

Tips on putting on accessible events and publicizing them

- ◆ The term "special needs" should be replaced with “access/accessibility needs”
- ◆ If events are sign language interpreted, include the interpreting symbol on all announcements.
- ◆ Also known as text telephone (TT), or telecommunications device for the deaf (TDD), TTY indicates a telephone device used with the telephone (and the phone number) for communication between deaf, hard of hearing, people who are not able to speak clearly and/or hearing persons
- ◆ Place a phone number for more information on accessibility (if it is different from the general number for information), and, if applicable, indicate your state's relay system 800 phone number.
- ◆ Assistive listening devices are available for persons with hearing loss. These devices transmit amplified sound via hearing aids or headsets and include infrared, loop, and FM systems.
- ◆ Real-time Captioning also known as CART (Communications Access Real Time or Computer Aided Real Time) Services may be performed either on-site or from a remote location via a modem. As words are spoken, the real-time captions appear on a screen (computer/TV monitor or projected), affording the deafened and hard of hearing access to any event. Captions can be displayed for one person, an entire room, or broadcast to multiple locales, and the text is readily available for later use.
 - ◆ How CART works: Spoken language is recorded on computer-compatible court stenography machine linked to an compatible computer by a machine shorthand reporter or steno typist. The computer is equipped with software that translates the steno writing into readable English text. The software maintains a customized stenographic dictionary that is updated by the captionist as new vocabulary is encountered. The text is stored in word processing files and is easily transferred to diskette, printed as notes, transmitted via e-mail, or incorporated into a database.
- ◆ Indicate if wheelchair accessible or non-step seating is available. Note wheelchair accessibility by using the universal symbol, which indicates access for people with limited

mobility. Use the symbol only if the facility and/or area is accessible to people using wheelchairs, including entrance, restrooms, assembly areas, etc.

- ◆ If the entrance is accessible but restrooms are not, you can use the text: "Wheelchair accessible entrance; inaccessible restrooms"
- ◆ Use (WA) to designate that the facility has a wheelchair accessible facility and restroom
- ◆ Include a floor plan with designated wheelchair-seating areas.
- ◆ Make sure that all planning committee members/group members/and staff are familiar with your groups overall physical access/accessibility.
- ◆ Correctly publicizing the physical access of a facility, program, or meeting should be included in your planning committee/meeting/groups overall public relations strategy to target specific groups.
- ◆ Language: Use words that reflect dignity in reference to people with access needs in all of the following: flyers, registration forms, subscriptions, brochures, print ads, and press releases.
 - ◆ Positive Example: The "New Years AA Conference" will have several events that will be ASL interpreted. The facility/restrooms are wheelchair accessible. For more information about accessibility contact _____.
 - ◆ Negative Example: The "New Years AA Conference" is handicapped accessible and several meetings will be interpreted for the hearing impaired.
- ◆ When using access symbols, place them where general information is given about the event/meeting. The symbols should be displayed prominently. Integrate symbols into the design of an ad, brochure, or flyer when possible. If your planning committee or group has display materials and literature available, you may want to include signage that informs people about the access information that is available.
- ◆ If access information or symbols are edited from public announcements, text, or press releases, follow up with the newspaper, magazine, or media outlet. Let them know that access information is as important as the phone number or address of your organization. Using access signage/symbols always works better than text that describes.
- ◆ When publicizing, target the following:
 - ☐ AA web sites, newsletters, intergroups, and district committee members.

- ☐ Newsletters that target minority groups and people who are older.
 - ☐ Social service and community organizations that work with minority groups and older adults.
 - ☐ Minority Group: Advocacy and recreational organizations.
 - ☐ Schools, colleges, and parent groups.
 - ☐ Internet/electronic bulletin boards that advertise accessible events or services
- ◆ Consider attaching an accessibility check-list with flyers you mail out. It should look something like this:

Accessibility Check-List

Please check below any accommodations you may require, and return this form by _____:

- ☐ Assistive listening system _____
- ☐ Sign language interpretation _____
- ☐ Oral interpretation _____
- ☐ Wheelchair accessible seating _____
- ☐ Wheelchair accessible meeting/conference room _____
- ☐ Wheelchair accessible restroom _____
- ☐ Wheelchair accessible transportation _____
- ☐ Accessible parking _____
- ☐ Print materials provided in large type _____
- ☐ Print materials provided in Braille _____
- ☐ Print materials recorded on cassette tape _____
- ☐ Audio description for TV, Video, and film _____
- ☐ Personal assistance _____
- ☐ Other (Please specify): _____

Include your phone number so that a member of our planning committee/group may contact you _____ (Optional)