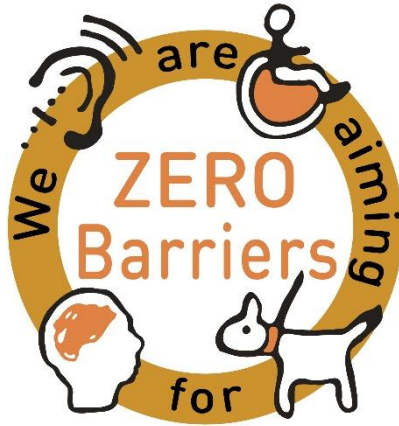




Disability Inclusion and Awareness Training

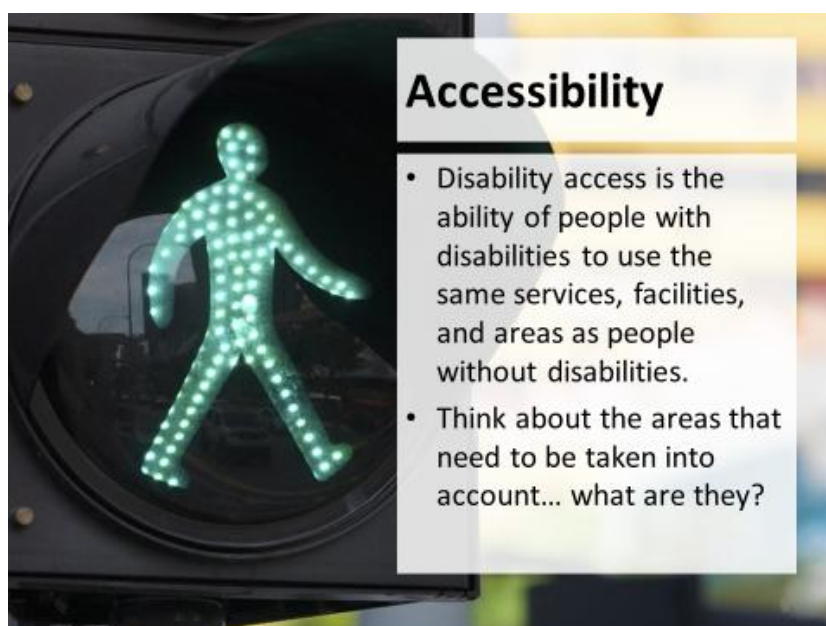


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ACCESS LINK
CONSULTING
Solutions to last a lifetime

Myths VS Reality

MYTH	True or False
Disability is a tragedy which dominates the person's life and makes satisfaction and fulfilment impossible.	
People with disabilities should mix with their own kind and feel happier doing so.	
Most people with disabilities are sick and frail.	
Many people with disabilities have special gifts.	
People who are visually impaired possess high levels of sensitivity in other senses.	
People with disabilities lead vastly different lives from others.	
People with intellectual disability are dangerous and a threat to the community.	
Hearing people often think they have to shout to communicate with people who are hearing impaired.	
People who are blind live in total darkness.	
Many people say they are disabled in order to obtain sickness benefits and a pension.	



A Few Different Types of Disability

Acquired Brain Injury

Brain injury may be acquired as a result of trauma through accidents and violence or through non-traumatic causes such as strokes, substance abuse, medical misadventure and disease.

Amputation

Amputation may occur because of a birth defect (congenital), following trauma (such as a motor vehicle accident), or may be conducted surgically in order to halt a potentially fatal disease process.

Cerebral Palsy

Cerebral Palsy is a disorder of movement and posture due to an abnormality or damage to the developing brain. This occurs before or during birth, or within the first few years of life. It is the most common cause of physical disability in children.

Hearing Impairment

Total or partial loss of hearing is either of two types. In the conductive type something interferes with the passage of sound to the inner ear; in perceptive deafness there is damage or defective development of the inner ear, the actual organ of hearing

Developmental Delay

People with a developmental disability are members of the community who learn and develop intellectually at a slower rate than average. They are people who have varying degrees of difficulty in developing learning skills, remembering and abstract thinking, daily living and social skills and gaining employment. The degree of difficulty will depend on the level of the person's disability; whether there are associated physical disabilities, whether services are available to counteract the disability.

Down Syndrome

The person with Down Syndrome has 47 chromosomes instead of the usual 46. The extra chromosome is number 21: The condition is sometimes called 'Trisomy 21'. Normally each cell contains 46 chromosomes. Down Syndrome is quite common, occurring once in every 900 births.

Most people with Down Syndrome have reasonably good health. They may be prone to minor infection, get more colds, and have more skin problems such as rashes and sore lips than others.

INTELLECTUAL DISABILITY

Intellectual disability is a disability that affects the way a person learns

Epilepsy

Epilepsy is a relatively common disorder which takes the form of recurring fits or seizures. A seizure occurs when there is a sudden uncontrollable surge in the normal electrical activity in all or part of the brain.

Multiple Sclerosis (MS)

Multiple Sclerosis or MS as it is commonly known is a disease affecting the central nervous system in the brain and spinal cord. The nerves are unable to function properly causing problems of vision, sensation and muscle control.

Paraplegia and Quadriplegia

Paraplegia and quadriplegia is permanent paralysis of the body resulting in loss of movement and/or sensation caused by injury or disease of the spinal cord.

Paraplegia

Paralysis of both lower limbs and whole or part of the trunk, following damage to or disease of the spinal cord resulting in loss of movement and/or feeling below the level of injury.

Quadriplegia

Paralysis involving all four limbs and the whole of the trunk following damage to, or disease of the spinal cord in the neck, resulting in loss of movement and/or feeling below the level of injury.

Vision Impairment

Loss of sight may develop gradually or suddenly. It may affect one or both eyes, partially or completely.



Person-Centred Language

- Use the terms person with a disability; has a disability; people with disabilities; have disabilities. Avoid the terms: disabled person; the disabled; the handicapped, invalids, patients, crippled, deformed, or defective.
- Use the terms people without disabilities. Avoid the terms normal, healthy, or able-bodied.
- Use the terms person who uses a wheelchair. Avoid the terms wheelchair-bound or confined to a wheelchair.
- Use the terms person with....congenital disability; or cerebral palsy; or polio; or intellectual disability; or Down Syndrome; with epilepsy; Avoid the terms defective; or person with birth defect or affliction or birth anomaly; or victim/ suffers from/afflicted with; or derogatory terms such as spastic or Mongoloid.
- Use the term intellectual Disability. Avoid the terms "mentally retarded/deficient/retard/or feeble-minded.
- Use the terms child or person with a developmental disability. Avoid the terms slow or special.
- Use the term person with mental illness. Avoid the terms mentally ill, crazy, psycho, or mental case.
- Use the terms people who are vision impaired; avoid the term blind.
- Use the term person who is hearing impaired. Avoid the terms, deaf-mute, or deaf and dumb.

What is your business' or service's *why*?

Who are your customers and how are they diverse?

What are their needs?

What do you do to improve your business or service and how?

Disability access is the ability of people with disabilities to use the same services, facilities, and areas as people without disabilities. It means that people with disabilities can participate in everyday activities without barriers, and with similar ease of use.

Disability access includes:

- Being able to enter buildings and move around freely
- Having access to facilities like toilets and lifts
- Not being restricted to segregated spaces or the worst seats
- Having access to all customer and client information
- Being able to acquire the same information as people without disabilities
- Being able to engage in the same interactions as people without disabilities

Some examples of disability access improvements include:

- Installing footpath ramps
- Widening path areas
- Relocating post boxes and traffic signs
- Installing a ramp at the front door of a building
- Rearranging furniture to be clutter-free
- Providing information on how to get to lifts in a shopping complex
- Adapting a lift to provide tactile and audio information about floor numbers

What is something you could do to improve accessibility for the people you provide services to?

Over 4 million people in Australia experience disability.[1] That's around 1 in 5 Australians. People with disability, as well as their friends, relations and colleagues, constitute a significant group of consumers. However, businesses can often unintentionally overlook the needs of these consumers, making it difficult for them to access goods and services. These businesses may be missing out on a significant customer base, as well as potentially breaching anti-discrimination laws.

The Disability Discrimination Act 1992 (Cth) (DDA) makes it against the law to discriminate against a person because of disability when providing goods, services or facilities, or access to public premises.

Showing respect for diversity in communication with all people involves:

- Knowing that each person is unique and that other people have their own ideas and beliefs that they are entitled to hold, regardless of what you believe
- Using language and concepts that can be understood by people with whom you communicate
- Being aware of the need for verbal, body and paralanguage that can be easily understood
- Understanding that there are differences between people from different cultures
- Being aware that there are customs, rules and social behaviours that apply to different cultures
- Being polite and courteous
- Asking questions, in particular when you do not understand why somebody is responding differently from your expectations
- Using active listening techniques
- Knowing when to use eye contact, how to manage body space and physical contact

Some Practical Tips

Make Inclusive and Accessible Designs

Every great example of content marketing involves great design.

Make sure your content ticks those boxes in its inclusivity and accessibility, as well.

There's no shortage of **resources** online detailing best practices for creating accessible (i.e., equitable and inclusive) design in your content. We've included a list at the end of this post, but for now, here are a few considerations:

- Include people of colour, people with disabilities, and people of different ages in your images.
- Provide captions or transcripts for audio or video.
- Use contrasting colours and clear labels for on-screen data visualization.
- Give detailed descriptions for images through alt text.
- Avoid animation or video with excessive movement or flashing visuals.
- Ensure your site is compatible with screen readers, mobile devices, and keyboard navigation.

Nearly 20% of Australians have a visible or non-visible disability*, yet only 1% of ads represent them. The Shift 20 Initiative run by DYLAN ALCOTT – Wheelchair Tennis Champion is a coalition of the nation's top brands working towards**

increased disability representation, inclusion and accessibility in marketing and communications. AAMi ANZ and Weetbix are now using people with a visible disability in their ad campaigns.

We recently discovered some research about how a font can also affect your site's accessibility—something to keep in mind as you create content.

Speaking of, here's a fun fact: We're not necessarily saying you should switch your blogs to Comic Sans, but it does serve a worthy purpose: it is an accessible font for readers with dyslexia.



Thank You

For more info

Visit zerobarriers.net.au

Email zerobarriers@tmn.net.au

Sources

Zero Barriers webinars

Disability Discrimination Act: <https://humanrights.gov.au/our-work/disability-rights/disability-discrimination>

UN Convention on the Rights of a Person With a Disability:
<https://humanrights.gov.au/our-work/disability-rights/united-nations-convention-rights-persons-disabilities-uncrpd>

[MDS Training Diversity and Inclusivity Presentation](#)

[MDS Training Disability Awareness Presentation](#)