



Fundamentals of Accessibility

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At the time of this publication, Miriam E. Delphin-Rittmon, Ph.D, served as Assistant Secretary for Mental Health and Substance Use in the U.S. Department of Health and Human Services and the Administrator of the Substance Abuse and Mental Health Services Administration.

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Roadmap for Today

- ✓ Introductions
- ✓ Overview
- ✓ POUR Principles
- ✓ Do's and Don'ts
- ✓ Resources
- ✓ Evaluation



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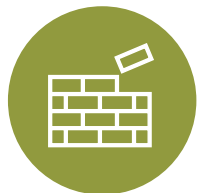
Learning Objectives



Describe the importance of adhering to accessibility standards in prevention



List the POUR Principles



Using examples, recognize the difference between accessible and inaccessible design.



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Understanding Web Accessibility

Ensuring Universal Access to the Web

The goal of web accessibility is to provide equal online access and opportunities to everyone, ensuring that the web is a universal space where all users, regardless of their abilities, can engage fully and effectively.



Web Accessibility Icon

Source: W3C, 2023



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A purple binder is on the left, partially open. In front of it is a spiral-bound notebook with the words "EVERYONE MATTERS" printed in large, bold, dark blue letters on a white page. A black and silver pen lies horizontally in front of the notebook. To the right of the notebook is a light blue alarm clock with two bells and a handle on top. The background is a plain, light-colored surface.

**EVERYONE
MATTERS**

Why do you think accessibility matters?

Why Accessibility Matters

- Ensures accessible and functional resources for all users.
- Promotes inclusion and expands the potential audience for web content.
- Drives innovation and provides universal benefits.
- Essential as society ages.
- Builds a more equitable world.



Ensuring Universal Access to Prevention Services

"The complex interplay of social, economic, and health factors associated with disability are also **risk factors for substance use, unhealthy use, and addiction**. Disability stigma and stereotypes are common around substance use by disabled people and their ability to engage in treatment and recovery."



POUR Principles

Web Content Accessibility Guidelines (WCAG) four core principles of web accessibility

Perceivable

Operable

Understandable

Robust

Source: W3C (2023).

POUR Principle: **P**erceivable

Possible Solutions

Text Alternatives

Time-based Media

Adaptable

Distinguishable

POUR Principle: Operable

Possible Solutions

Keyboard Accessible

Enough Time

Avoid Seizure Triggers

Navigable

POUR Principle: **Understandable**

Possible Solutions

Readable

Predictable

Input Assistance

POUR Principle: Robust

Possible Solutions

Test With Different Browsers and Devices

Test With Assistive Technologies



Real-World Accessibility Examples

Accessible Versus Inaccessible Design



**EVEN A LITTLE LIGHT CAN
MAKE A DIFFERENCE IN THE DARK**

The Do's and Don'ts of Accessible Design

| Do | Don't |
|-------------------------------------|--------------------------------------|
| Use simple colors | Use bright / neon colors |
| Write in plain language | Use figures of speech or idioms |
| Use simple sentences and bullets | Create a wall of text |
| Make buttons descriptive | Make buttons vague and unpredictable |
| Build simple and consistent layouts | Build complex and cluttered layouts |
| Still images or accessible video | Using flash animations |

The Do's and Don'ts of Accessible Design cont'd

| Do | Don't |
|---|---|
| Use images and diagrams to support text | Use large blocks of heavy text |
| Use two ways to emphasize points | Depend on underlining, italics, or all caps to make important points |
| Consider producing material in other formats, like audio or video | Force users to remember content from previous sections – give reminders and prompts (this might look different for certain learning material) |
| Keep content short, clear, and simple. Align text to the left and keep a consistent layout. | Have lengthy text that is complex or convoluted |
| Let users change the contrast between background and text | Restrict how users digest content |

Designing for Users With Low Vision

| Do | Don't |
|---|---|
| Use good color contrasts and readable font size | Use low color contrasts and small font size |
| Use a combination of color, shapes, and text | Only use color to convey meaning |
| Follow a linear, logical layout | Spread content all over the page |
| Put buttons and notifications in context | Separate actions from their context |

Designing for Users of Screen Readers

| Do | Don't |
|--|---|
| Describe images and provide transcripts for video | Only show information in an image or video |
| Follow a linear logical layout | Spread content all over the page |
| Present content using clear hierarchical structure | Rely on text size and placement for structure |
| Build for keyboard use only | Force mouse or screen use |
| Write descriptive links and headings | Write unclear links and headings |

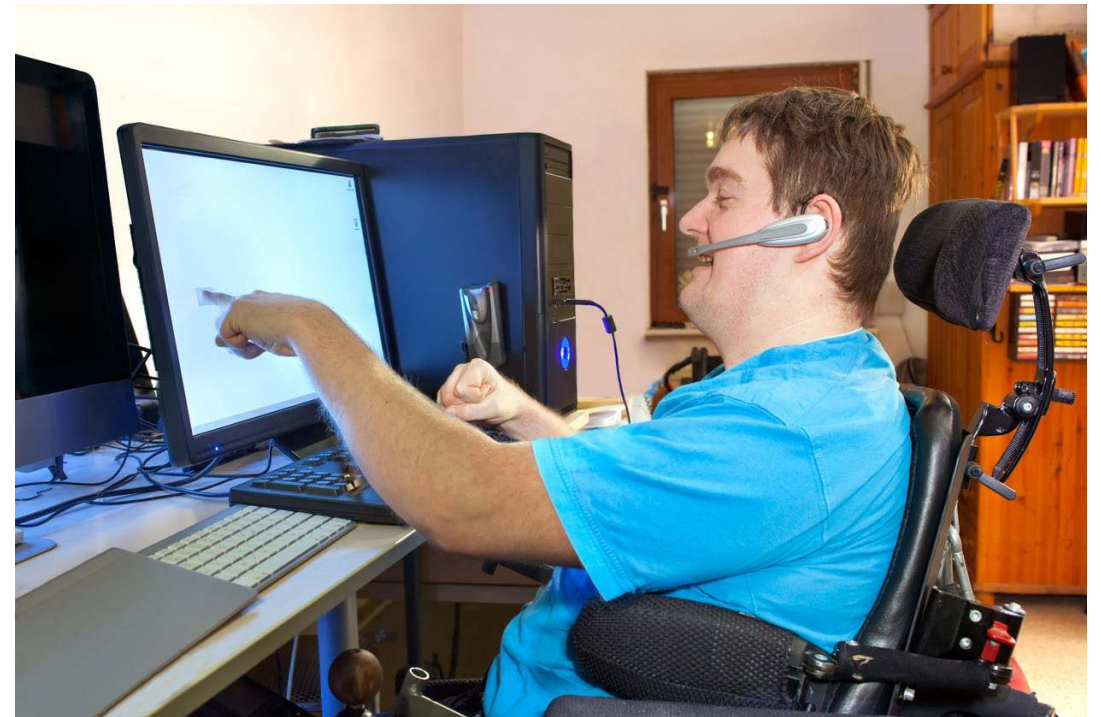
What Will You Change?

Now that you have seen the Dos and Don'ts - which "Don't" will you change first?

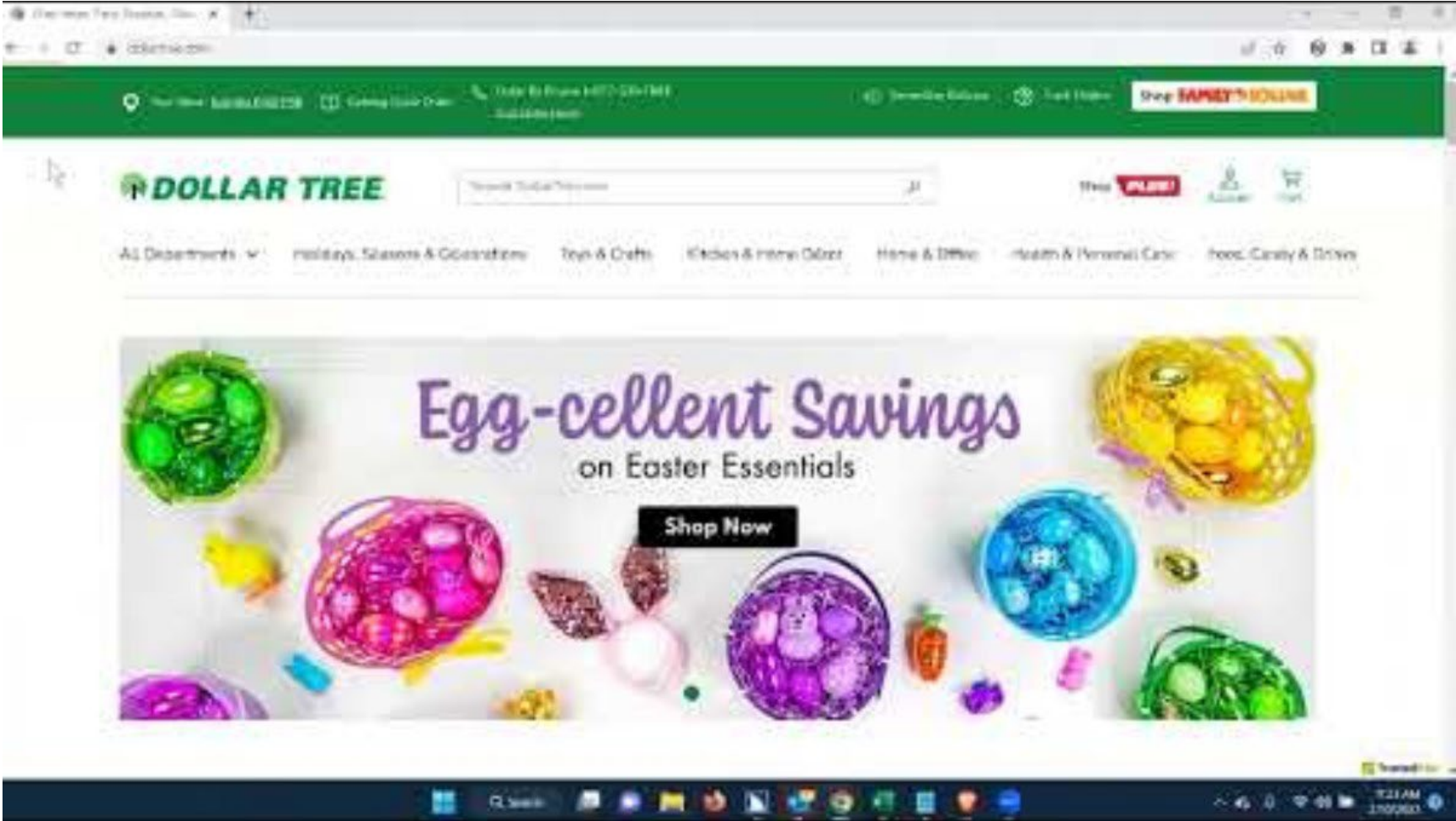
Screen Readers

How Screen Readers Work

- A screen reader is an assistive technology that converts text and images on screen to speech or braille.
- Users can adapt screen readers to their specific needs.
- Screen readers allow people to navigate websites and applications using speech or other non-visual output.



Screen Reader Examples



Source: UsableNet. (2021, June 14). What is Digital Accessibility? [Video]. YouTube

Accessibility Errors

“There’s an average of 51 accessibility errors on the homepages of the top one million websites”

WordStream. (2022).

Quick Tips

Use alternative text (alt text) for images

Ensure text contrast

Provide alternatives for media content

Label forms properly

Use proper hierarchy to structure your content

Always use unique titles

Accessibility Tools



WAVE



accessScan



A11y Color Contrast Accessibility Validator



Microsoft Accessibility Checkers

Accessibility Resources

WebAIM (Web Accessibility In Mind):

- WebAIM offers a wealth of information, training, resources, and tools to make web content accessible. Their resources are practical and easy to understand. <http://www.webaim.org>

A11Y Project:

- A community-driven effort to make web accessibility easier. They provide a checklist, resources, and tips to improve your website's accessibility. <https://www.a11yproject.com>

LinkedIn Learning:

- Offers courses on web accessibility, including the basics of designing and building accessible websites and applications. <https://www.linkedin.com/>

Accessibility Resources

Color Contrast Checker:

- Use [WebAIM: Contrast Checker](#)

Screen Reader Examples:

- View longer videos that shows what it sounds like when content is accessible to a screen reader and when it is not. <https://youtu.be/OOvXuz6ejuw> and <https://youtu.be/dEbl5jvLKGQ?t=5>



Let's hear from you!
What are your questions?



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For further questions, contact:

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