CSU Accessible Technology Initiative
Disability Etiquette and Accessible Events:
Weaving an Accessible Welcome Mat

CSU The California State University
WORKING FOR CALIFORNIA

Monday, July 27, 2009   2:00 - 3:00 PM

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San Francisco State University

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EIN SOF Communications, Inc.

Our Goal Today

- Our goal is to weave an accessible welcome mat in terms of disability etiquette and designing events that are architecturally and programmatically accessible for:

    - Students
    - Faculty
    - Staff
    - General Public

What is a Disability?

- Bottom line: Disability occurs at the intersection of a barrier in the physical, electronic and/or social environment.

- That barrier manifests in the form of denied access/discrimination - intentional or not.

Audience Participation

- What are some examples of "reasonable accommodations" that remove a barrier in the physical, virtual or social environment?

What is a Disability?

- Substantially limits one or more daily life activities
- Cuts across age, gender, race, ethnicity, socio-economic status, religion, sexual orientation, but most don't self-identify
- Largest minority (aside from men) = 54.4 million
- Occurs at any point in life. For example, half of those over 65 have a disability
- Open enrollment 24/7
- Of 69.6 million families living in the U.S., 20.3 million families have at least one member with a disability.

Why Disability Etiquette?

- **Myth - Medical Model:**
  - Sick, unable to perform
  - Need to be fixed, cured or made better
  - Perpetuated by telethons that play on pity
- **Reality - Disability Power & Pride:**
  - Innovative
  - Think outside the box
  - Problem solvers

Disability Community Context

- Mix of opinions: politics, semantics, public policy, self perception, group perception, identity, pride. Most don't YET self-identify.

- Shared legacy only amongst those who self-identify

- Age, and age of onset, has impact on identity:Pre birth, at birth, childhood, adolescence, adulthood, seniors

- People with disabilities are the true experts, not their service providers (social workers, rehab, doctors, nurses, teachers)

- Disability Civil Rights Movement - 10 to 20 years behind Civil Rights

- The goal is to graft disability onto diversity mindset:

    - Same Struggle, Different Difference

    - Disability is not a bad thing, just a different thing.

Disability Community Context:

- **Paradigm Shift:**
  - Internal Community Identity:
    - Medical to Independent Living to Minority and Consumer Model
  - Reflected in preferred semantics as with other marginalized groups

SFSU: Disability As Part of Equity, Social Justice and Diversity

Vision Statement of SFSU President:

The Student Experience:

- San Francisco State University provides its students with an academic and personal experience that:
  - Is both challenging and supportive;
  - Is physically and programmatically accessible…

SFSU: Disability As Part of Equity, Social Justice and Diversity

Vision Statement of SFSU President: Employee Experience:

- Benefits of Employment. SFSU is a leader in offering physical and programmatic accessibility;
- It provides competitive salaries, superb benefits, attractive surroundings, and continual career enhancement through orientation, mentoring, and professional training and development for all its employees;
- It adjusts employee workload to support its student-centered mission and to promote its core value of enhancing an employee-friendly environment;
- It provides opportunities for public recognition of employee achievement.

Disability Innovation Context

People with disabilities and functional limitations are early adopters of Universal Design (UD), assistive and accessible technology, and activate market trends:

- Deaf/Hard of Hearing Community:
  - Texting, vibrating pagers, captions (gyms, bars and airports)
- Blind/Low Vision Community:
  - Talking caller ID, books on tape, audio descriptions
- Mobility Community:
  - Voice recognition software, curb cuts for rolling luggage, baby strollers, skateboards, deliveries
- Intellectual Disabilities Community:
  - Picture menus, gadgets with icons

Disability Etiquette and Creating Accessible Events

- Communicating with People with Disabilities:
  - Deaf and Hard of Hearing
  - Blind and Low Vision
  - Mobility Disabilities
  - Intellectual Disabilities
  - Speech Disabilities
  - Non-Apparent Disabilities
- Creating Accessible Events
  - Architectural
  - Programmatic

Etiquette: Deaf and Hard of Hearing Individuals

- Speak directly to the Deaf person, not their sign language interpreter
- Don't cover your face, exaggerate speech or chew gum
- Face the person. Lip reading is only 35% effective
- Write notes to help facilitate communication
- Body language, gestures and pointing can help facilitate communication
- Deaf culture is rich in its beauty and storytelling and remember sign language is not universal

Preferred Semantics: Deaf and Hard of Hearing Community

- **Don't use:**
  - deaf and dumb
  - deaf mute
  - hearing impaired
- Some Deaf activists use a capital "D" to claim their Deaf identity, power and pride

Disability Etiquette: Blind and Low Vision Individuals

- Announce yourself when you enter and leave a conversation

- Offer your arm and ask the person if they need assistance

- When giving directions, be specific - five steps to the right, down seven stairs, instead of "over there"

- If a blind person uses a guide dog, don't distract or pet it.

Preferred Semantics:
Blind and Low Vision Community

- Blind and low vision is preferred
- Don't say:
  - Hard of Seeing
  - Blink
  - Blindy
- It's OK to say:
  - See you later
  - Good to see you again

Disability Etiquette:
People with Mobility Disabilities

- Never lean on someone's wheelchair. It is part of their personal space.

- Don't push someone using a wheelchair unless they ask.

- When talking with a wheelchair user for an extended time, position yourself at eye level with him/her.

- If a wheelchair user is with non-disabled companion, don't talk with companion, talk with the wheelchair user directly.

- If a wheelchair user uses a service animal, don't pet or distract it.

Mobility Disabilities: Preferred Semantics

- **Never say:**
  - wheelchair bound or confined to a wheelchair
- **Instead say:**
  - wheelchair user or person who uses a wheelchair
- **Never say:**
  - afflicted with
  - victim of
  - suffers from
  - Lame
  - crippled

Disability Etiquette: Intellectual Disabilities

- Don't assume people with intellectual disabilities don't understand.

- When giving directions, break up in shorter sequences.

Preferred Semantics: People with Intellectual Disabilities

- Don't use:
  - Moron
  - Idiot
  - Stupid
  - "R-word" - Retard
  - Down's Syndrome child
- Use: people with Intellectual, Developmental or Cognitive Disabilities

Disability Etiquette: Non-Apparent Disabilities

- Don't assume someone is non-disabled just because you are not aware of their disability.

- Don't "out" someone with a non-apparent disability.

- Plan for the most accessible environment.

- Be mindful of energy level, need for breaks, dietary restrictions, etc.

- Includes learning disabilities, such as ADD, ADHD and forms of autism like Asperger's Syndrome.

- According to Career Opportunities for Students with Disabilities (COSD), 70% of college students with disabilities have non-apparent disabilities.

Preferred Semantics: Non-Apparent Disabilities

- Don't use medical model terminology such as:
  - Victim of
  - Afflicted with
  - Suffers from
- Instead use:
  - Vicky has epilepsy (not Vicky is an epileptic)
  - Susie is a cancer survivor (not Susie suffers from…)

Disability Etiquette: Speech Disabilities

- Talk directly with the person not a companion.

- Don't pretend you understand when you don't.

- Ask the person to repeat.

- Reflect back what you thought you heard and allow the person to correct.

- Don't finish their sentences or hurry them.

Disability Etiquette: Service Animals

- Service animals are not limited to Guide Dogs, can include other animals.

- Service animals help a person with a disability maintain independence by providing assistance with mobility and orientation, communicating sounds, anticipating seizures, retrieving dropped objects.

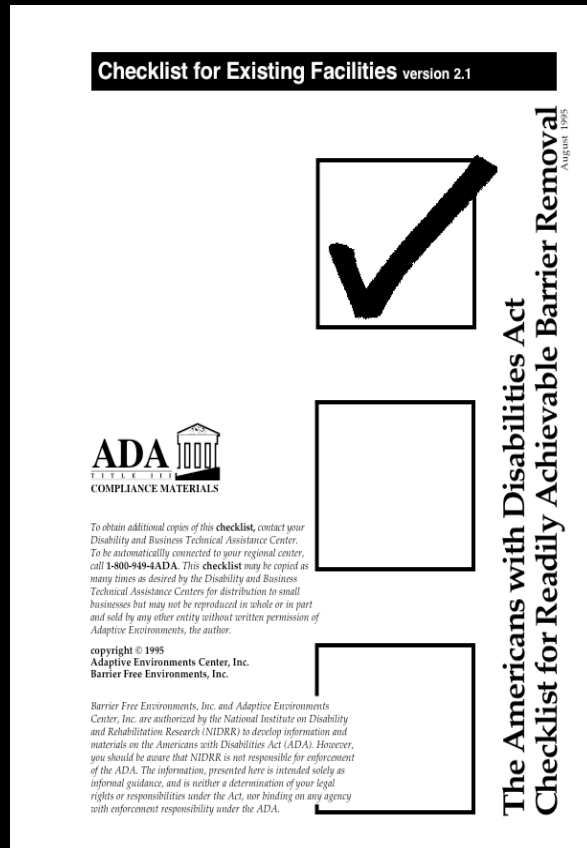- Service animals are "working" and shouldn't be distracted, pet or talked to while "on the job."

Accessible Events: Weaving an Accessible Welcome Mat

- ## Architectural Access:
  - Building and room access, restrooms, parking lots, door widths, drinking fountains, non-fixed seating, clear paths of travel

- ## Programmatic Access:
  - Interpreters (sign, oral, and/or deaf/blind), Communication Access Realtime Translation (CART), Assistive Listening Devices (ALD), standard print and alternate format (Braille, large print, CD)

ADA Checklist for Readily Achievable Barrier Removal

Checklist for Existing Facilities version 2.1

The Americans with Disabilities Act
Checklist for Readily Achievable Barrier Removal

August 1995

ADA
TITLE III
COMPLIANCE MATERIALS

To obtain additional copies of this checklist, contact your Disability and Business Technical Assistance Center. To be automatically connected to your regional center, call 1-800-949-4ADA. This checklist may be copied as many times as desired by the Disability and Business Technical Assistance Centers for distribution to small businesses but may not be reproduced in whole or in part and sold by any other entity without written permission of Adaptive Environments, the author.

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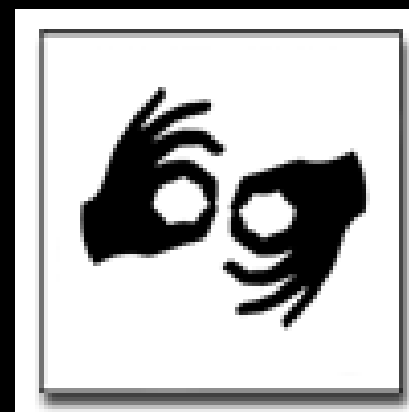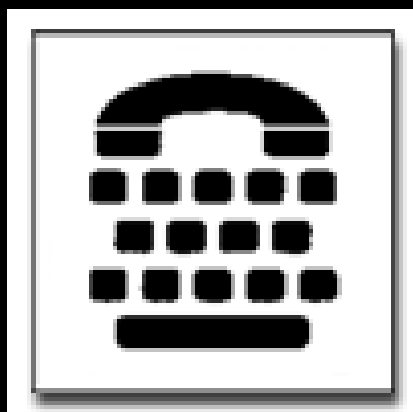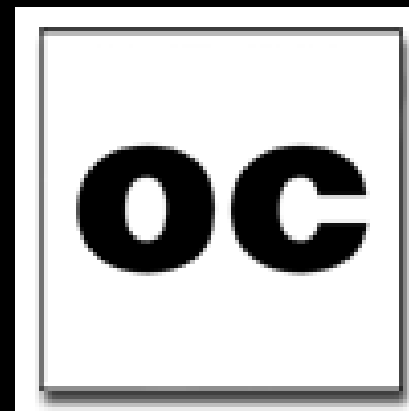
Accessibility Symbols

Accessibility Symbols

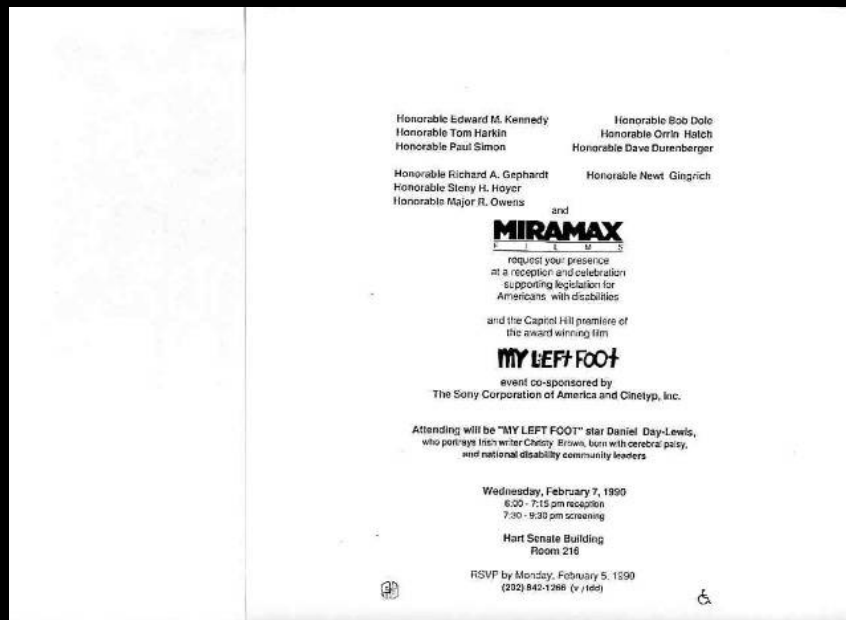# Spotlight on Best Practices

My Left Foot: Congressional Screening

Honorable Edward M. Kennedy
Honorable Tom Harkin
Honorable Paul Simon

Honorable Bob Dole
Honorable Orrin Hatch
Honorable Dave Durenberger

Honorable Richard A. Gephardt
Honorable Steny H. Hoyer
Honorable Major R. Owens

Honorable Newt Gingrich

and

MIRAMAX FILMS

request your presence
at a reception and celebration
supporting legislation for
Americans with disabilities

and the Capitol Hill premiere of
the award winning film

MY LEFT FOOT

event co-sponsored by
The Sony Corporation of America and Cinetyp, Inc.

Attending will be "MY LEFT FOOT" star Daniel Day-Lewis,
who portrays Irish writer Christy Brown, born with cerebral palsy,
and national disability community leaders

Wednesday, February 7, 1990
6:00 - 7:15 pm reception
7:30 - 9:30 pm screening

Hart Senate Building
Room 216

RSVP by Monday, February 5, 1990
(202) 842-1266 (v / tdd)

Federal Office Systems Expo (FOSE)

Microsoft

FOSE 2000 Special Events
April 18, 2000
Washington, DC Convention Center

"Strategic Government Information Technology"
Steve Ballmer, President & CEO of Microsoft, Keynote
9 AM – 10 AM in Room 32

Electronic & Information Technology has had an amazing impact on our lives. Steve Ballmer will reveal some of what the future holds for any device, any place, any time computing. Rapid technology expansion positively impacts service delivery within government and, to all citizens with (and without) disabilities.

Learn how Windows, from palmtop to data center, enable Knowledge Management, E-Services and collaboration. Steve will demonstrate how Microsoft, and its partners have helped define industry standards for accessibility.

"Celebration of Accessible Technology Solutions"
10 AM - 12 Noon in Rooms 13 & 14

After Steve's keynote, come meet Microsoft's Team, including representatives of their award-winning Accessibility & Disabilities Group (ADG). There will be demonstrations of accessible technology solutions and information about a new collaborative effort between Highway 1, Accessible Systems Inc., and Microsoft. For more information, contact 508@highway1.org

You may want to reserve time for this related session as well.

"Section 508"
Janet Reno - Attorney General, United States of America
12 Noon – 1 PM in Room 32

Microsoft-Accessible Technology

Moving Forward

- Disability Etiquette

- Communicating with People with Disabilities

- Planning Accessible Events:
    - Architecturally
    - Programmatically

- Weaving an Accessible Welcome Mat for future events

Thank You!