'Easy to Read'. The main content area is titled 'Wearing a Mask' and includes a sub-section 'Wear a Mask the Right Way' with detailed instructions. To the right of the main content, there are several other sections: 'Staying Away from People When You Have COVID-19', 'Protect Children at School', 'Decisions About School and Remote Learning', 'Get Email Updates' (with an email input field and a 'Submit' button), 'Stop COVID-19 Every Day' (with a list of instructions), and 'Take Off Your Mask When You Get Home' (with a list of instructions).

**Easy to Read**

**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?](#)

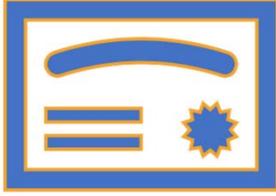
**Stop COVID-19 Every Day**

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.

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## Consulting Services: 508 / Best Practices

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

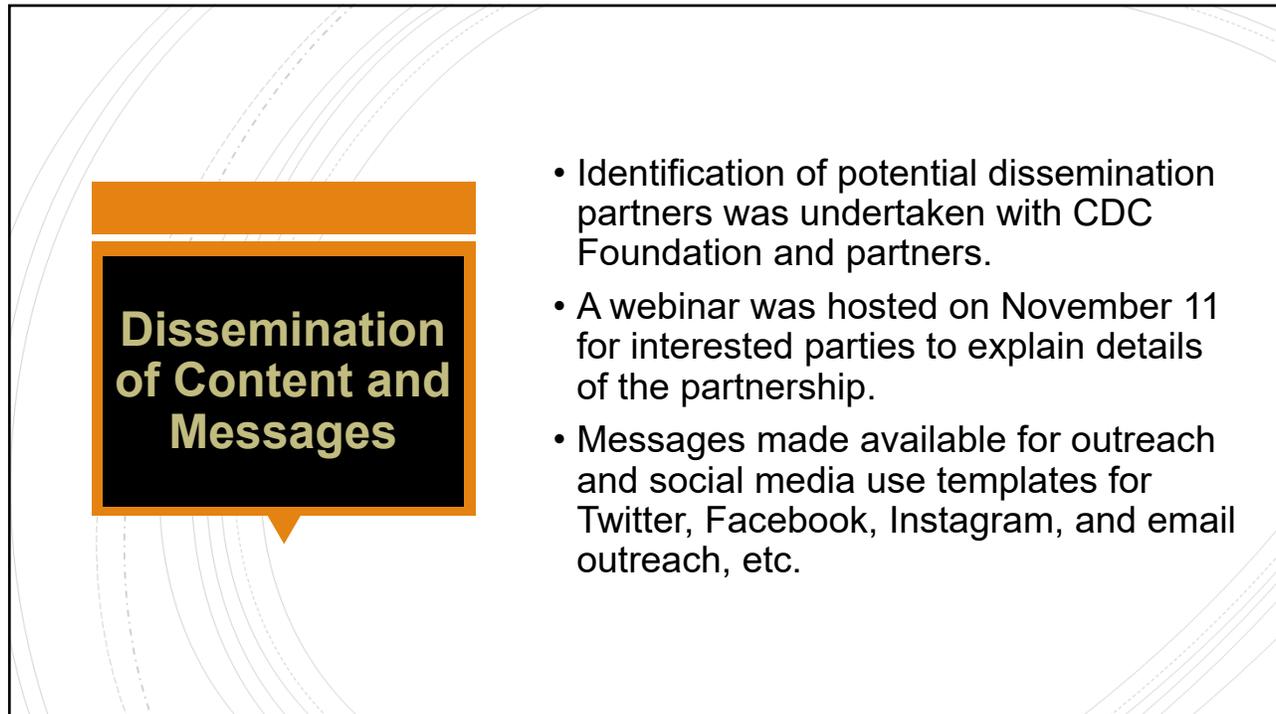
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## Reaching Our Target Audiences

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.

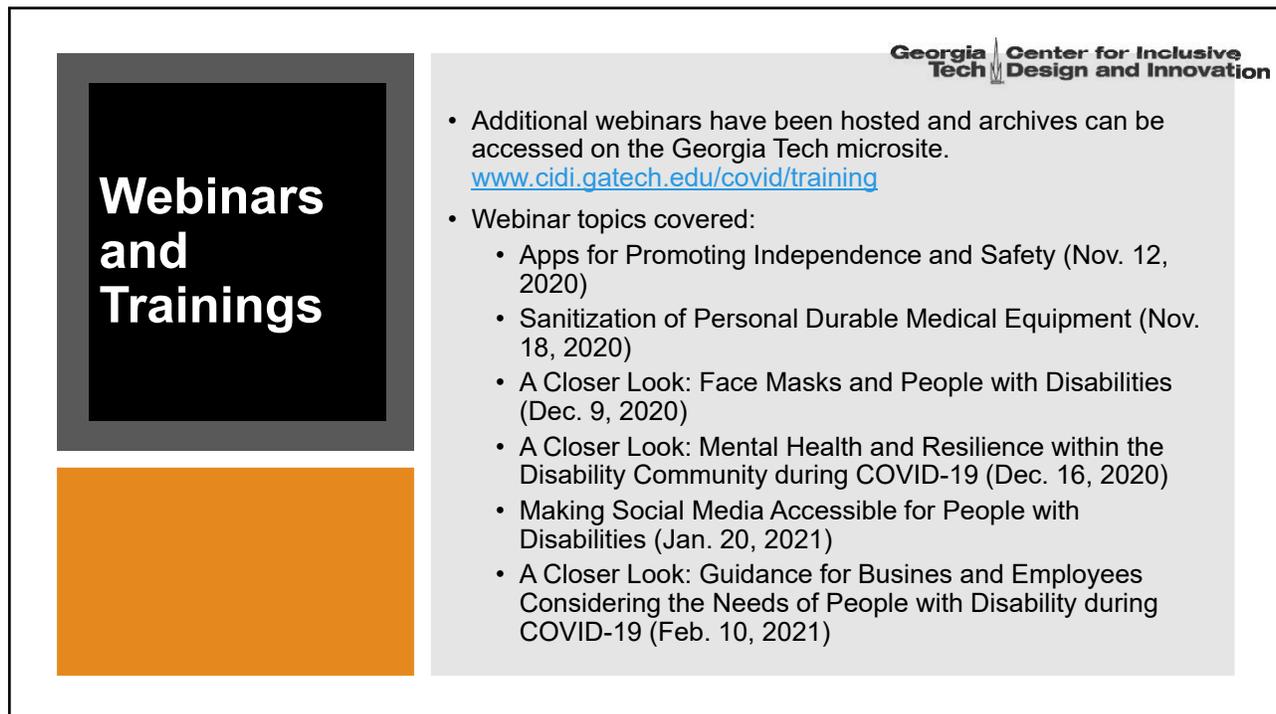
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**Dissemination of Content and Messages**

- 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.

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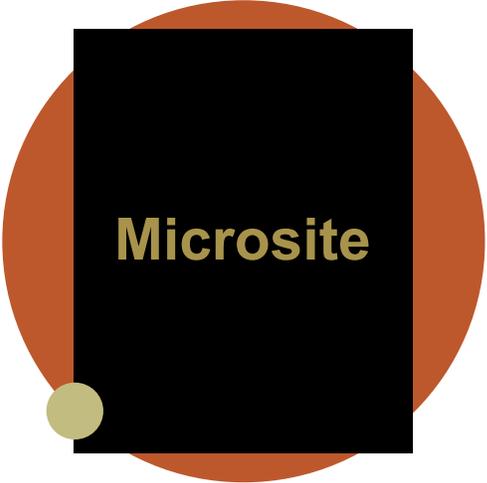


**Webinars and Trainings**

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- Additional webinars have been hosted and archives can be accessed on the Georgia Tech microsite. [www.cidi.gatech.edu/covid/training](http://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)

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**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](http://www.cidi.gatech.edu/covid)

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**Outreach**



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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](mailto:training@gatfl.gatech.edu)

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Questions and Answers

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Thank you!!

We appreciate your time!

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