

Coming up

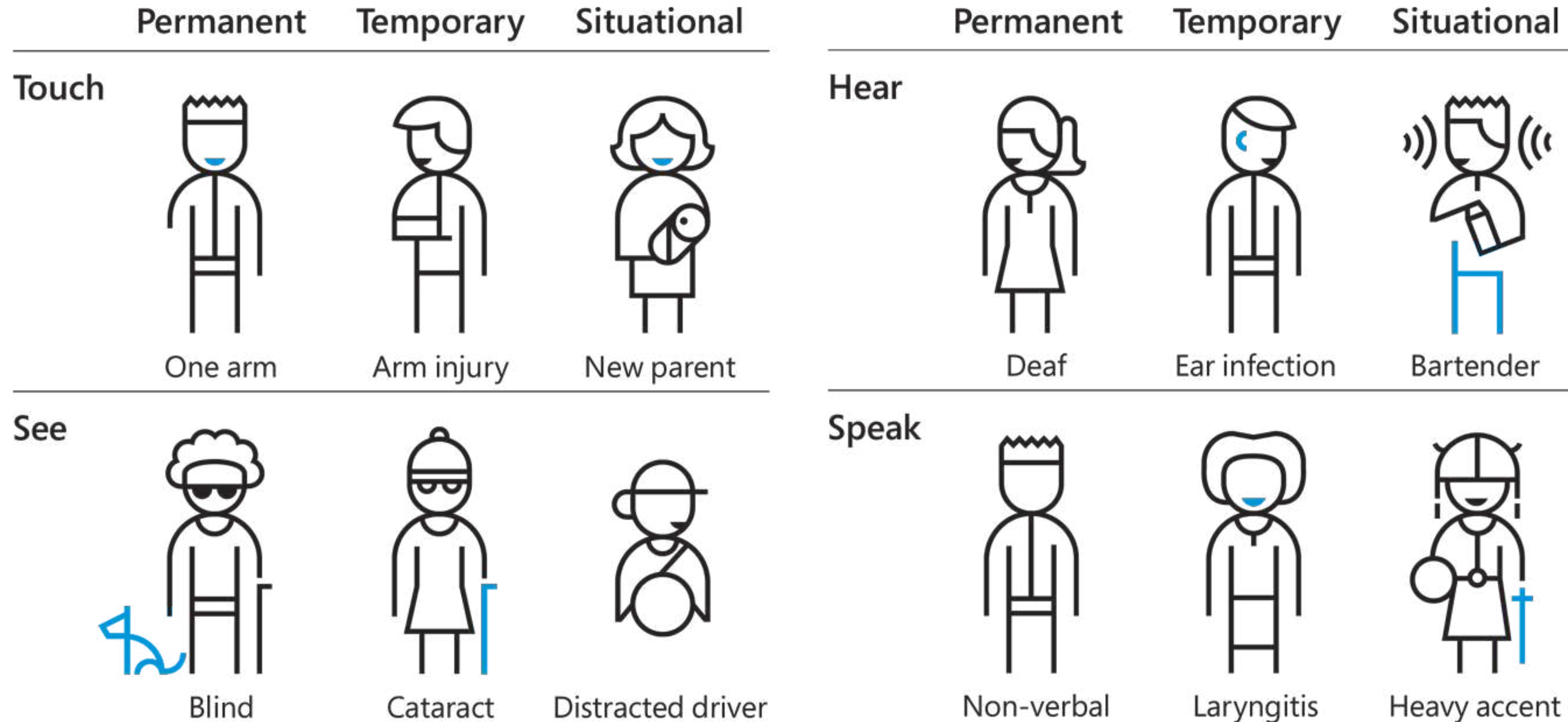
- What is accessibility
- Why is it important
- Digital content best practice
- Answer components and accessibility
- Stepping away from the PDF
- Accessible reporting
- Resources





What is accessibility?

Accessibility is for all abilities



“The disability is not the problem.
The **accessibility** is the problem.”

Mohamed Jemmi, Professor of ICT and Educational Technologies, University of Tunis

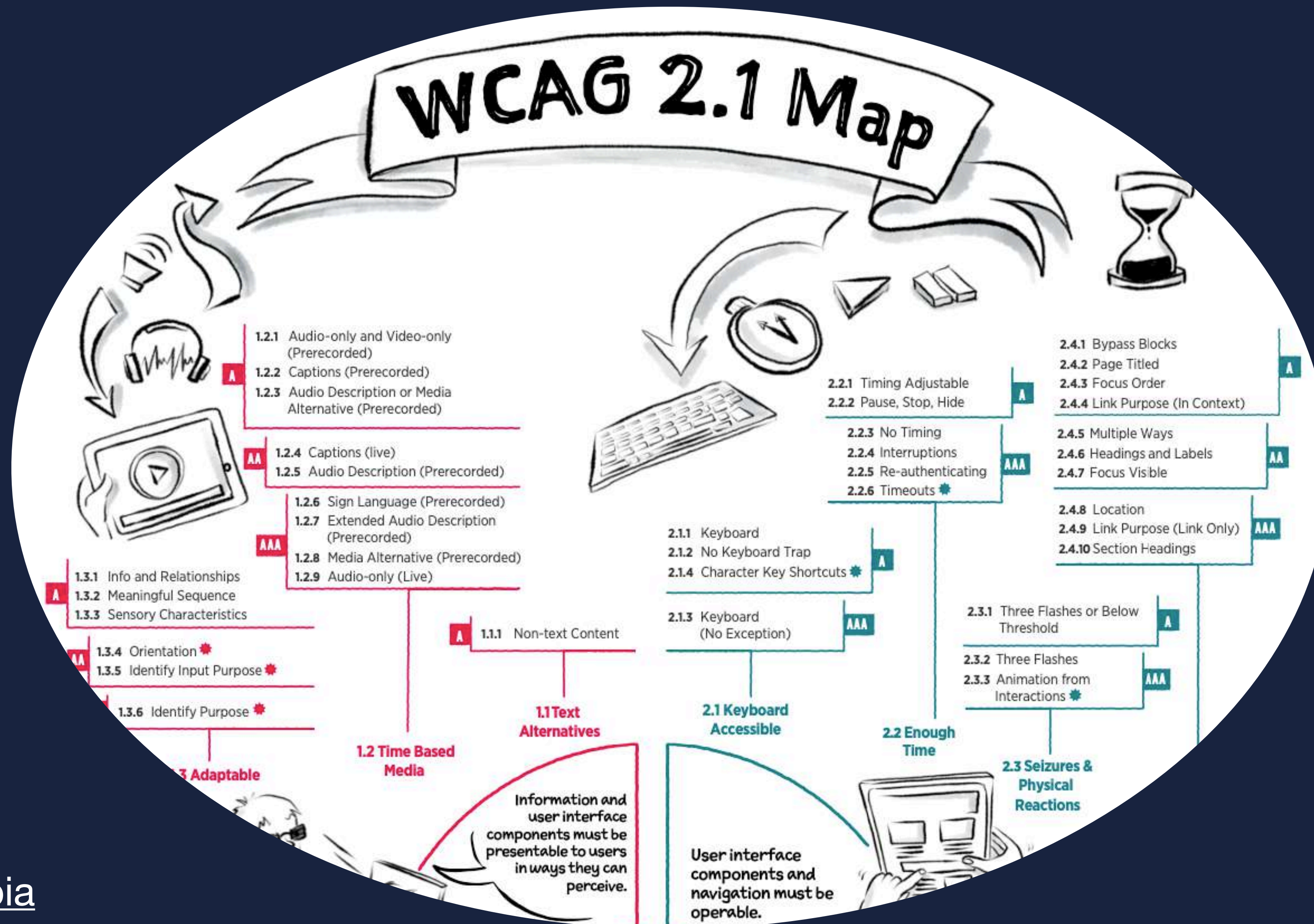
14.1 million

disabled people in the UK

That's 1 in 5



Web Content Accessibility Guidelines 2.1



Source: Intopia

POUR Principles

Perceivable

Operable

Understandable

Robust



The WebAIM Million

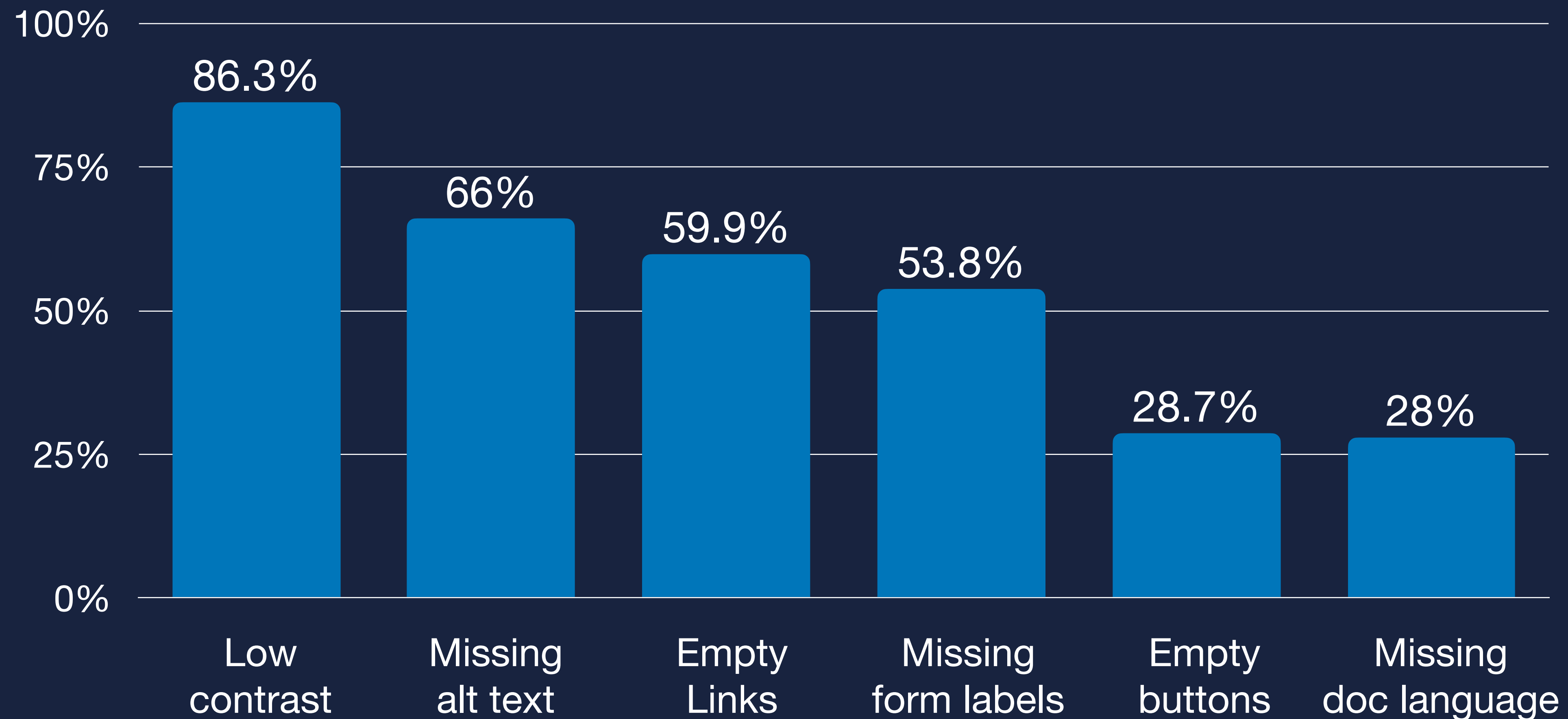
Annual accessibility analysis of the top 1m homepages

- 98.1% had detectable failures
- Expect errors on 1 in every 14 elements
- Number of errors are slowly increasing over time

<https://webaim.org/projects/million/#facts>

The WebAIM Million

Most common WCAG failures (% of homepages)



EVERYONE IS

WELCOME

Let's do something about it

Accessibility is **everyone's** responsibility

It's essential for some, useful for all

Plain language

Plain language

Writing in Plain language helps people who:

- have poor working memory
- are easily distracted
- are slower at reading or processing information
- have difficulty identifying the main points from a bulk of text
- have a very literal understanding of language
- are reading in a hurry



Bold Italic H1 H2 H3 Quote Bullets Numbers Link Write Edit

Hemingway App makes **your writing bold and clear.**

The app highlights lengthy, complex sentences and common errors; if you see a yellow sentence, shorten or split it. If you see a red highlight, your sentence is so dense and complicated that your readers will get lost trying to follow its meandering, splitting logic — try editing this sentence to remove the red.

You can **utilize** a shorter word in place of a purple one. Mouse over them for hints.

Hemingway Editor

Readability

Grade 6

Good

Words: **133**

Show More ▾

2 adverbs, meeting the goal of 2 or fewer.

1 use of passive voice, meeting the goal of 2 or fewer.

Plain language

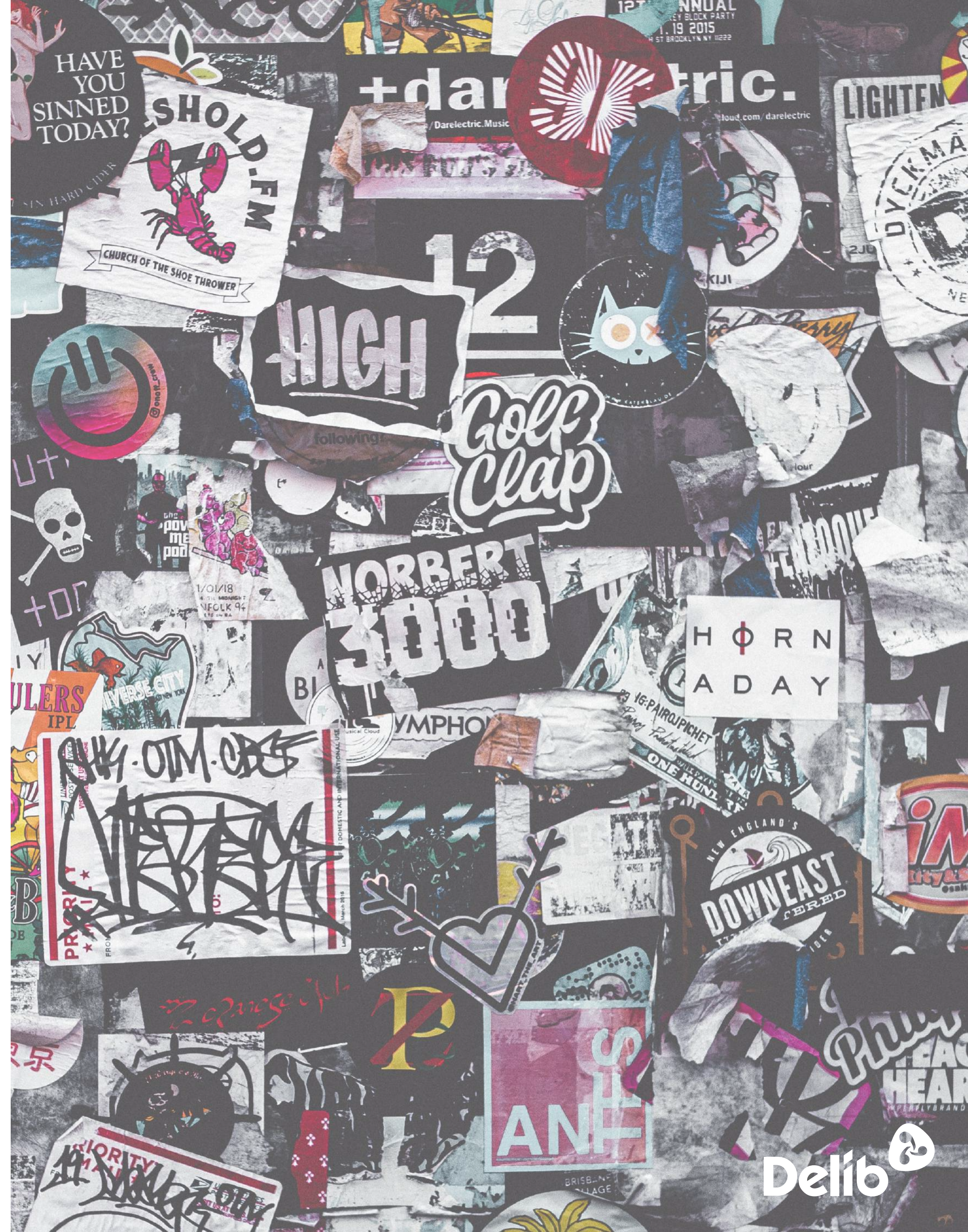
- Think about your **audience** and **readability**
- Use **clear, easy to understand** language
- **Short** and **descriptive** consultation titles and survey page titles
- **Define** abbreviations and acronyms on first use
- Consider an **easy read** version or summary sheet



Text formatting

Make it easy to read

- Think about **scanability**
- Break up text into **small chunks**
- Use **bullets** and **lists**
- **Avoid** italicised and overuse of bold formatting
- Underlined text is **only** for links
- Provide **clear instructions** to links



Low contrast

WCAG 2.1 AA requires that text and images of text have a contrast ratio of at least 4.5:1

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Think about colour

- Keep your colours **simple**
- **Test** your contrast ratio
- **Prevent** eye strain
- Colours mean **different things** to different cultures
- Remember that not everyone **sees** colour the **same**

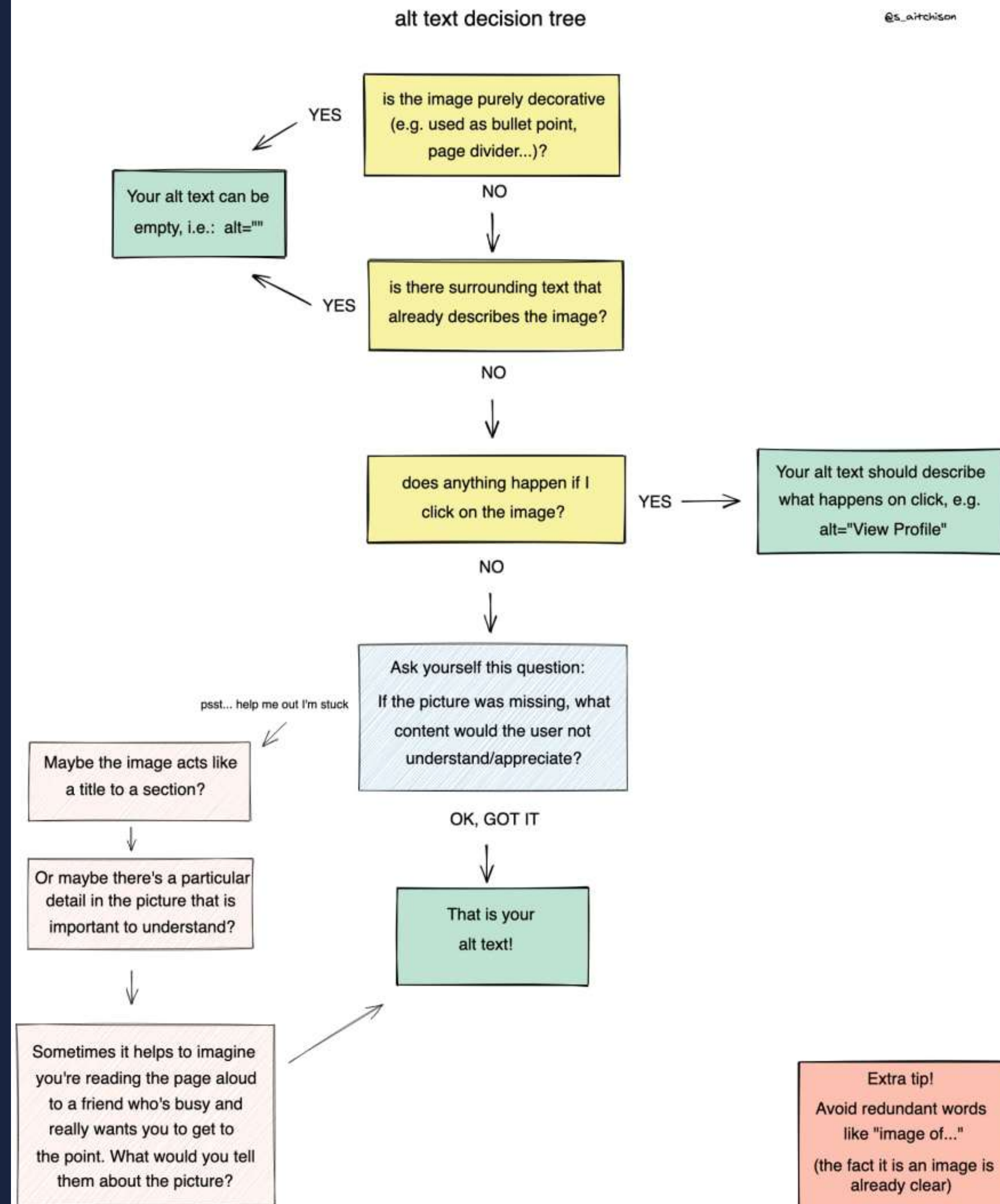


Alt text

Alt text

Decision tree

- 3 major types of images
 - Active
 - Informative
 - Decoration



Alt text in Citizen Space

Image Properties ✕

Image Info Link Upload

URL

Alternative Text

Width

Height

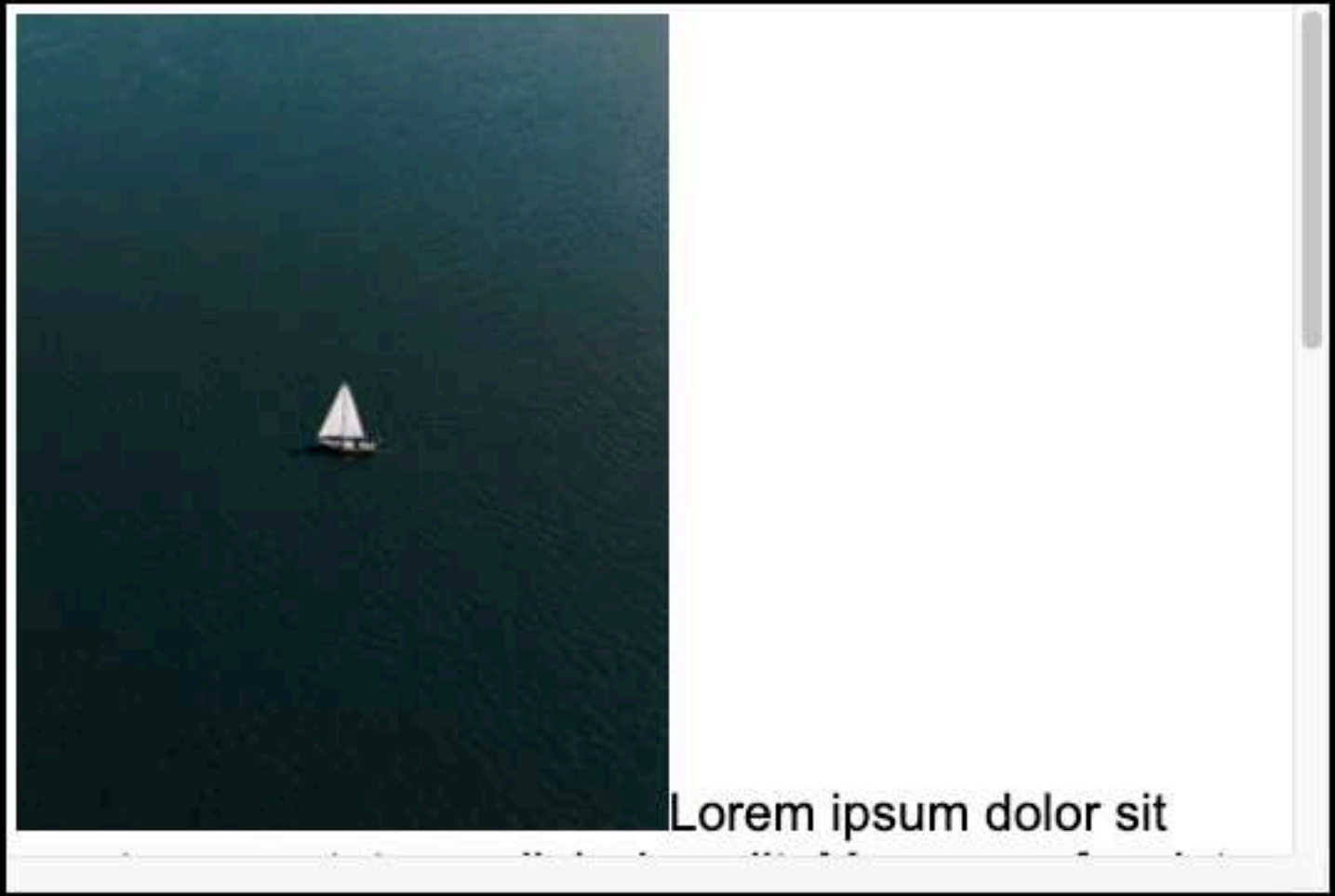
Border

HSpace

VSpace

Align

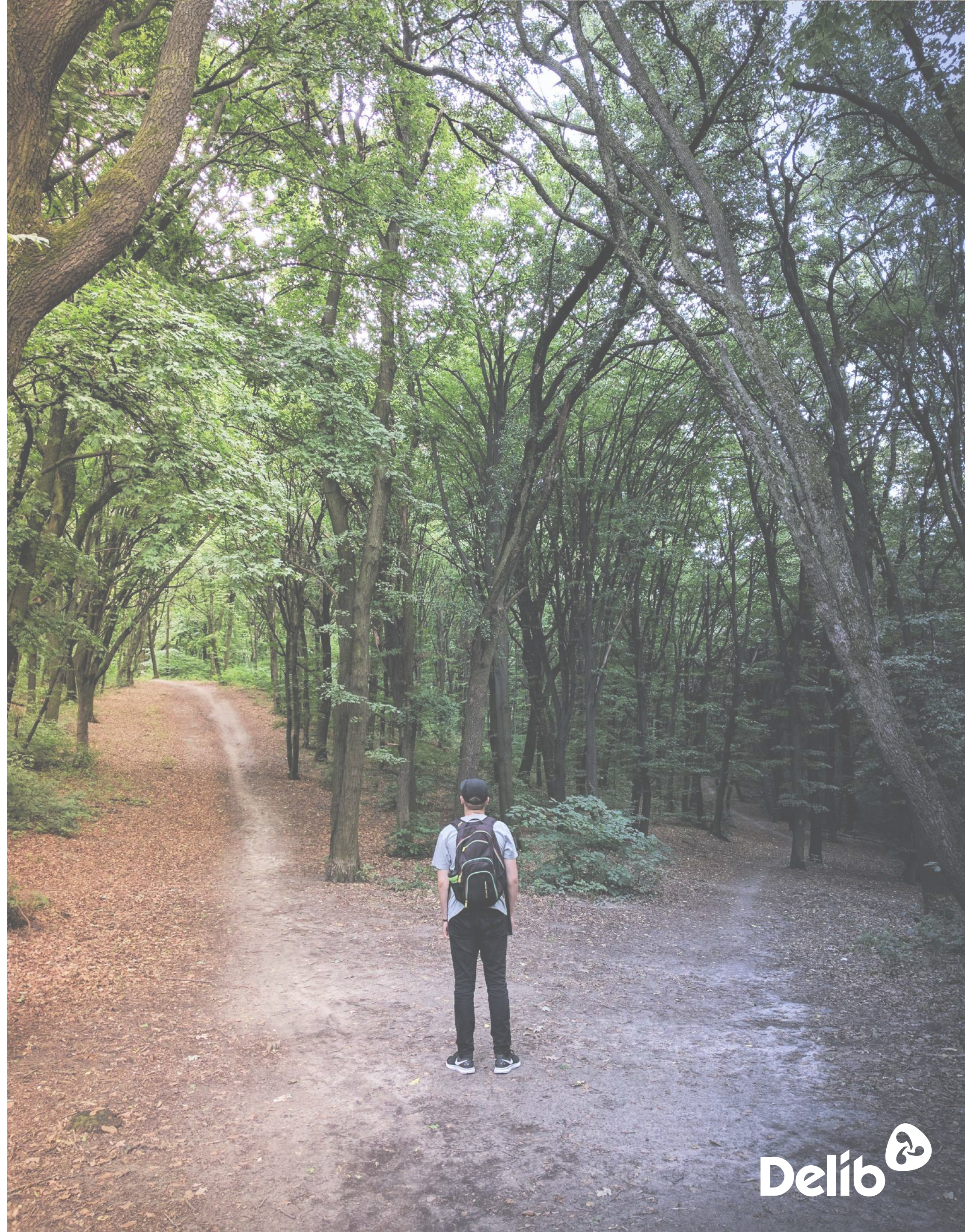
Preview



Cancel

Alt text

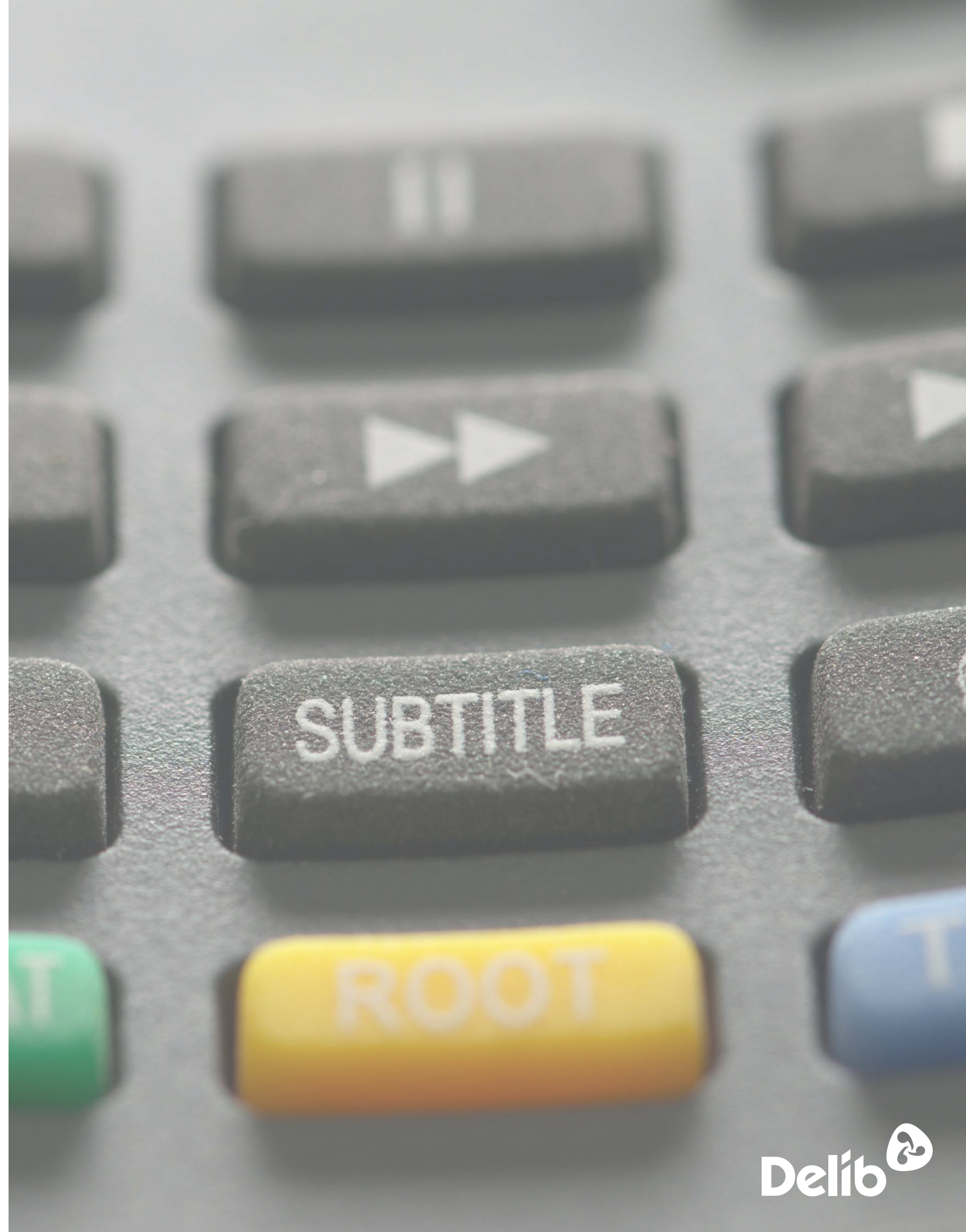
- Be **brief** but also **descriptive**
- Every image **needs** an alt tag, even if it is empty (alt=“”)
- Don't start with the words 'image of...' or 'graphic of...'
- Add the image **type** to to end of alt text
- End with a **full stop**



Subtitles

Subtitles

- **Necessary** for people who are deaf or with hearing impairments
- Help with **understanding**
- **Improve** concentration and engagement
- Can watch videos in a **noisy** or **quiet** environment
- Beneficial to **everyone**



Accessibility labels

Accessibility labels

in Citizen Space

5. How often do you use your keyboard to navigate a webpage?

- Never
- Sometimes
- Often
- Always

If you do use your keyboard, why?

Accessibility labels

in Citizen Space

Answer components that require a label:

- Text box (single and multi-line)
- Email address
- Postcode
- Number
- Date
- Dropdown list
- Single checkbox

Accessibility labels

in Citizen Space

Q How often do you use your keyboard to navigate a webpage?

Edit text area

Size: (Required)

Accessibility label: (Required)

Hide this label (the label will still be used by assistive technology such as screen readers, so a useful label is still required).

Is the user required to respond?

Reporting field heading: This heading field is only seen by administrators, for example it appears as part of the column heading for that question when responses are exported in .xlsx format.

Is this component used for reporting and analysis only? If this box is checked, the component will not be visible to respondents.

[Save Changes](#)

Accessibility options

in Citizen Space

Additional accessibility options

Common field type:

- Choose an input purpose -
- ✓ Full name
- Title or prefix (e.g. "Mr.", "Ms.", "Dr.")
- First name
- Middle name
- Surname
- Suffix (e.g. "Jr.", "B.Sc.", "II")
- Nickname, screen name or handle
- Job title
- Company name
- Street address
- Country name
- Country code (e.g. "GB", "DE", "US")
- Preferred language
- Gender identity or sex
- URL or web page
- Full telephone number, including country code

that matches one of these

es to better understand what

[Save Changes](#)

Accessibility labels

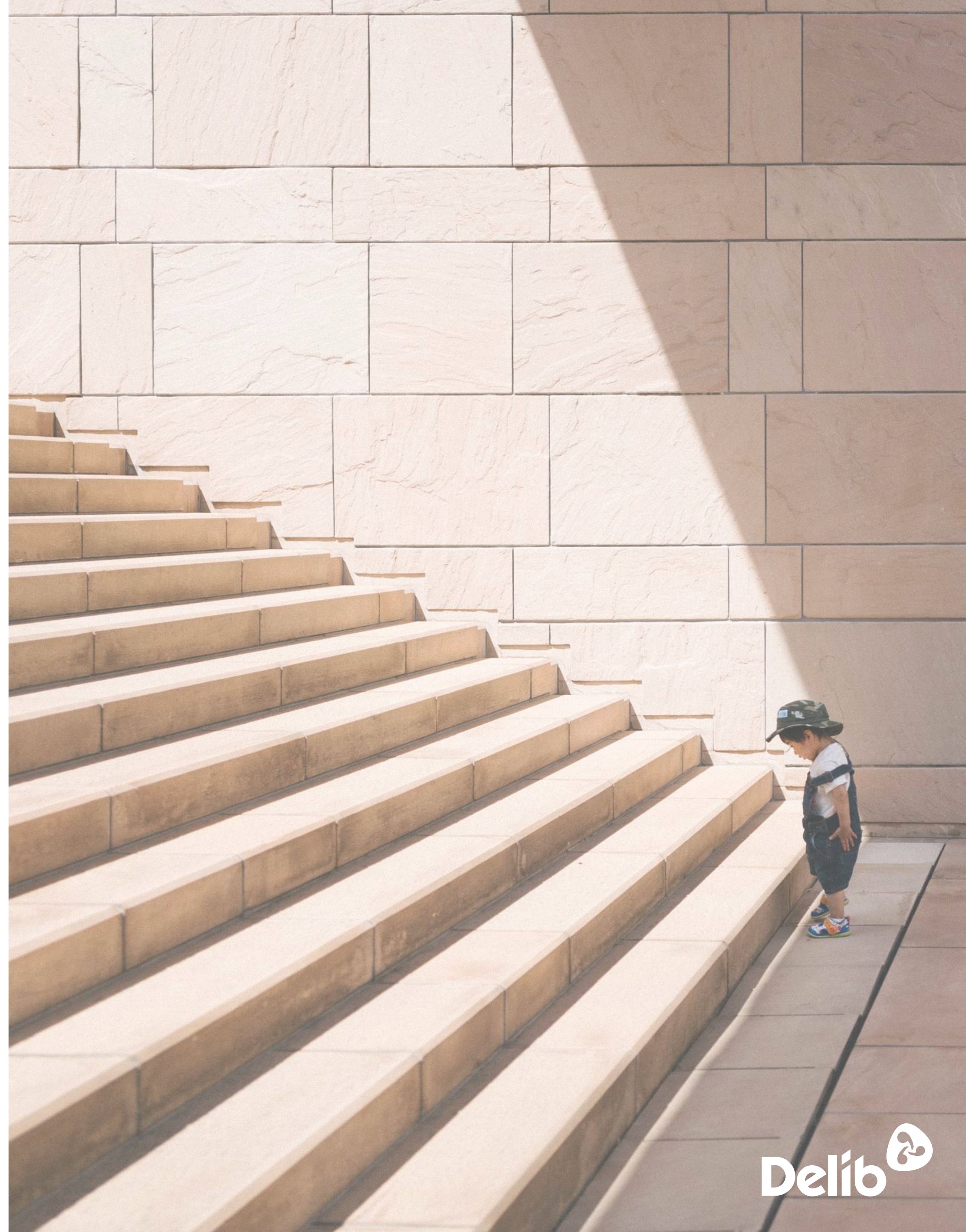
- **Identify** the **purpose** of the answer component field
- Help the respondent **answer** the question
- Should be **clear**
- **Avoid** simply repeating the question
- **Use** additional options for common inputs
- **Hide** only if not visually necessary



PDFs and accessibility

PDFs

- Make it **content** on the page
- PDFs of **maps** are better than images of maps
- Only use PDFs when absolutely **necessary**



Accessible reporting

Accessible reporting

- **Easy read** versions
- Use **Plain English**
- Break into sections and **use bullets**
- **Include** graphs, tables and charts
- Use **response publishing**
- Think about **video** or **audio** options





Summary and resources

Remember

- Making things **accessible** is better for **everyone**
- Pay attention to **colour**
- Use **clear** and **easy to understand** language
- Think about content **structure**
- Add **alt text**
- Just keep **trying**



Resources

Citizen Space Knowledge Base

- [Creating accessible consultations](#)
- [Accessibility labels](#)
- [Additional accessibility options for answer components](#)
- [How to add alt text to images](#)
- [How to add tables to a consultation](#)
- [Policy page — Accessibility statement](#)

Resources

Examples

- **Training site example** (based on Scottish Government consultation) — Raising the age for children's hearings (easy read using skip logic)
- **Torfaen** — A Good Day (easy read)
- **Mental Welfare Commission for Scotland** — The Independent Review of Learning Disability and Autism in the Mental Health Act (easy read versions with embedded audio and their easy read report)
- **Police Scotland** — Your Police 2020-2021 British Sign Language (BSL) (embedded BSL videos and attached easy read / offline versions)
- **Perth and Kinross** — Adult Social Work and Social Care Contributions Review (charts and alt text)
- **Isle of Man Government** — Abortion Reform Bill 2017 (reporting back and response publishing)

Resources

Accessible and inclusive design

- [AbilityNet](#) — free resources and free/paid training and webinars
- [Accessibility in government](#) — GOV.UK Blog
- [Alt text decision tree](#) — W3C tutorial
- [Inclusive language guidance](#) — GOV.UK
- [The A11Y Project](#) — community-driven effort to make web accessibility easier
- [The A to Z of alternative words](#) — Plain English options
- [WebAIM](#) — Web Accessibility in Mind
- [WebAIM contrast checker](#) — my preferred contrast tool

Need more help?

Get answers: delib.zendesk.com

Get inspiration: aggregator.delib.net

Get ideas: blog.delib.net

Get educated: delib.net/learn

