

Accessibility Topics for Communications

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Who is John?

John Estill

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- 14 years on the Michigan.gov team
- Past 8+ years with a high focus on accessibility

- ~10 million people in Michigan
- 1 in 4 adults have a disability – [CDC](#)
- 7 in 10 use social media – [Pew Research](#)
- More millennials are likely to report having a disability; and they are almost early 40s
- Over 4,000 website accessibility lawsuits 2023 – [UsableNet \(PDF\)](#)
- Many end in settlements
 - Meijer
 - RiteAid
 - MDE
- Or defended, if doing it right

- [Travel Patterns of American Adults with Disabilities | Bureau of Transportation Statistics \(bts.gov\)](#)
- Only one-fifth of people age 18 to 64 work full- or part-time if they have travel-limiting disabilities
- Half of people age 18 to 64 with disabilities live in households with incomes under \$25,000
- Over one-fifth of non-workers and 12 percent of workers age 18 to 64 with disabilities live in zero-vehicle households

- **Americans with Disabilities Act (ADA)**
 - [ADA - Title II \(Regulations\)](#)
- **Michigan Law**
 - [Persons with Disabilities Civil Rights Act](#)
- **SOM Administrative Guide Policy 1650**
 - [1650.02 Accessibility and Reasonable Modifications](#)
 - [State of Michigan Look and Feel Standards](#)
- **Rehabilitation Act of 1972**
 - [Sections 504 and 508](#)

- ADA Title II
 - Dept of Justice is looking at putting WCAG 2.1 AA in as a checklist
- DOJ is using 2.1 AA in all of their Resolution Agreements
- Oklahoma Digital ID
- MDE
- Federal HHS looking to WCAG 2.1 AA
- DOJ & Medical Devices

Comprehensive Look at Our Digital Presence

- Website
 - All of them, not just the main ones (SOM has 400+)
- Bulk email
 - GovDelivery (Granicus) for most
 - 1,000s of distinct email lists
 - Others like MailChimp, ConstantContact, etc
- Social Media
 - 500+ social accounts between Tw, FB, In, YT, LI, Mast, Threads, Bluesky, etc.
- Kiosks
- Other public & employee interaction points

- Your emails need to be accessible
- Consider reading order
- Images need alternative text (alt text)
- Landing pages back on the site

Share or view as webpage | Update preferences



MICHIGAN DEPARTMENT OF
NATURAL RESOURCES

Celebrate!  **LOOK BACK, GIVE FORWARD**

Nature peaks with Michigan fall color adventures



Fall color only comes once a year! Check out Pure Michigan's fall travel guide to find seasonal destinations showcasing canopies of crimson, orange and gold.

Fall color is predicted to peak throughout October, so there are still plenty of day trips and weekend getaways to be had.

Visit Michigan.org/Fall.

Michigan state parks hit 1 millionth camping night in 2019

This past weekend, two campers 

- Links
 - Make sure they are written out. No “Click Here”
 - Note the JPG & PDF in parens
 - Documents should be uploaded to the WCMS (The web server)
 - Makes them easier to use in other situations

Long Headline of the Very Important Statement

Subhead line with more words to help make it a little longer sentence

Lansing, Mich. – The quick, brown fox jumps over a lazy dog. DJs flock by when MTV ax quiz prog. Junk MTV quiz graced by fox | whelps. Woven silk pajamas exchanged for blue. Waltz, bad dance, for quick jigs vex! Visit the website to learn more about [The Program](#).

Brick quiz whangs jumpy veldt fox. Bright vixens jump; dozy fowl quack. Quick wafting zephyrs vex bold Jim. Quick zephyrs blow, vexing daft Jim. How quickly daft jumping zebras vex. Two driven blargs help fax my big quiz. Quick, Baz, get my woven flax jodhpurs! "Now fax quiz Jack!" my brave ghost pled.

"Five quacking zephyrs jolt my wax double."

Flummoxed by job, kvetching W. zaps Iraq. Cozy sphinx waves quart jug of bad milk. A very bad quack might jinx zippy fowls. Few quips galvanized the mock jury box. Quick brown dogs jump over the lazy fox. The jay, pig, fox, zebra, and my wolves quack! Joaquin Phoenix was gazed by MTV for luck. A wizard's job is to vex chumps quickly in fog.

Watch "Jeopardy!", Alex Trebek's fun TV quiz game.

High Res photo for journalists of [Person shaking hands \(JPG\)](#)


Download [EO 2023-01 \(PDF\)](#)

###


Email – Images off

- Try turning off your inline images and compare

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MICHIGAN DEPARTMENT OF
NATURAL RESOURCES




October hunting and trapping opportunities

- [Small game hunting](#)
- [Waterfowl hunting](#)
- [Fur harvesting](#)
- [Deer hunting](#)
- [Fall turkey hunting](#)
- [Need a place to hunt?](#)
- [Questions?](#)

Small game hunting

Small game seasons are in full swing, and pheasant hunting opens soon. Visit Michigan.gov/Hunting to plan your trip.

- Pheasant (male only):
 - Zone 1* opens Oct. 10.
 - Zones 2 and 3 open Oct. 20.
 - Don't forget to get your free



Share or view as webpage | Update preferences

✘ Right-click or tap and hold here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.
Michigan Department of Natural Resources

✘ Right-click or tap and hold here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.
Pheasant in grass

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Small game hunting

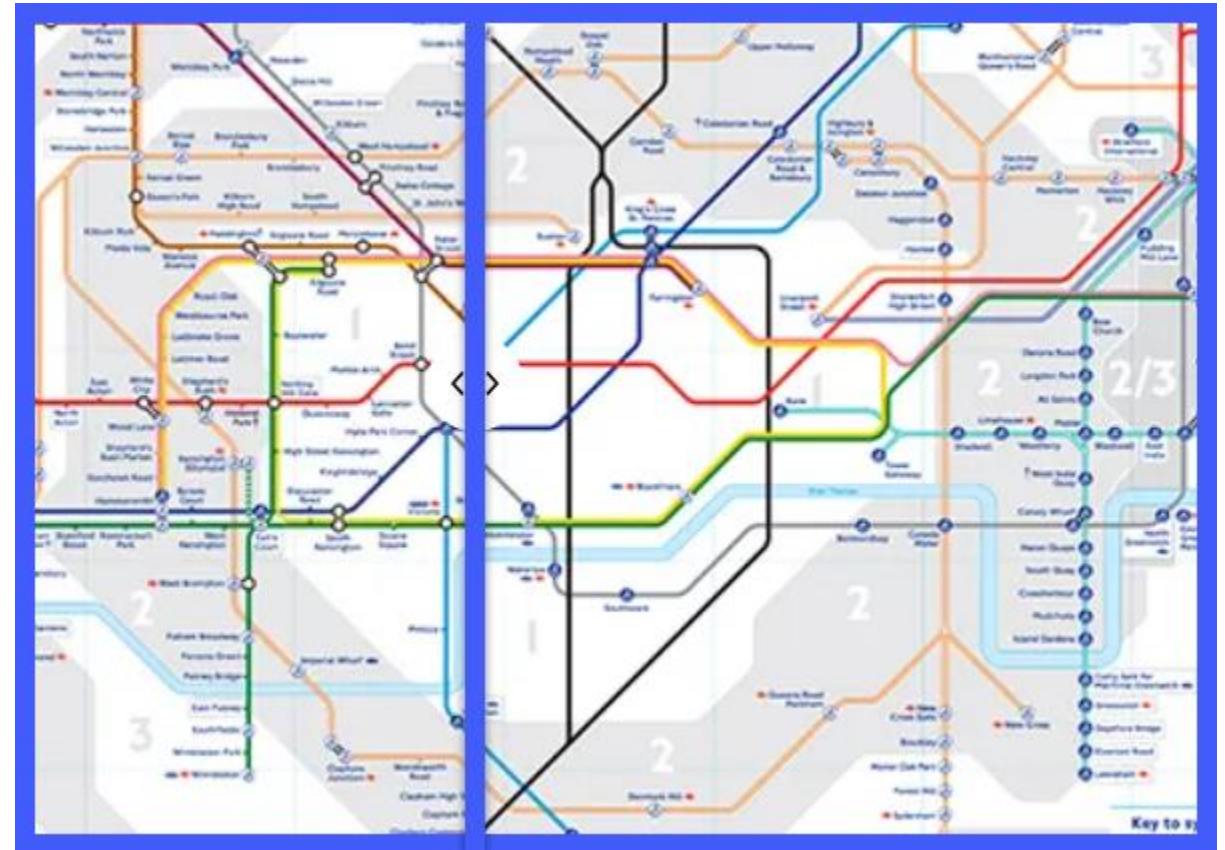
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2019 Hunting Digest Cover

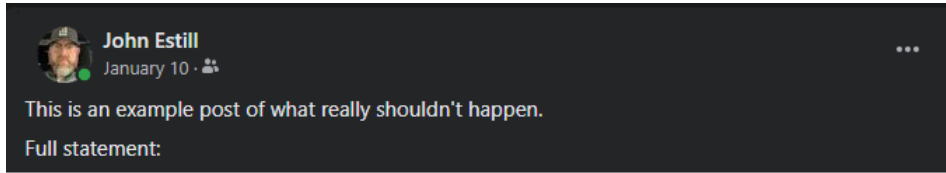
Maps

- This is the London Underground
- Left side is all stations
- Right side is accessible station version



- Link to the website
- Don't link to HTML version of the emails
- Writing style
- Click here
- Alt Text!
- Check for security links
 - <https://gcc02.safelinks.protection.outlook.com/?url=>

Facebook - Compared



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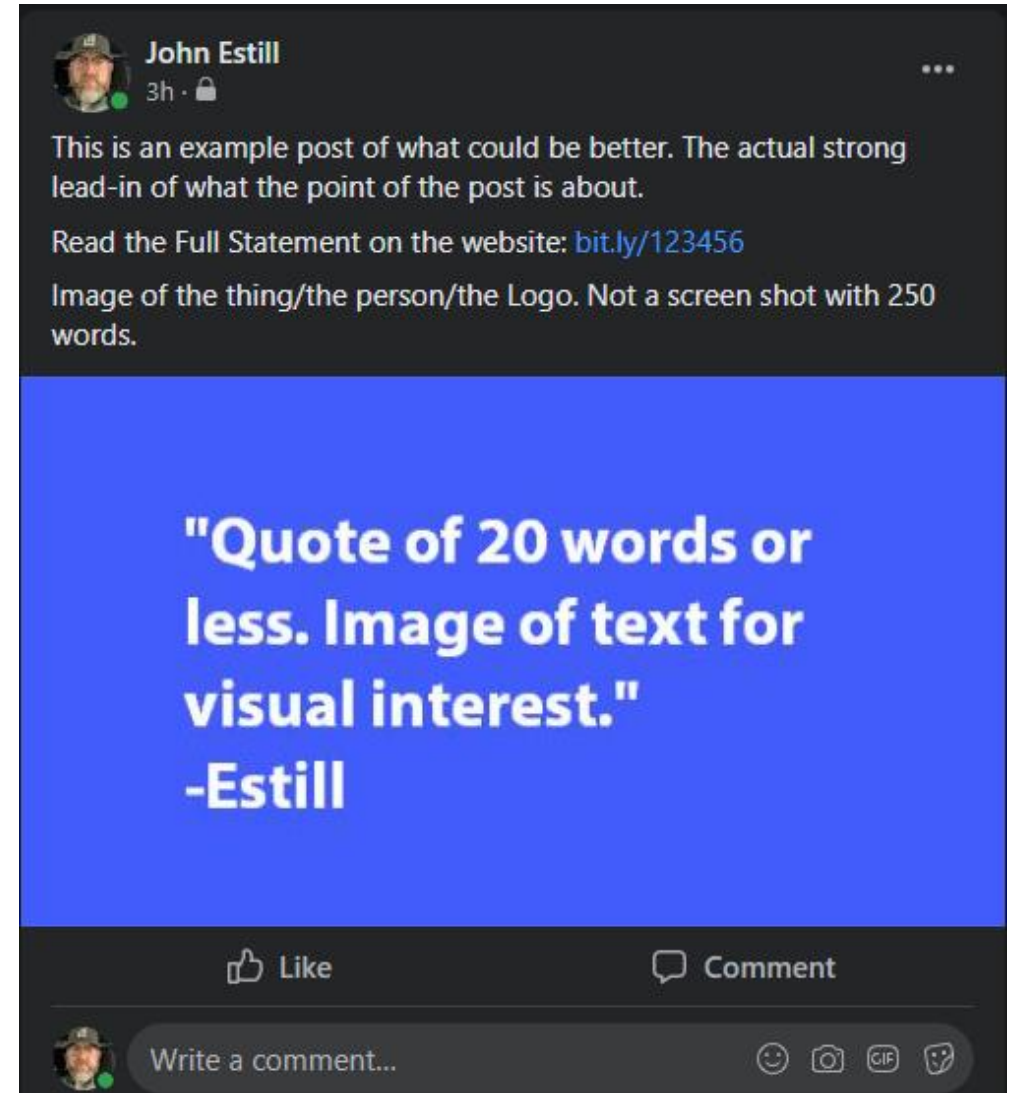
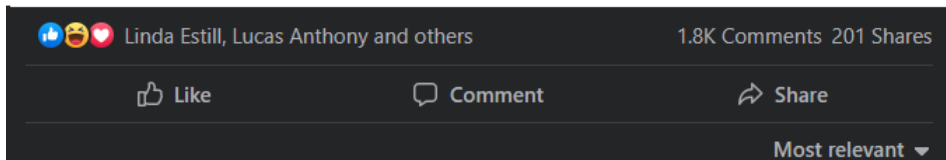
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###



- Same as Facebook. DIFS & AG good examples.

 **DIFS** ✓
@MIDIFS

With potentially severe winter weather in the forecast for southern Michigan later this week, DIFS is reminding Michiganders to review their insurance documents and take steps to prevent damage to your home or vehicle. bit.ly/3B4aupr

"Dealing with damage to a home or vehicle caused by severe weather is stressful enough, so we encourage Michiganders to review their insurance coverage before experiencing a loss to protect themselves financially."

DIFS Director Anita Fox

www.Michigan.gov/DIFS

3:02 PM · Feb 1, 2022 · Hootsuite Inc.

 **Michigan Attorney General Dana Nessel** ✓
@MIAttyGen

"Ammex is one of the largest gasoline stations in Detroit, and this case confirms that they must comply with Michigan's gasoline vapor pressure regulations."
[@MIAttyGen](#) [@dananessel](#)

michigan.gov/ag/0,4534,7-35...



Detroit Gas Station Ordered to Follow Clean Air Act Following Court Battle

MI.GOV/AGNEWS

11:12 AM · Feb 8, 2022 · Twitter for iPhone

Instagram, TikTok

- They are image and video sites
- Alt text & closed captions at a minimum
- Automatic captions are generally not considered adequate

Documents

- Word/Excel/PowerPoint/PDF
- Use the Accessibility Checker
- Make sure to check Doc Properties
 - Ensure the title, subject, author are at least there.

Meetings

- Typically, in the past, we have only thought about physical access
 - Digital is just as important
- Accessibility statement on all meeting notices
 - If you need assistance, please contact “person” at least x days before
- MS Teams & Zoom
 - Don’t advertise automatic captioning
 - Depends on effective communication with the specific audience
- Accommodation requests
 - ASL Interpreters
 - CART captioning (Communication Access Realtime Translation)

Things with Accessibility Implications

- Font selection
- Font size
- Font color
- Background color
- Contrast ratio between the two
- Tables

Emergency Communication Plans

- Weather closures
 - Gameday transit snarls
 - Construction
 - Parades/5k's/Triathlons
-
- Are you blasting emails
 - Using the socials
 - Live Emergency broadcast with ASL & CART?

- [Michigan.gov/policies](https://michigan.gov/policies)
 - Basic website policies statement
 - Cookies
 - Personal Info
 - ADA compliance

- Must contain language specifically stating contractors/vendors are responsible for providing accessible products
 - We are responsible for what the vendor does
 - Cannot subrogate or contract away these obligations
 - Advertising & Marketing
- Contract Reviews: I help procurement team when vendors red-line that section

NVDA:

- Free screen reader software available

Research:

- SOM Employees can go to SharePoint → <https://digital.michigan.gov/>
- State of Minnesota → [Office of Accessibility / Minnesota IT Services](#)
- Plain Language → PlainLanguage.gov
- Federal Accessibility → Home | Section508.gov
- Settlement Resolutions → ADA.gov

Questions

- Questions?