Accessibility Implementation Plan

Mission Statement

It is our mission to engage individuals and the community to end domestic violence in Penobscot and Piscataquis Counties in Maine. We provide support, advocacy, and safety planning to anyone affected by domestic abuse. We foster safe and healthy relationships through prevention, education, and training. Together with our community we recognize the nature of abuse, respond to it, and change the conditions which lead to it. We believe that every person deserves to live in peace and equality, and that just and respectful relationships can change the world.

Grant Goals

1. Analyze and assess our organization's web-based (website, social media, e-communications) and print materials (brochures, posters, outreach materials) for accessibility barriers and gaps.
2. Provide necessary revisions and develop new, inclusive, and accessible materials.
3. Allow staff and volunteers to be better equipped to help survivors of abuse with diverse needs and survivors in our community will experience reduced barriers to accessing our vital safety planning and support services

User Demographics

*It seems that many folx who use your services have not used your website and/or social media platforms. They know about Partners for Peace due to word of mouth, prior knowledge, and/or some other factor

Out of the **6** surveys collected:

2 are deaf, or have a serious difficulty hearing

- Auditory processing disability

1 is blind, or have a serious difficulty seeing, even when wearing glasses

3 have a serious difficulty concentrating, remembering, or making decisions because of a physical, mental, or emotional condition (5 years old or older)

0 have serious difficulty walking or climbing stairs (5 years old or older)

0 have difficulty dressing or bathing (5 years old or older)

1 has difficulty doing errands alone such as visiting a doctor's office or shopping because of a physical, mental, or emotional condition (15 years or older)

- One respondent said "sometimes"

Staff Feedback

What factors play a key role in constructing inclusive accessibility practices for print and web materials?

- Accessibility has more layers - it is intersectional
  - People of color are not given the same access to services opposed to white people
- Images - making sure the images that are used are reflective of the people using your services and those you wish to serve
  - Want to avoid being performative and tokenizing
  - Observed [Mabel Wadsworth](#) - real images of real people in their clinic (a huge piece of accessibility and representation)
- Should be ready to serve specific demographics
- It is not possible to be fully accessible
  - Be open to hearing folx who do not think our materials are accessible to provide improvement (be open to feedback)
- As a movement and organization, you have a lot of information to share with people
- Lean into how people learn differently (neurodivergence)
- "Why do people call us? What is the reason?"

Goal #1

Analyze and assess organization's web-based (website, social media, e-communications) and print materials (brochures, posters, outreach materials) for accessibility barriers and gaps

Barriers and Gaps

Online Materials

- **Website:**
  - <u>Homepage:</u>
    - Photo gallery has no image description (toolbar does not read it)
    - No photos on the website have image descriptions
    - Toolbar on photo gallery have different font sizes
  - <u>Corporate Sponsorship Page:</u>
    - Only some sponsors have links to their websites
- **Instagram:**
  - Previous photos do not have image descriptions
  - Videos have no captions
  - Links in captions tend to not be accessible on this platform
- **Facebook:**
  - Previous photos do not have image descriptions
  - Videos have no captions
  - Info "graphic" videos do not have transcripts and descriptions

Print Materials

- **Brochure:**
  - No materials for those who are visually impaired
  - No materials that are in Spanish or bilingual
  - No QR code to access brochure on an online platform to use accessibly
- **Flyer:**
  - No materials for those who are visually impaired
  - No materials that are in Spanish or bilingual
  - No QR code to access flyer on an online platform to use accessibly

Goal #2

Provide necessary revisions and develop new, inclusive, and accessible materials

"Consultant Feedback"

- **Website:**
  - Photo gallery on homepage should have image descriptions
    - Accessibility toolbar cannot read these images
  - All photos on website should have image descriptions
  - Menu options on photo gallery should be the same size
  - <u>If thinking about who we are updating the website for in terms of accessibility:</u>
    - More representation of the community we serve such as Indigenous representation, more photos of people of color (only three photos on the website are folx of color, more differently abled representation) - however, I do understand not wanting it to be performative, but if inclusivity pledge acknowledges these folx they should be included throughout the website
    - Maybe update the inclusivity pledge to think about DEIA initiatives?
  - Language should be plainer (8th grade reading level)
- **Deaf Domestic Violence Hotline:**
  - Include on website
  - Create a post on social media that provides this information
- **Link Tree should be "updated"**
  - Rotate out links so that things are easier to navigate
  - Include website link at the top of the Link Tree

<p align="center" style="color:blue">Staff Feedback</p>

When thinking about our print materials (brochure and flyer), what should be improved to make it more accessible?

- Have multiple points of access for pieces of information
  - Print materials should have a link or a large QR code to access a DOCX what has the same information
- Plain language, 8th grade reading level, no jargon
- Readability score in Word should be 60-70%
- Presentations can avoid using images (for the sake of using images to make it aesthetically pleasing) because you must do an image description
- Use peoples' races when creating image descriptions
  - People will assume everyone is white based on unknown bias
- Include rainbow to highlight that you provide services to LGBTQ+ folx
- Materials in different languages
- Do not need to focus on brailing materials
  - Brochure would be 5-10 pages long in brail
  - More expensive

When thinking about our website, what should be improved to make it more accessible?

- Website looks good on a cellphone
- Should incorporate more images of staff and volunteers to be features on the website
  - [Mabel Wadsworth](#)

When thinking about our Facebook and Instagram, what should be improved to make it more accessible?

- Be more consistent with image descriptions
  - Could improve by getting more training for descriptions and becoming more consistent
- Alt-text does not need to be used
  - Alt-text is the place platforms want you to put image descriptions, but it breaks all the time
  - Putting descriptions within captions are fine
- Captions on Facebook should be the same on Instagram
  - You want everyone to have the same experience
  - Put less words on images
- It is hard to be completely accessible on Instagram and Facebook

- o Never rely on Facebook's auto-generated image descriptions
- Camel Casing
  - o #PartnersForPeace vs #partnersforpeace
  - o #PartnersForPeace for folx using a screen reader
  - o More readable for anyone
- No Serif fonts when creating graphics
  - o Open Dyslexic (one option)
  - o Makes words heavier at the bottom

User Feedback

When thinking about our print materials (brochure and flyer), what should be improved to make it more accessible?

- Brochure
  - o Distribution: Make sure brochures are seen more in the community
  - o Should include:
    - Focus on helpline number
    - Specifics about services offered
- Flyer:
  - o Colorful and not black and white so people can notice them
  - o Should include:
    - Links to social media

When thinking about our website, what should be improved to make it more accessible?

- Website is already easy to navigate
- Should include:
  - o Links to social media platforms
  - o More information about shelter becoming more pet friendly

When thinking about our Facebook and Instagram, what should be improved to make it more accessible?

- Both should include a visible link to accessing the website

Timeline

- July - October 2023:
    - Current and Ongoing Implementation of Image Descriptions
- November 2023:
    - Convert Brochure to Docx and Include on website
    - Make edits and updates to website (see pages 5, 7-9)
    - Document Commitment on website
- December 2023:
    - Update brochure: plainer language, QR code, (see pages 6-9)
- January 2023
    - Let staff know of the recent changes and how it is a resource for being advocates
    - "Launch" updates to those who use social media platforms and website

Resources

- Alpha One
    - [Website](#)
    - (207) 941 - 6553
    - May ask how to access interpreters when needed for Zoom and/or in-person events
- Activating Change
    - [Website](#)
    - [Webinar with Resources](#)
- End Abuse of People with Disabilities
    - [Website](#)
    - [Free Online Courses](#)
- New England ADA Center
    - [Website](#)
    - [Requesting an Interpreter](#)
- Deaf Domestic Violence Hotline
    - [Website](#)
    - (800) 799 - 7233