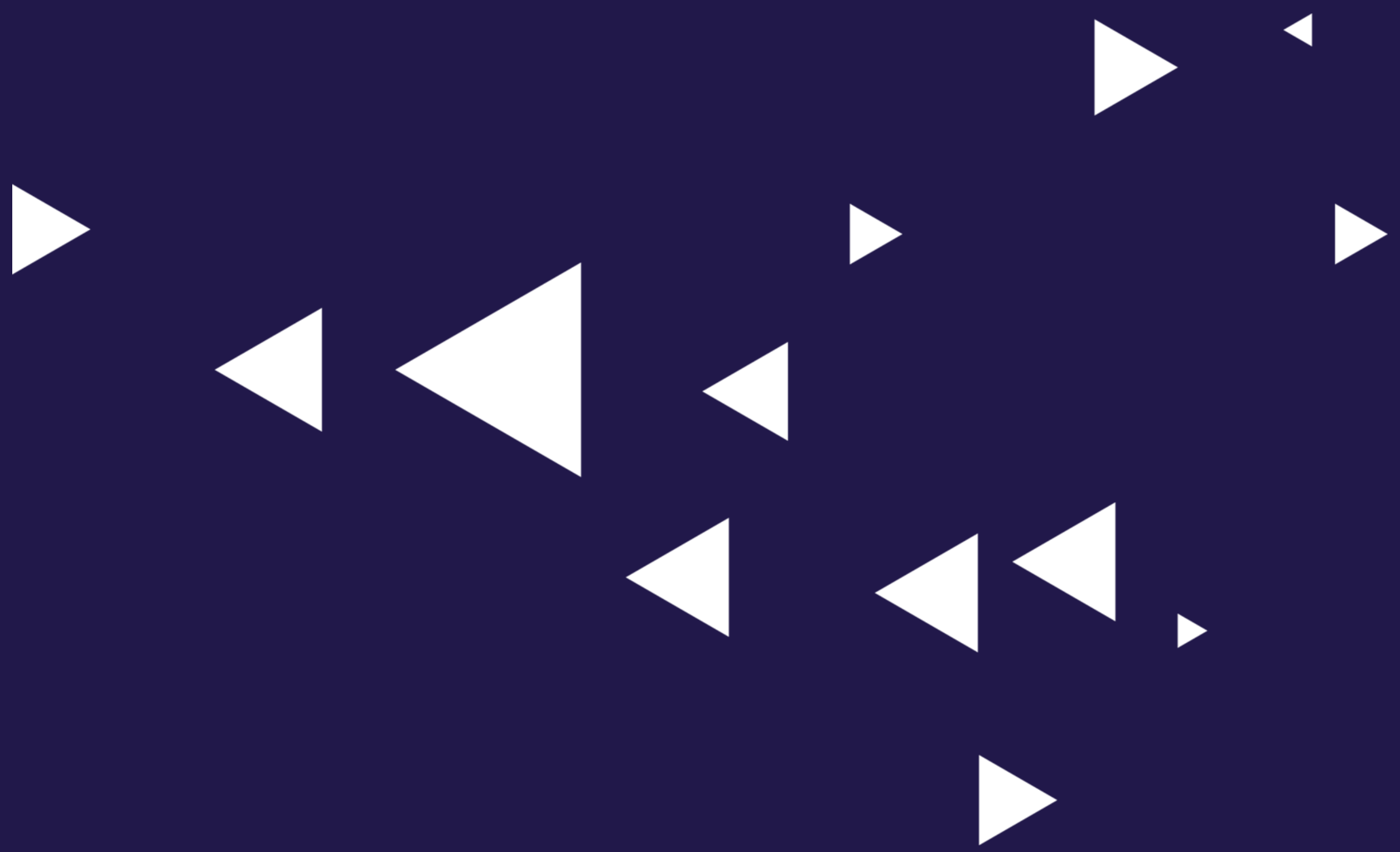


Creating an Accessible and Meaningful Experience for All



Welcome & Presenter Introductions

Kellie Blackwell, MA, CRC

(she, her, hers)

Kellie@MyMDRC.org

What We Will Cover

- Learn about the Michigan Assistive Technology Program (MATP)
- Who is on your bus?
- Ensuring content is accessible
- Specifics for digital content
- Ways to engage
- Resources



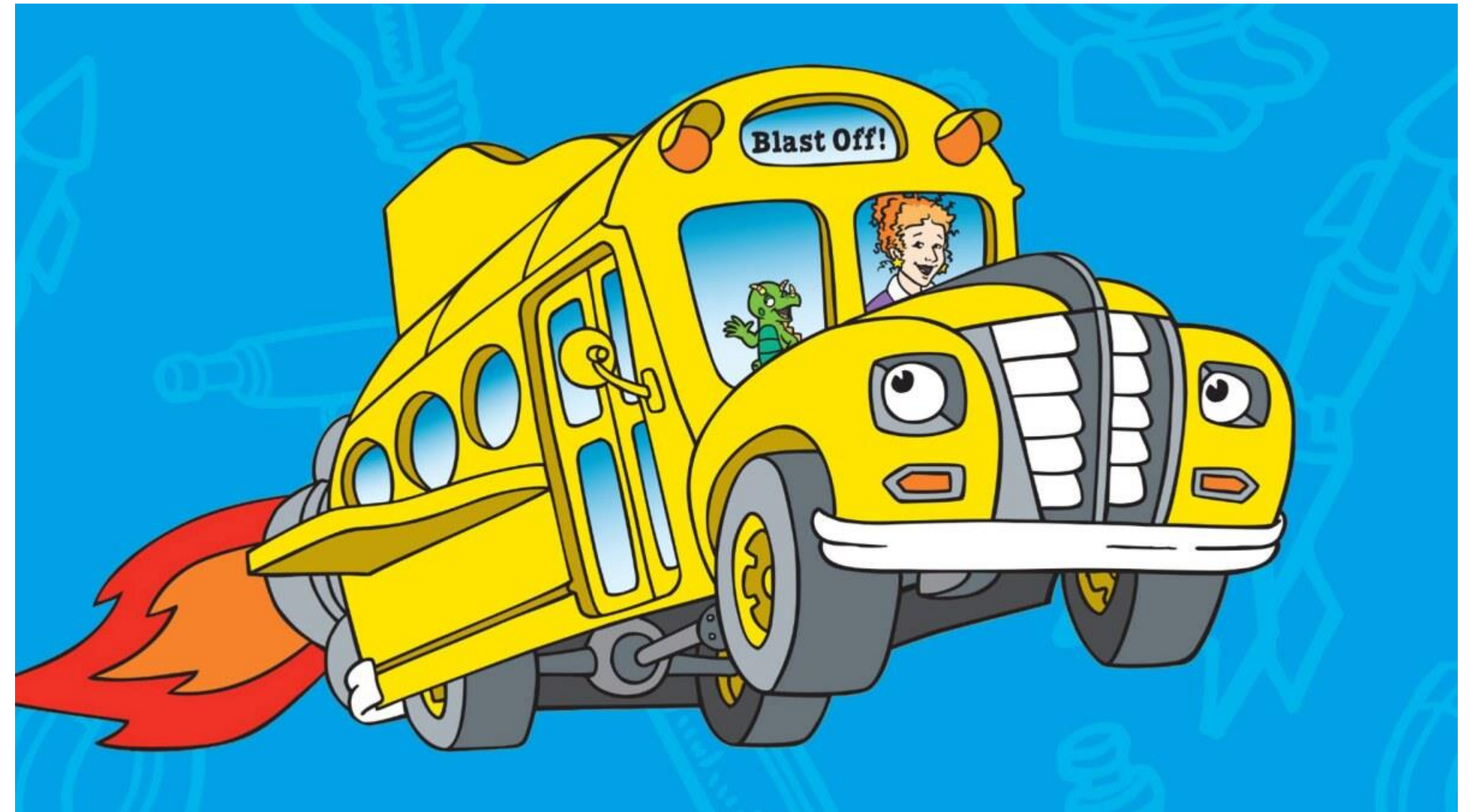
Michigan Assistive Technology Program (MATP)

- MATP is a free, federally funded program that provides AT-related supports around the state
 - Demonstrations & short-term loans of AT devices
 - Awareness information
 - Training
 - Loan Program
- By people with disabilities for people with disabilities, their allies, and other community members.



Who is on your bus?

- People with Disabilities
- Rural community members
- Individuals with differing cultural backgrounds/intersectional identities
- Community businesses and other stakeholders



Ensuring Accessibility – A Multi-Modal Approach

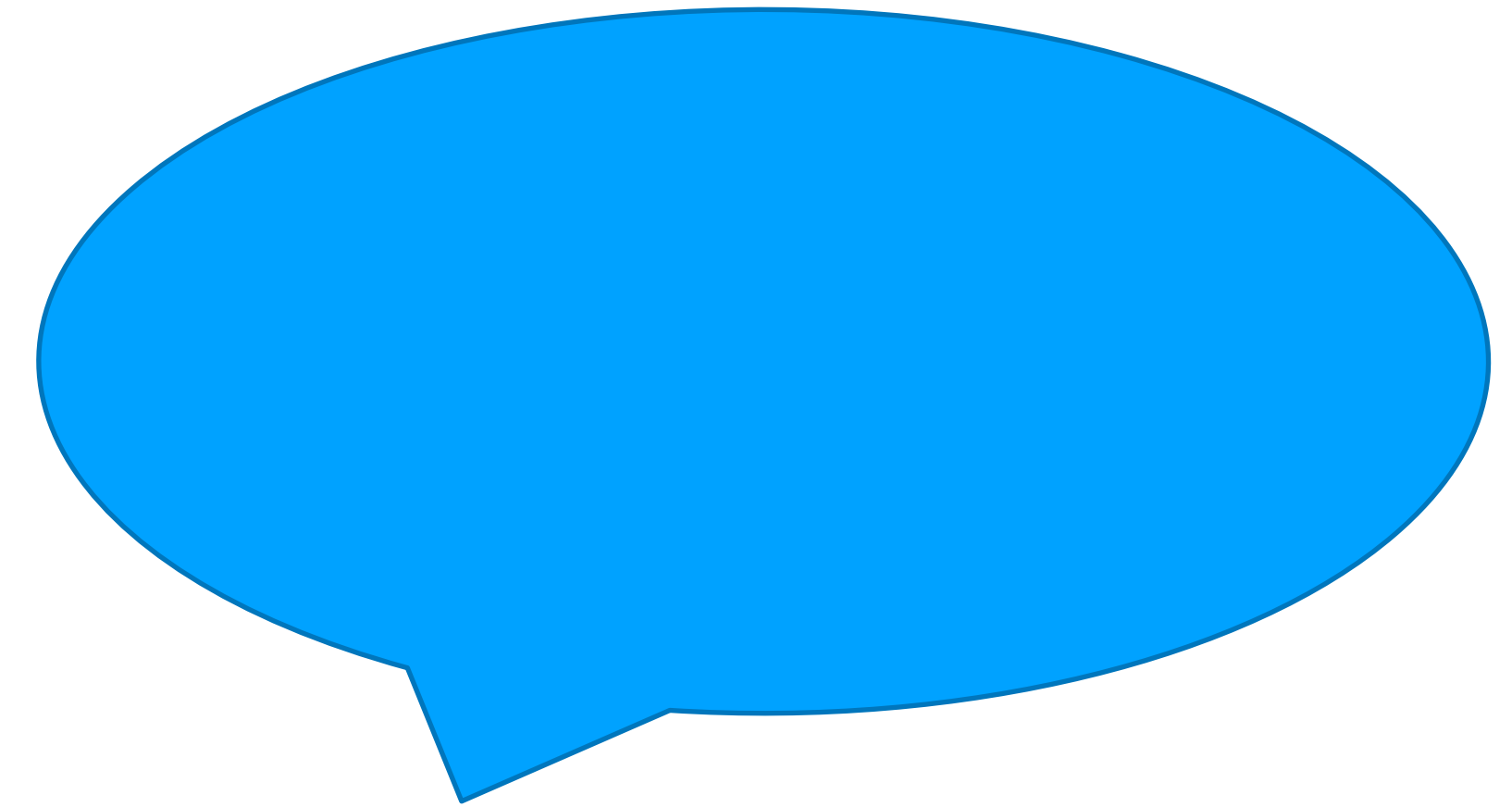
- **When looking at existing methods or new approaches:**
 - **Ensure several ways to access content – digital/accessible, large print, braille, audio**
 - **Available through basic phone call, website, app**
 - **For physical access: does it meet ADA standards? Other ways to improve the experience?**

Digital Accessibility Considerations

- **Whether using a website, promotional social media content, or reviewing digital documents, here are some accessibility basics:**
 - **Use of headings to create structure**
 - **Font size and style**
 - **Use of color – for contrast and meaning alone**
 - **Meaningful hyperlinks**
 - **Alternative text/image descriptions**
 - **Overlay software can be problematic**

Words Matter

- When drafting material and when addressing individuals with disabilities, here are some things to consider:
 - Outdated terms
 - Remember a person is not their device
 - Use of person first or identity first approach



An Active LAC

- Create opportunities for staff to interact in meaningful ways
- Request regular feedback
- Identify ways individuals are more likely to “buy-in”
- Offer approaches that allow for input before rollout



Thank You!

Kellie Blackwell, MA, CRC

Michigan Assistive Technology Program Co-Director

Kellie@mymdrc.org

1-800-578-0280, ext. 352

