KanCare Ombudsman Accessibility Guidelines

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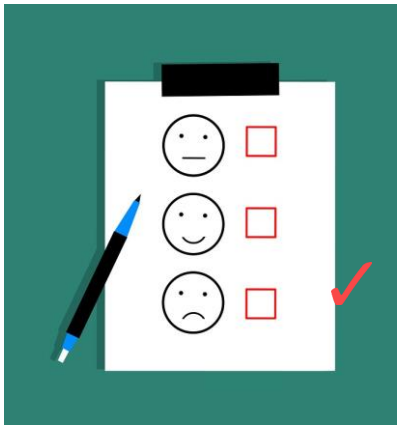
KanCare Ombudsman Accessibility Guidelines

Creating Accessible Resources and Educational Materials

Who is our audience?

1. KanCare applicants and members
2. Friends and family assisting them
3. Staff from other organizations
4. KanCare Ombudsman staff and volunteers

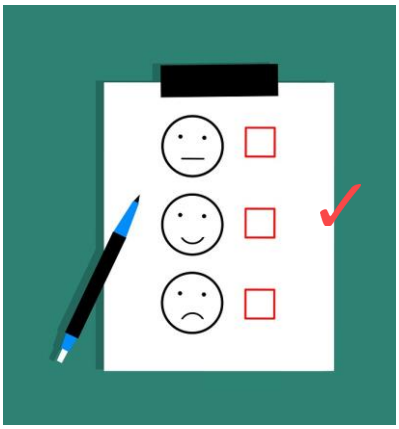
What our Audience Does Not Need



A springboard from which they can do their own research:

- Pages full of dense text, technical terms and complex sentences
- Embedded links to more pages of dense text

What does our audience need?



Easy to follow information covering only the topic that is important to them:

- So they can find what they need quickly
- Understand what they find
- Use what they find to meet their needs

KanCare Ombudsman Accessibility Guidelines

Please follow the specific guidelines outlined in this lesson when creating resource and educational materials for KanCare applicants, members and those who assist them.

The 4 Parts of Accessible Resources:

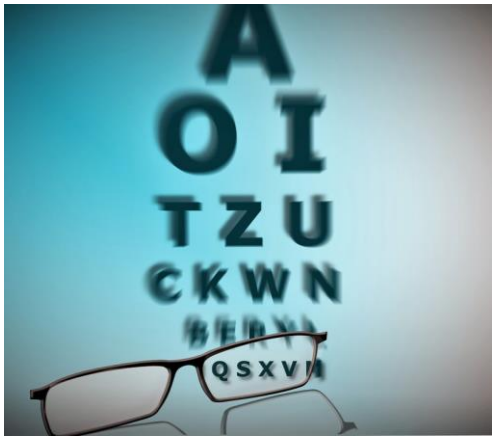
I. Clear and readable

II. Easy to follow and understand

III. Readable by assistive technologies

IV. Available in alternative formats

What is readability?



- Readability means producing materials that are as clear and readable as possible.
- It is the first step in making our information accessible to everyone, no matter how much vision they have.

Part I. Readability Techniques

- ❑Numerals
- ❑Color and Contrast
- ❑Font
- ❑Emphasis
- ❑Letter Spacing
- ❑Line Spacing
- ❑Columns
- ❑Headings
- ❑Paper Finish
- ❑Wide Margins

Use numerals instead of spelling out numbers

Not five

Color and Contrast

For example, black text on a yellow background.

Or white text on a dark blue background.

- Use high-contrast colors for text and background.
- Keep in mind that dark backgrounds make it difficult for some people to read the text.
- **Best practice:** Printed material is most readable, black on white.

Font Color

Printed material is easiest to read in black and white.

If using colored text, restrict it to things like:

- Titles and headings
- Emphasized material

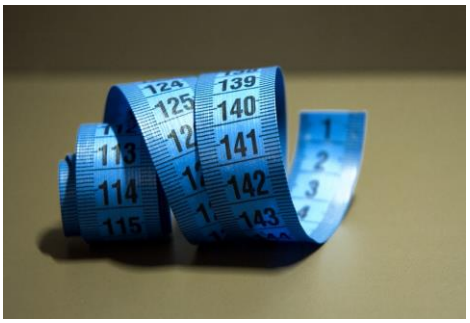
Font Color

Check that colors used will photocopy well in black and white (when applicable).

Font Size

- Keep text large
- Bigger is better
- Consider your audience and type of resource when choosing font size

What font size do I use on documents?



- Keep average print, font size between 12-16
- Keep large print, font size between 16-18
- Not all font sizes are equal (for example, a 16 point font may be fine in Arial, but will appear too small in Calibri).

What font size do I use on PPTs?

- **Headings** font size should be between 36-44
- **Body content** font size should be no smaller than 24 if meant to be read up close
  - Larger than 24 is good, but be consistent
  - If it will be presented in front of a large audience, make sure the person in the back seat will be able to read it
- **Notes section** font size should be no smaller than 12 points, with headers between 18-20 points

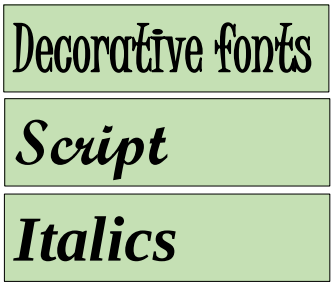
What font styles should I use?

A few good choices are:

- Arial
- Calibri
- Georgia
- Garamond

Choose standard fonts with easily recognizable upper and lower case characters.

What font styles should I avoid?



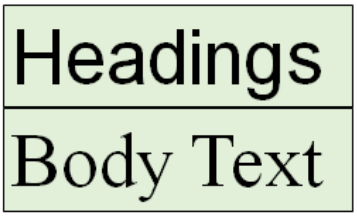
Some fonts can be complicated and difficult to read.

For example:

- Decorative fonts (with lots of swirls and curls)
- Script fonts
- Italics (similar to script type fonts)

Use font style to separate types of content

Use font style to clearly differentiate headings from body text. For maximum readability, use one font style for headings, and another for body text.



Recommended:

- Use a **sans serif** font for headings
- Use a **serif** font for the body text
- Be consistent throughout the material

What is a Serif ?

- **Serifs** are the small lines attached to the end of a stroke in a letter or symbol.
- With the **serif**, the brain does not need to spend as much time identifying the letter because the shape is more distinctive.
- Using **serif** font makes it easier to read through **a lot of content more quickly**.

When do I use serifs vs. sans serifs?

Sans serif

Sans serifs – for headings

- Better Legibility – easier to discern from far away
- Good for eye-catching headlines, PowerPoint, web content

Serif

Serifs – for body text

- Better Readability - easier to read through more quickly
- Good for the body of documents with lots of text

What are some suggested font style pairings?

Headings	Body text
Arial	Georgia
Gill Sans	Garamond
Calibri Light (Headings)	Calibri (Body) - for digital

Font for Headings

- Avoid using all caps
- Set headings in bold
- Justify to the left margin

What font should I use when emphasizing a word or passage?

Recommended:

- larger
- **Bold**
- color

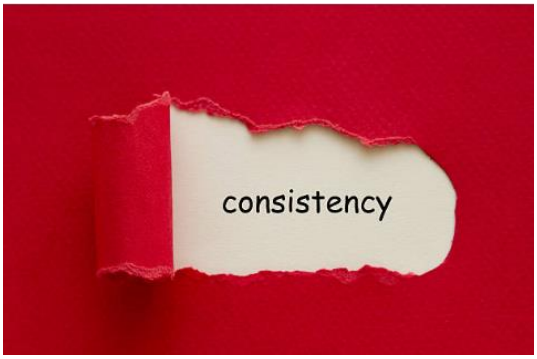
Not recommended:

- UPPERCASE
- underline
- *italics*

Poor Emphasis Techniques

- **ALL CAPS** and **underlining** draw the reader's attention, but they make it harder to read.
- All caps is considered SHOUTING in a text or online.
- ***Italicized fonts*** as these are difficult to read quickly.

Font Consistency



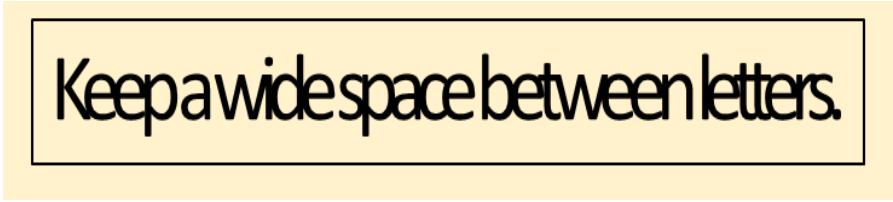
- The consistency in font characteristics used throughout your writing determines how easy or tough it may be to read.
- Changing font sizes, styles and colors throughout a presentation can distract and confuse some readers.

Avoid using more than 4 type faces on one page.

For example:

1. Be consistent with selected headline font throughout.
2. Be consistent with chosen body content font throughout.
3. Use bold, color and different sizes of those fonts for captions, subheadings and emphasis.

Font Spacing

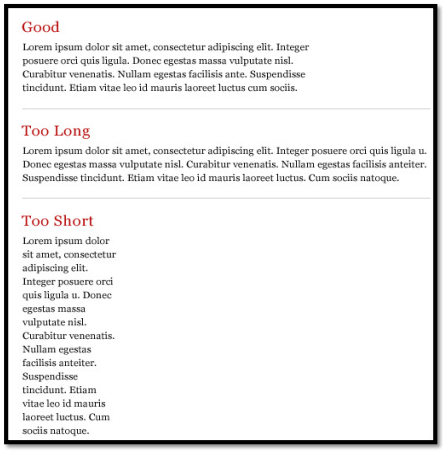


- Do not crowd your text.
- Keep a wide space between letters

Line Length (Measure)

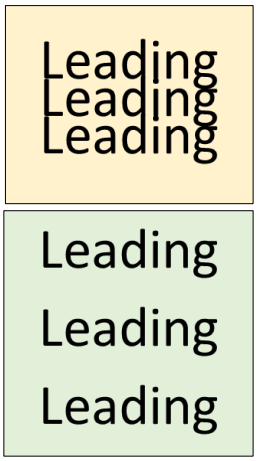
- The measure is the length of a line of type.
- To a reader's eye, long or short lines can be tiring and distracting.
- A long measure disrupts the rhythm because the reader has a hard time locating the next line of type.
- The only time a narrow measure is acceptable is with a small amount of text.

Measure Examples - Good, Too Long, Too Short



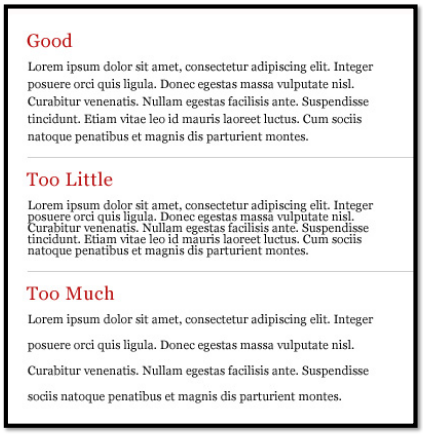
Here is an example of what good and bad leading looks like from Matthew Butterick's book, *Butterick's Practical Typography.*

Leading (Line Spacing)



- Leading is the space between the lines, and it plays a big role in readability.
- You want to use wide enough spaces so the information is clear, but not so loose that the text is hard to follow.

Leading Examples - Good, Too Tight, Too Loose



Good

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Too Little

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Too Much

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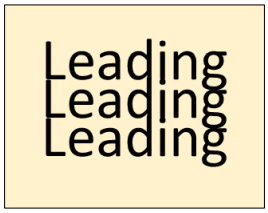
Here is an example of what good and bad leading looks like from Matthew Butterick's book, *Butterick's Practical Typography.*

What leading is recommended?



- Single-spaced text is dense and hard to read.
- But 1.5 spacing is often looser than optimal.
- **Stay within this range:** 1.03-1.5
- **Recommended:** Use between 2-5 points over font size (for lines with more text) to 1.5 spacing between lines (only for lists).

How do I calculate the correct leading?

The following is a calculation on how to set the space between the lines to be 2-5 points over font size.

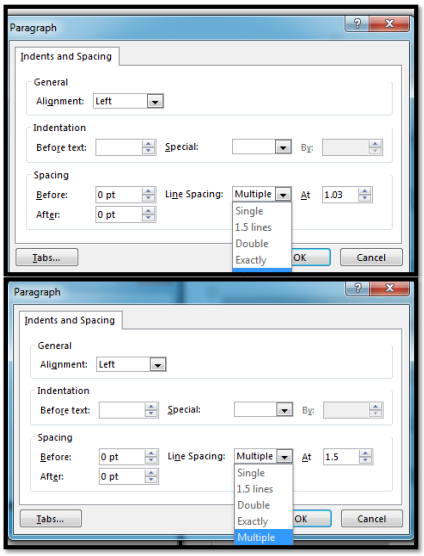
For example, for font size is 26:

- 2 points over font size is 28 (minimum)
- 5 points over font size is 31 (maximum)

Leading Range for 24 font size:

- **Minimum:** 2 points over 26: 1.08 (28/26 = 1.08)
- **Maximum:** 5 points over 26: 1.20 (31/26 = 1.2)

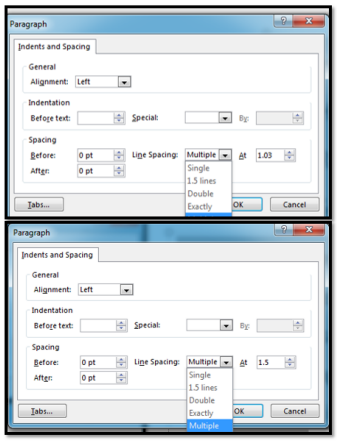
How to set appropriate leading?



Steps to set appropriate leading:

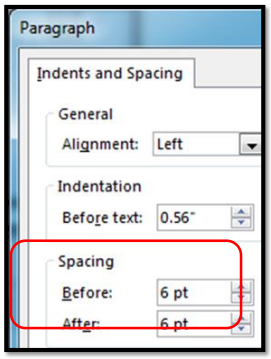
1. Highlight text on page
2. Right mouse click
3. Select **Paragraph**
4. From the Line Spacing dropdown box, choose **Multiple**
5. Enter your calculated leading value (stay between 1.03-1.5).

What factors affect leading?



- Many factors affect leading: font style, size, weight, case, measure, word spacing, etc.
- The longer the measure (line length), the more leading is needed.
- The larger the font size, the less leading is required.
- Since there are so many factors that can affect leading, use your best judgment based on these guidelines.
- **Stay within range: 1.03-1.5 (Line Spacing menu set to Multiple).**

Paragraph Spacing



- The spacing between paragraphs should be larger than the spacing between lines.
- Space between paragraphs signals the start of a new paragraph, or new idea.
- You want the space to be large enough to be noticed.
- The larger the font size, the more space you'll need between paragraphs to make a visible difference.

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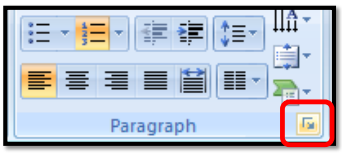
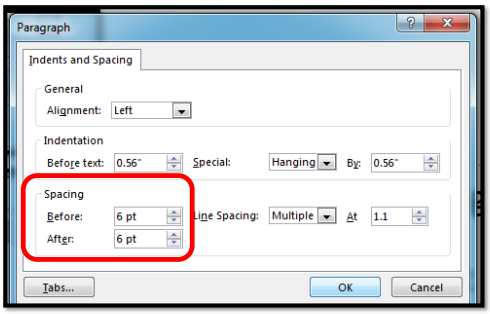
How do I set paragraph spacing?





1. Highlight the text on the slide
2. Select the **Paragraph Dialogue Box**
3. Select a number that will make the difference between paragraphs easy to detect.

For example:

Select 6 in the **After** box. If that's not enough, you can add some to the **Before** box as well. You want the space to be wide enough to be noticed.

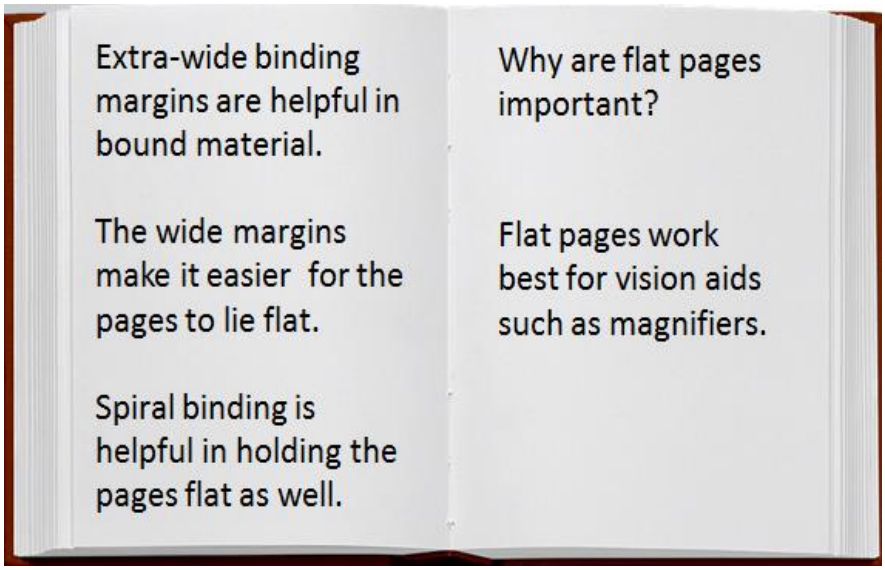
Columns

- Separate long lists of text into columns to make them easier to read.
- Columns require less eye movement and less peripheral vision.

Paper Finish

- Avoid watermarked or patterned backgrounds that can reduce readability of text.
- Matte or non-Glossy finish can reduce glare.

Use Wide Margins



Part II. Design that is Easy to Follow & Understand

- ❑Clean, simplistic and consistent layout
- ❑Easy to follow
- ❑Easy to understand

Clean, Simplistic, Consistent

- ✓❑Create a layout that is clean, simplistic and consistent
- ❑Use design elements that make your writing easy to follow
- ❑Break up complicated information into small, easy-to-process chunks

Create a clean, simplistic & consistent layout

- Use the same font across all the headings
- Don’t mix fonts within the body
- Limit images to 4-5 per page (1-2 per PPT slide)
- Keep images to the left of the writing
- Justify all text to the left (ragged right margins)
- Number the pages at the bottom right hand side

Is your layout consistent?

- Are headings consistent throughout (size, style, justification, color, etc.)?
- Is the body text consistent throughout (size, style, justification, color, etc.)?
- Is there consistent vertical and horizontal spacing between elements?
- Are images of the same family (photos, drawings, icons, etc.)?
- Does your document or presentation use the same color scheme throughout?
- Are navigational tools consistent throughout (color, placement, style)?

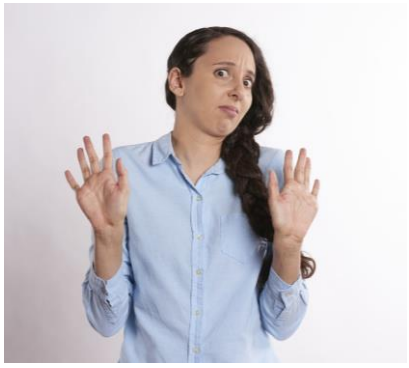
Why is a consistent layout important?

- An inconsistent layout slows the reader down.
- Consistent layout enables the reader to spend more time engaged in the content.

Easy to Follow

- ❑ Create a layout that is clean, simplistic and consistent
- ✓ ❑ Use design elements that make your writing easy to follow
- ❑ Break up complicated information into small, easy-to-process chunks

Design for Easy-Reading



- Dense, cluttered writing deters people from taking the time to read.
- When someone gets a dense, uninviting letter or notice, they often put it in a “read later” pile, even though they know they should read it right away.

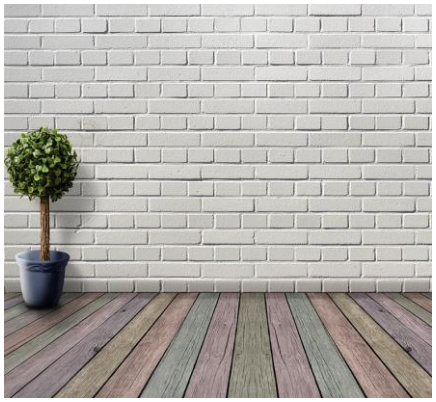
Design for Easy-Reading

- We want our writing to help people get the information with the least possible burden.
- In turn, they are more able to comply with requirements to get and keep their benefits.

What design elements make writing easy to follow?

- ❑ White space
- ❑ Keeping the content together
- ❑ Useful headings
- ❑ Tables
- ❑ Lists

What is white space?



- White space is empty space that enhances readability.
- Don’t try to cram everything into one small area.
- Use white space to let your content breathe.
- It’s better to have more slides than not enough spacing between lines and paragraphs.

How can white space make writing easier to follow?

- In place of dense cluttered text, whitespace helps create a balanced, easy to read page where you can find what you need without being overwhelmed.
- White space can change the overall feel from scarily complex to laid-back and approachable.

How to create more white space?

- Increase leading
- Increase spacing between paragraphs
- Use only enough images to support the main idea
- Add more slides or pages; don't try to cram it all in

Keep the content to-gether

- Finish a word on the same line.
- Finish a sentence on the same…

Keep the content together

- Finish a word on the same line.
- Finish a sentence on the same page.
- Finish a paragraph on the same page.

Useful Headings

- Help the reader to skim and scan
- Are concise and descriptive
- Focus on clarity over brevity
- Provide clear structure

Useful headings are concise and descriptive

- ❑ **Question headings** – most recommended; questions your audience ask
- ❑ **Statement headings** – next best choice; should be very specific
- ❑ **Topic headings** – okay too, but if too vague, they are not as useful and may even confuse the reader

Useful headings focus on clarity over brevity

In the example below, the **question headings** in the right column are more informative than the **topic headings** on the left.

Topic Headings	Question Headings
Applications	How to I apply for KanCare?
Appeals	What is the appeal deadline?
Grievances	Where do I submit a grievance?

Useful heading provide clear structure

Broad topic headings can help add additional structure to the document, but **specific topic** headings are a crucial design element for easy-reading.

KanCare Applications
•Who may be eligible for KanCare?
•Where can I get an application?
•Where do I submit my application?
•How will I find out if I have been approved?

Lists

Bullet point lists

- Help the reader to skim and scan
- Break up text and present information in a visually clear way
- Add white space for easy reading
- Help the reader focus on important material

Numbered lists

1. Help the reader understand steps in a process
2. Highlight priorities

How do I make lists easier to read?

Your lists will be easier to read if you:

- **Stick with standard circle or squared bullets** (unless sequence or priority is being indicated). If see importance for non-standard bullets, like diamonds or arrows, be consistent.
- **Indent your lead-in sentence from the left margin** (as I've done here). Notice there is no bullet on the lead-in sentence).
- **Use parallel construction -** Make sure each of the bullets in a list can make a complete sentence if combined with the lead-in sentence.
- **Use no more than 2-3 levels** - Readers get lost when you use more than two or three levels in a document. If you find you need more levels, consider dividing your top level into more parts.

Tables

- Help the reader to skim and scan
- Give your document more white space
- Help your audience see relationships
- Make complex material easier to understand

If (situation)	Then (consequence)
If the member requests continuation of disputed services within 10 calendar days of the Notice of Adverse Benefit Determination	A member will continue to receive those services without interruption until the hearing decision

Easy to Understand

- ❑ Create a layout that is clean, simplistic and consistent
- ❑ Use design elements that make your writing easy to follow
- ✓ ❑ Break up complicated information into small, easy-to-process chunks

How do I make complicated information easy to understand?

1. Think through the questions your audience will likely have.
2. Organize that information in a logical order, breaking it up into small chunks.
3. Develop your message one point at a time, taking the reader through the thinking process.

How can I break it up to make it easier to understand?

1. Simple words and phrases
2. Strong, direct verbs
3. Avoid acronyms & abbreviations
4. Minimize jargon
5. Short, clear sentences
6. Short paragraphs
7. Short sections
8. Limited number of sections per page
9. Minimize definitions
10. Relevant examples & images

Use Simple Words

Say	Don't Say
drop	discontinue
choose	designate
need to	is essential
must	shall
change	modify
later, next	subsequent

Use the strongest, most direct form of the verb possible

Say	Don't Say
Apply for KanCare.	**Complete an application** for KanCare.

Use Active Voice

Active voice makes it clear who is supposed to do what. It eliminates ambiguity about responsibilities.

Say	Don't Say
You must do it.	It must be done.
You **must submit** your appeal to the MCO.	Your appeal **must be submitted** to the MCO.
The Clearinghouse **will send** you the letter.	The letter **will be sent** by the Clearinghouse.

Avoid Abbreviations

Write out the word instead of using an abbreviation.

Say	Don't say
for example; such as	e.g.
that is	i.e.
street	st.
number	no.

Avoid Acronyms

- Use them only if they are important or convenient for your readers.
- If you must use an acronym, spell it out the first time you use it.
- Make sure your readers know exactly what they mean.
- Convert as many as possible into words. **For example,** convert St. into Street.
- But continue to use them if spelling them out would annoy your readers. **For example,** *Kansas Department for Aging and Disability Services (KDADS).*

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Avoid Jargon

- This does not mean that you should leave out necessary technical terms.
- But, make sure your language is as clear as possible.
- If you have no way to express an idea except by using the technical term, make sure to define and explain the term.

Minimize Use of Definitions

- Keep the definitions to a minimum.
- When possible, define a term where you use it.
- If possible, it is best to rewrite to eliminate the need for a definition.

Use Examples to Clarify

- Good examples can substitute for long explanations or definitions.
- The more complex the concept you are writing about, the more you should consider using examples.
- The best examples are relevant to the reader's situation.

Use Images to Clarify

- Good images, like examples, can also help to clarify complicated ideas.
- Use images that reinforce and complement your message.
- Images should help clarify the main point (not every detail).

What type of images can I use?

- Photos, drawings, symbols, icons, etc.
- Images that you've paid for or have the rights to use

What is important about the image itself?

Images should be:

- Clear
- Uncluttered (not busy)
- Age appropriate
- Up to date
- Consistently from the same family (photos, drawings, symbols, icons, etc.)

Use the Same Terms Consistently

Hearing
Fair Hearing
State Fair Hearing
Administrative Hearing
Medicaid Hearing

- You will confuse your audience if you use different terms for the same concept or object.
- For example, if you use the term KanCare member, continue to use this term throughout the material.
- Don’t substitute another term, such as KanCare consumer, later in the material.

Chunking: Break down complex content into easy-to process chunks

- Complex sentences, long paragraphs and large sections can be confusing and discourage an audience from even trying to understand your material.
- Instead of trying to “pack everything in," split topics up into logical, short sections and separate them with informative headings.
- Then make it easy for the reader to understand the content in each small section by using short, clear sentences and short paragraphs.

Write Short, Clear Sentences

- Express 1 idea per sentence.
- Write in short sentences (no more than 15-20 words).
- Reduce punctuation as much as you can.

Write Short Paragraphs

- Limit each paragraph to 1 topic.
- Write short paragraphs (no more than 150 words, in 3 – 8 sentences).
- Separate your paragraphs with ample white space to emphasize different paragraphs, different ideas.

Write Short Sections

- Break up material into short sections.
- Add headings for each that give the reader a clear picture of what's in that section.
- Short sections with useful headings allow the reader to skim and scan your document.

Part III. Readable by Assistive Technologies

- ❑True headings
- ❑True lists
- ❑Page numbers
- ❑Alternative text
- ❑Descriptive hyperlinks
- ❑Accessible tables
- ❑Identified document language
- ❑Exporting to PDF while preserving accessibility

ELECTRONIC DOCUMENTS

- Electronic documents can be read by assistive technologies such as screen readers or Braille devices.
- Use the following built-in software tools when creating your electronic documents to assure they are accessible.

Different software, but similar tools

Although the built-in tools of each writing software program (or different versions of a program) may vary slightly, the steps required to use them are similar.

Writing Software Programs Examples:

- Microsoft Word
- PowerPoint
- Adobe PDF

Where can I learn more about making Word documents accessible?

In addition to what's following next in this lesson:

- Check out these videos from *Microsoft Office* if you would like to learn more about Adding Alt Text for Images or Identifying Document Language.
- To learn more about creating true headings, true lists, page numbers and descriptive hyperlinks, check out this video by *Algonquin College.*
- This video by *Wake Tech eLearning Support* will show you more about Structuring an Accessible Table in Microsoft Word or PPT.
- Here is a helpful website on Fixing Inaccessible PDFs Using Acrobat Pro from the *University of Washington*.

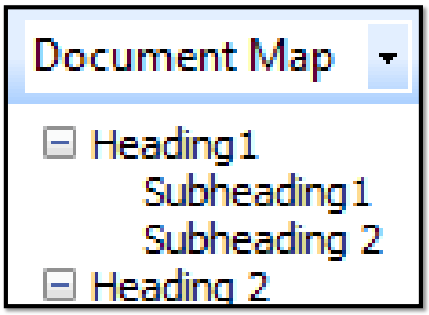
Accessibility Tools Used in Word

- ❑ True headings
- ❑ True lists
- ❑ Page numbers
- ❑ Alternate text
- ❑ Descriptive hyperlinks
- ❑ Accessible tables
- ❑ Identified document language
- ❑ Exporting to PDF while preserving accessibility

Use True Headings

- Centering, enlarging and bolding a line of text does not create a true heading.
- Identify true headings and subheadings by using the built-in heading features of the writing software.

The use of true headings and subheadings is required to create an accessible structure



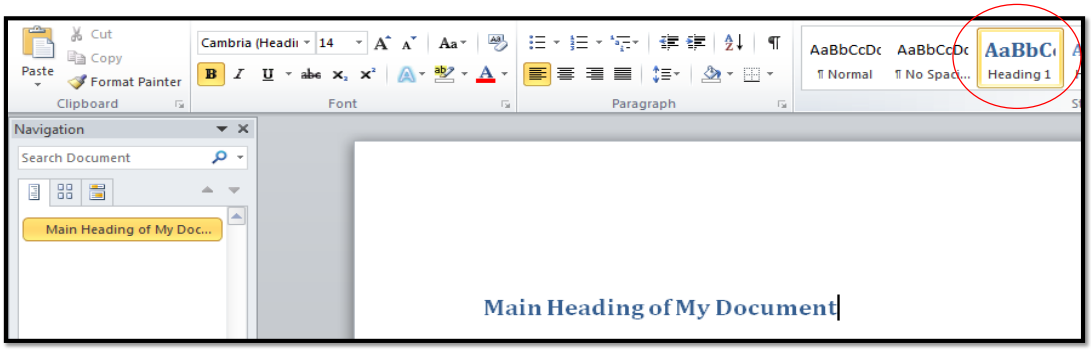
True heading structures enable Braille and screen reader users to:

- Understand how the page is organized
- Skim and scan the document
- Go directly to the information they need by jumping quickly between the heading structures with a single key-stroke.

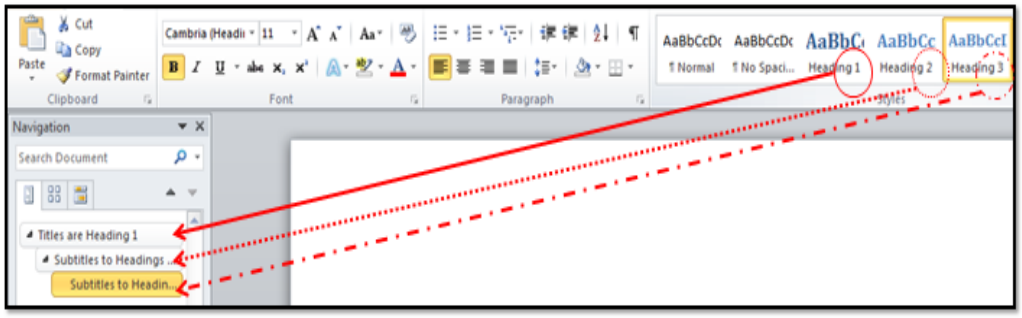
How to create a True Heading in Word

Steps:

1. Highlight the line of text you want to identify as the top heading.
2. Select **Headings 1** from the built-in Headings Styles tool.

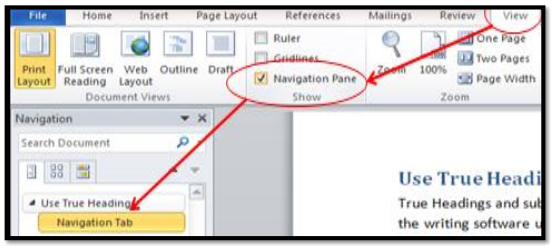


True Headings and Subheadings form an outline of the page content



- Headings 1 are titles
- Headings 2 are subtitles for Headings 1
- Headings 3 are subtitles for Headings 2, etc.

How do I check the outline of my document by using True Headings?

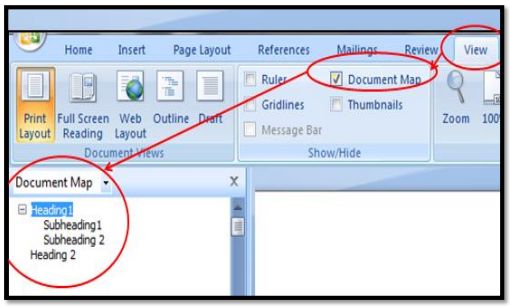


The **Navigation Pane** displays all your headings and subheadings, and allows you and your readers to navigate through a **structural view of your document**.

To view the Navigation Pane:

1. Click on the View tab
2. Then check the Navigation Pane box

What if I am using an older version of Word?



In older versions, the **Document Map** allows you to navigate through a **structural view of your document**.

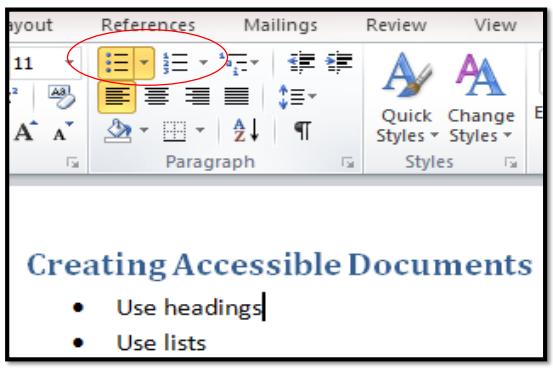
To view the Document Map:

1. Click on the View tab
2. Then check the Document Map box

Use True Lists

- Any content organized as a list should be created as a **true list**, using the software's built-in tools. Lists that are **not** created by using these tools are **not** true lists.
- Only **True lists** allow screen reader users to understand how the content is organized.
- When screen reader users come across a list, their screen reader will inform them that they are on a list and how many items are in that list. This helps them to skim and scan.

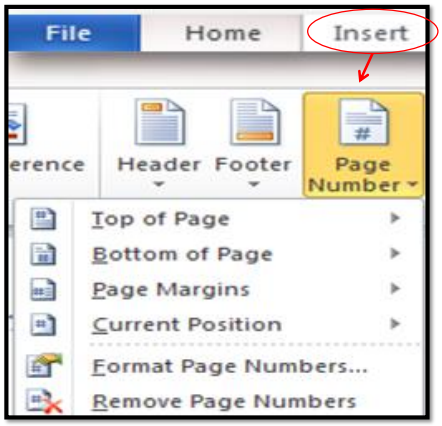
How do I create a true list in Word?



- Look in the **Paragraph group** on the Home tab
- Select a bulleted or numbered list
- Use numbers only if there is a sequence to identify, such as priorities or steps in a process

Add Page Numbers

Number your pages to allow for easy navigation and referencing.



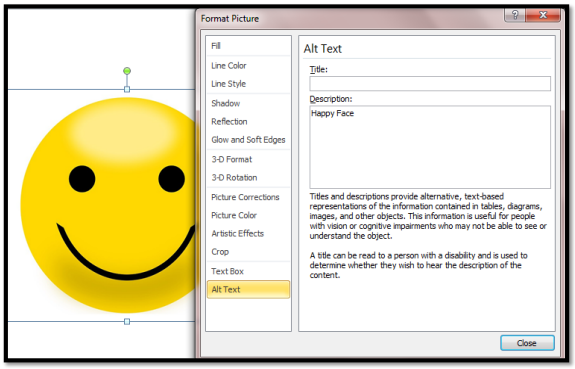
To add page numbers:

1. Select the Insert tab
2. Find the Header and Footer group
3. Click the **Page Number drop down menu**
4. Choose from the available **styles of page numbering**

Add Alternate Text for Images

- The purpose of alternative text, often abbreviated **alt text**, is to communicate the content of an image to people who can't see it.
- When screen readers encounter an image with alt text, they typically announce the image then read the alt text.
- **Be succinct** – provide just enough text to communicate the idea.

How do I add alternative text in Word?



1. Right mouse click on the image
2. Select **Format Shape**
3. Open the **Alt Text box**
4. Type in the **description** of the image

Which images don't need alternate text?

- If images are purely decorative and contain no informative content, they do not require a description.
- Images that require a more lengthy description, such as charts and graphs, may require additional steps beyond adding alt text.

Use Descriptive Hyperlinks

- Screen reader software announces the presence of links, allowing users to quickly skip from link to link by pressing the tab button.
- So providing **hyperlinks that make sense when read out of context** is important.
- If your hyperlinks cannot be understood out of context, users may miss important information.

How does a screen reader user hear hyperlinks?

Which example would be easier for you to understand out of context?

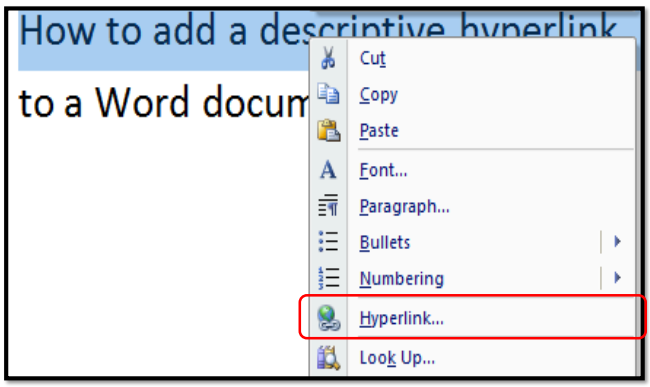
Examples:
link click here
link https://www.youtube.com/watch?v=dC8sfkQJcpA
link Creating Effective Hyperlinks

Descriptive hyperlinks provide users with context

- Extraneous words such as **click here** and **descriptions before a URL** should be **avoided**.
- The link itself should explain where the link will take them.

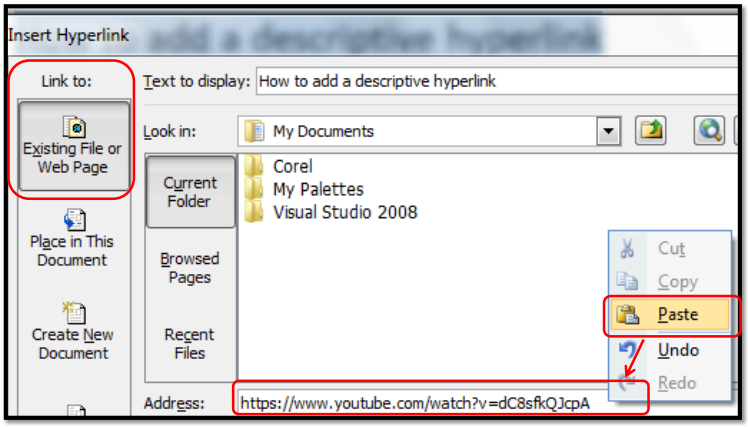
Don't Write	Do Write
To learn more about writing effective hyperlinks: click here	Learning how to write a more effective hyperlink can be confusing, but you can learn more by visiting Creating Effective Hyperlinks.
To learn more about creating effective hyperlinks select the following link: https://www.youtube.com/watch?v=dC8sfkQJcpA	

How do I add descriptive hyperlinks in Word? (Steps 1-3)



1. Highlight the word or phrase that describes the link.
2. Right mouse click
3. Select **Hyperlink**

How do I add descriptive hyperlinks in Word? (Steps 4-5)



1. Set the **Link to** - **Existing File or Web Page**
2. **Paste** the desired URL link into the **Address** box.

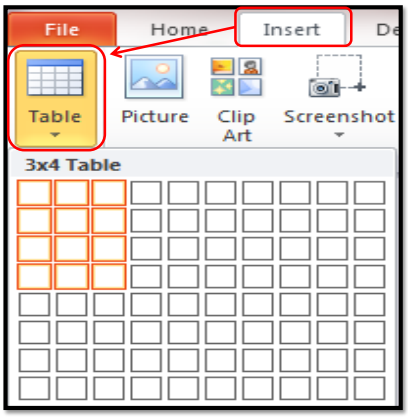
Use Accessible Tables

Table 1 KanCare Applications

Families with Children Programs	Elderly & Persons with Disabilities Programs
Children's Medicaid	Medically Needy
CHIP	Nursing Facility
Pregnant Women	HCBS
Parent/Caregiver (for children under 19)	PACE
	Medicare Savings Program
	MediKan

- Need to structure information or data into rows and columns?
- Use an accessible table to help you to organize the presentation of your content in a way that is accessible to assistive technology users.

How do I make data tables accessible to screen reader users in Word?



1. Select the insert tab
2. Click the table icon
3. Hover the mouse over the squares to see a preview possible table dimensions
4. Click when you've reached the desired number of columns and rows
5. Clearly identify column and row headers using the software's built-in tools

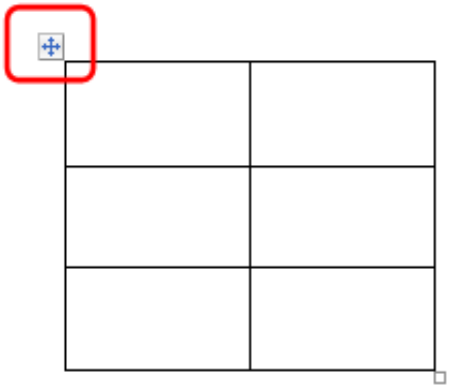
How do I clearly identify column and row headers using the software's built-in tools?

Table 1 KanCare Programs

Families with Children	Elderly & Persons with Disabilities

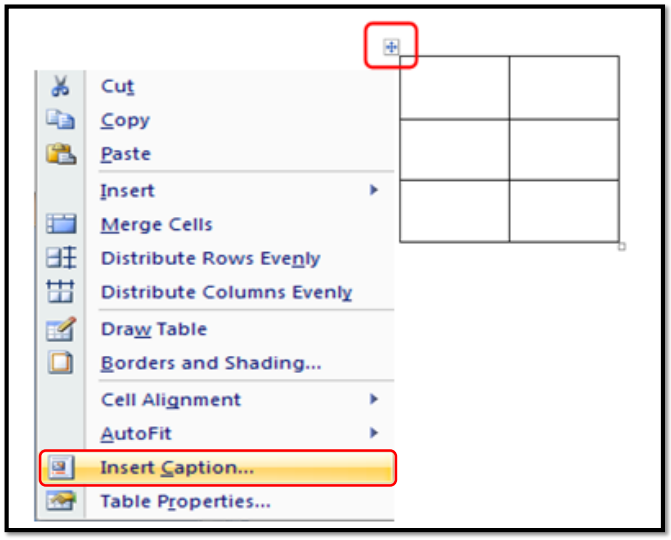
Follow the step by step instructions in slides 106-115 to learn how to clearly identify columns and row headers to make accessible data tables.

Title the Table (Steps 1 and 2)



1. Hover the mouse over the table.
2. Look for plus sign on the top, left corner.

Title the Table (Steps 3 and 4)



3. Right click the plus sign
4. Select **Insert Caption**.

Title the Table (Step 5)

5. Write the table's title in the **Caption** box.

The table's title should describe the table's content

Table 1 KanCare Programs

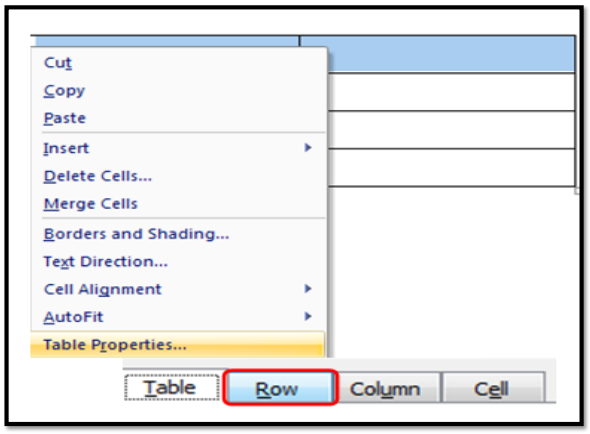
- That title will appear above my table.
- Example: I have titled my table, **KanCare Programs.**

Identify the Header Row

Table 1 KanCare Programs

- The header row is usually the first row in a table
- It contains the titles for each of the columns.

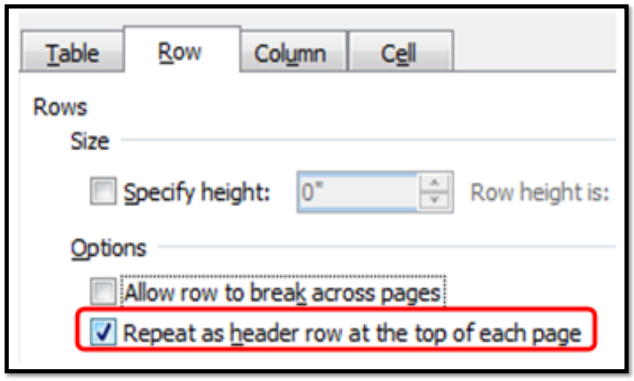
How do I create a header row? (Steps 1-3)



To Create a Header Row:

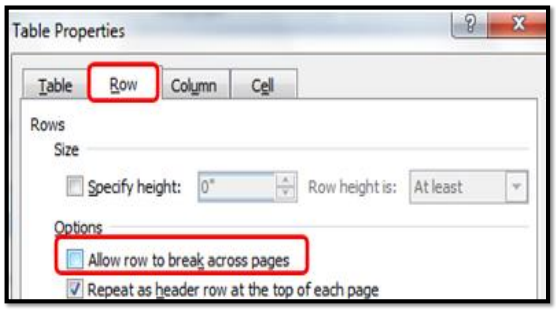
1. Highlight the first row, right click.
2. Select Table Properties
3. Select Row tab.

How do I create a Header Row? (Step 4)



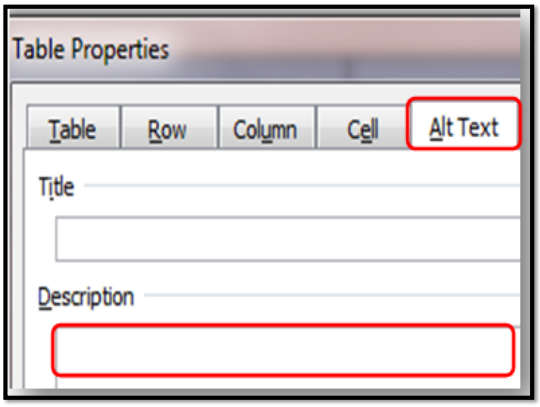
4. Check the box - Repeat as header row at the top of each page.

Make sure rows don't break across pages



- Uncheck the box – Allow row to break across pages.
- This is helpful in cases where the table reaches the bottom of the page.
- The last row will move to the top of the next page, instead of breaking between the two pages, causing confusion.

Adding Alt Text to Simple vs. Complex Tables in Word



- Select **Alt Text tab** (from Table Properties).
- **Simple Tables:** Enter the title of the table in the **Description box**.
- **Complex Tables:** If the table needs more explanation, write the explanation in the **Description box**, and a brief summary of the table in the **Title box**.

Our table is accessible, and ready for information to be entered

Table 1 KanCare Programs

Families with Children	Elderly & Persons with Disabilities

What to avoid when creating accessible tables in Word?

- Avoid merging and splitting cells.
- If the table is complex, consider whether you could divide it into multiple smaller tables with a heading above each.
- Keeping the table is as simple as possible will ensure that it is accessible.

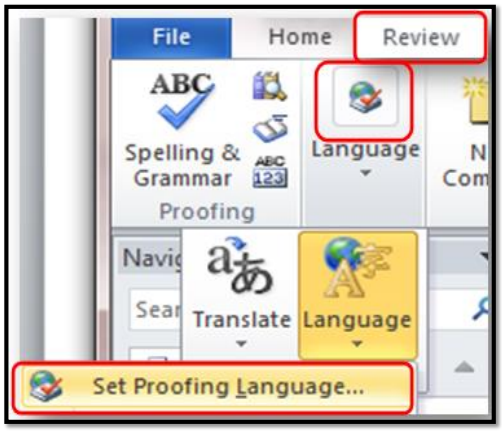
Identify Document Language

Screen reader software is multilingual, and can read content in a wide variety of languages.

Identify Document Language

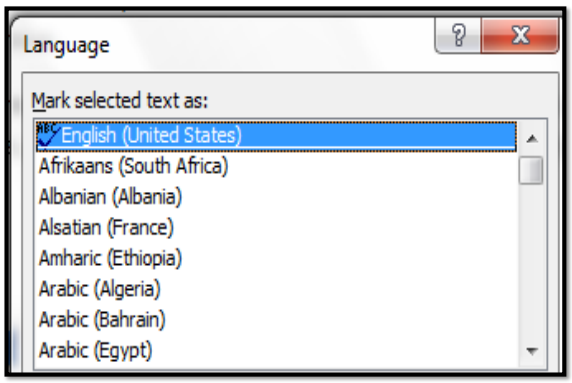
- Screen readers **read the text aloud**, using the pronunciation rules of the identified language.
- To make sure that screen readers are reading the words in your document with the correct pronunciation, you should identify the language of the document.

How to identify a document's default language (Steps 1-3):



1. Select the **Review tab**
2. Select the **Language button (from Proofing group**).
3. Select the **Set Proofing Language**.

How to identify a document's default language (Step 4):



4. Select the language for the entire document.

What is the cost of not identifying the correct document language?

- When text in one language is read with the pronunciation rules of another, the result is confusion.
- To avoid this, be sure to identify the document's default language, as well as any additional content written in a language other than the document's default language.
- This will enable the screen reader to switch between language profiles without any adjustments from the user.

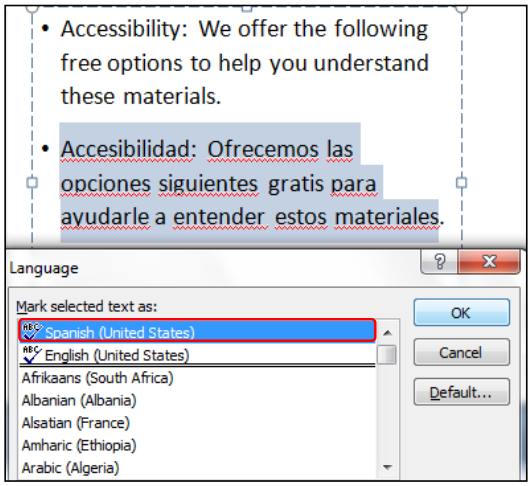
When would there be more than one language throughout a document?

Possible Examples:

- Kana greeted me with a quiet, "Ohayō gozaimasu," as I walked in the door.

- **Accessibility:** We offer the following free options to help you understand these materials.
- **Accesibilidad:** Ofrecemos las opciones siguientes gratis para ayudarle a entender estos materiales.

How to identify foreign languages within a document



1. **Highlight just the foreign words/phrases.**
2. Select the Review tab
3. Select the Language button (from Proofing group).
4. Select the Set Proofing Language.
5. **Select the language for just those words/phrases.**

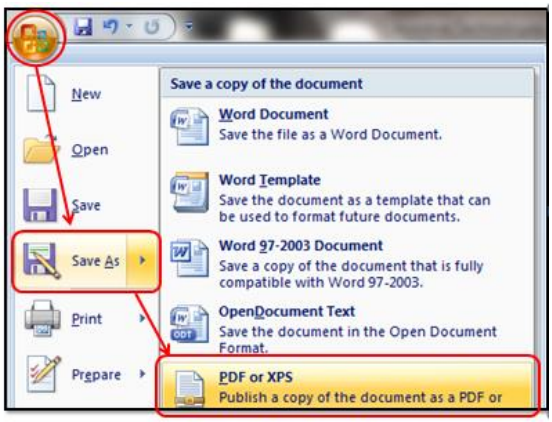
Export documents to PDF while preserving accessibility

- There are right ways and wrong ways to export documents to PDF.
- In order for an Adobe PDF document to be accessible, it must be a **tagged PDF**.
- For example, when you convert your accessible Word document to PDF, you'll tag it with an underlying structure that includes all of the features described in this lesson.

How to export from Word to PDF while preserving accessibility

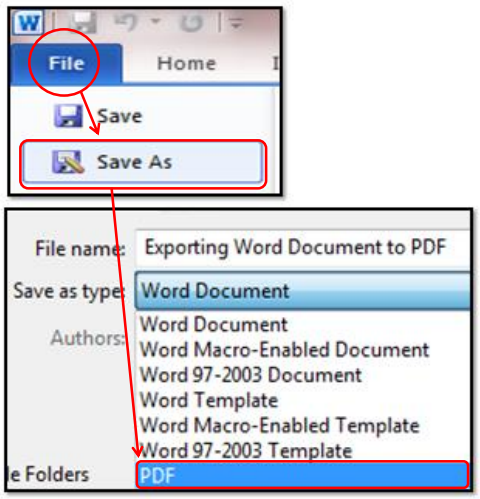
- The goal is to export to PDF in a way that preserves the accessibility features of the Word document, including: true heading structures, true lists, alternate text, accessible tables, identified document language, as well as any other content that is important for accessibility.
- The correct method of exporting to PDF will depend on which version of Microsoft Office you are using.
- This lesson shows the steps for exporting from **Word 2010** to PDF. To see the steps for other versions of Word, check out the Creating Accessible PDFs from Microsoft Word tutorials from the *University of Washington.*

What to avoid when exporting from Word to PDF



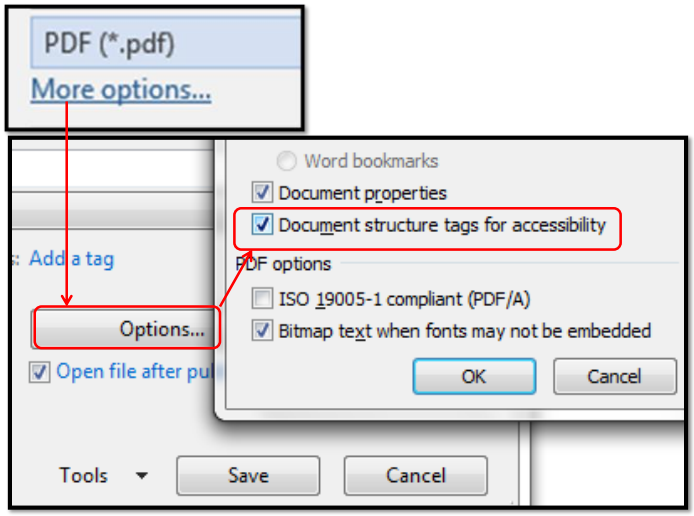
- **Do not** - **Save As PDF** from the File menu.
- Although you can save a Word document as a PDF with this method, **this will not preserve the document's accessibility features**.

The Correct Way to Export from Word to PDF (Steps 1-4):



1. Start with the Word document you've made accessible.
2. Select the **File tab**
3. Select **Save As**
4. Select **PDF** (instead of Word Document) from the choices provided in the dropdown box.

How to Export from Word to PDF (Steps 5-6):



5. Before saving, select **Options** (or **More Options,** then **Options**)
6. Double check that the box: **Document structure tags for accessibility** is checked.

Are all accessibility features preserved during the export to PDF, if done properly?

- It is always best to start with a document you've already made accessible, then export to a tagged PDF, so **at least most** of the original document's accessibility features stay intact when exported.
- However, **if certain accessibility features do not survive the export** to PDF, accessibility features can be added back into the PDF, using Adobe Acrobat Pro.

What to do if an accessibility feature was not preserved during the export to PDF?

- In Microsoft **Word 2010 version**, for example, **identified document language settings do not survive** when exported from Word to PDF.
- In this case, you would need to add this accessibility feature back into the PDF using Adobe Acrobat Pro (if that accessibility feature is necessary).

How to add accessibility features directly to PDF in Adobe Acrobat Pro?

- Did you have any accessibility features that did not survive when exported to PDF?
- Here is a helpful website on Fixing Inaccessible PDFs Using Acrobat Pro from the *University of Washington*.
- If you don't have access to Adobe Acrobat Pro software, ask someone in your department for assistance.

Recap of Accessibility Tools Used in Word

- ☑ True headings
- ☑ True lists
- ☑ Page numbers
- ☑ Alternate text
- ☑ Descriptive hyperlinks
- ☑ Accessible tables
- ☑ Identified document language
- ☑ Exporting to PDF with accessibility features persevered

Accessibility Tools in PPT vs. Word

Although the built-in tools for Microsoft PPT (or different versions of PPT) may vary slightly from what is used in Microsoft Word, the steps required to use them are similar for the following features:

- ☐ True headings
- ☑ True lists
- ☑ Page numbers
- ☑ Alternate text
- ☑ Descriptive hyperlinks
- ☐ Accessible tables
- ☑ Identified document language
- ☑ Exporting to PDF while preserving accessibility

You cannot create accessible data tables in PPT

Column 1	Column 2
Column 1, Row 1	C2, R2
C1, R2	C2, R2
C1, R3	C2, R3

- In PPT, rows and columns can be styled so the table appears to be accessible, but you cannot add content in a way that will be identified by a screen reader.
- In other words, you can not **title the table or identify the row header** as you can in Word, making it accessible.
- If the PPT contains more than the simplest tables, consider saving the presentation to PDF and making the table accessible from Adobe Acrobat Pro.

What tool can I use instead of True Headings for PPT?

- The outline structure of your presentation is the foundation of it's accessibility.
- In Word, we created True Headings and Subheadings to help create a structural outline that makes navigation easier for the screen reader user.
- Although **you cannot assign true heading levels** in PowerPoint, it is still possible to provide structural cues.
- You can do this by **controlling the reading order** of your presentation.

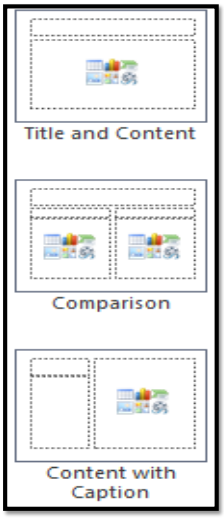
How do I Control Reading Order of the PPT Presentation?

- ❑ Use Built-In Slide Layouts
- ❑ Put all Content in Content Placeholders
- ❑ Assign Unique Titles to Every Slide
- ❑ Use Outline View
- ❑ Use the Selection Pane

Put all Content in Placeholders

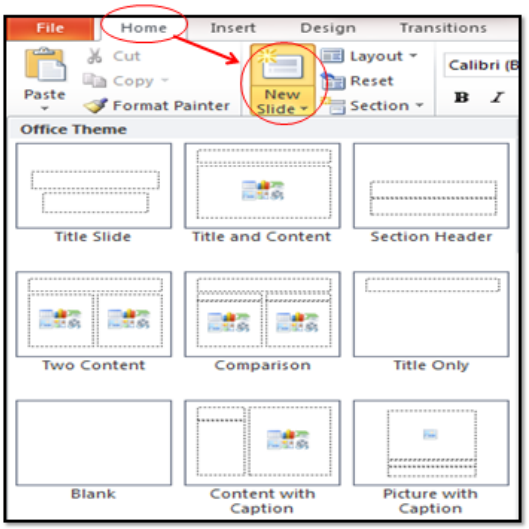
Be sure to place all of your presentation's content between the dotted content placeholders, provided in each slide layout.

Use the Built-In Slide Layouts



- PowerPoint contains built-in slide layouts that you can apply to any slide.
- When you use these layouts, and create your content in a Content Placeholder, screen readers will follow the correct order as they advance through each slide.
- This is one of the most important steps you can take to control the reading order of your presentation, ensuring that it makes sense to all readers.

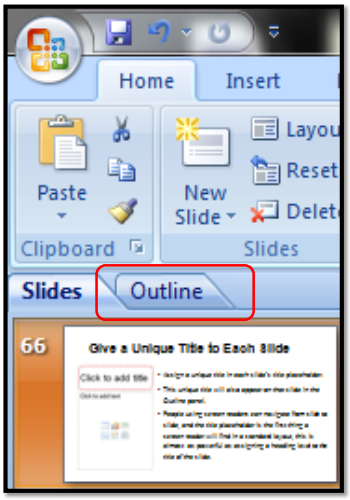
How to Use the Built-In Slide Layouts



To use a pre-set slide layout:

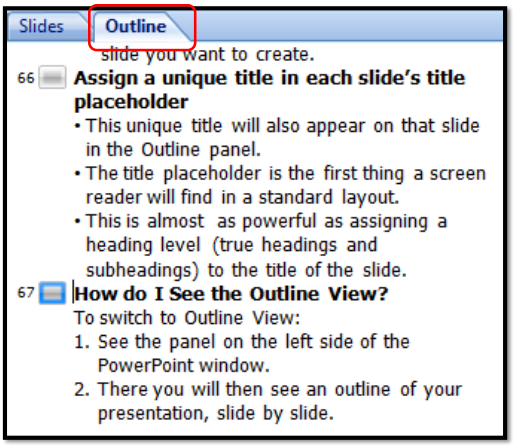
1. Go to the **Home tab**.
2. Select **New Slide.**
3. Choose the layout that makes sense for the slide you want to create.

Assign a unique title in each slide's title placeholder



- This unique title will also appear on that slide in the **Outline panel**.
- The title placeholder is the first thing a screen reader will find in a standard layout.
- This is almost as powerful as assigning a heading level (true headings and subheadings) to the title of the slide.

How do I See the Outline View?



To switch to Outline View:

1. See the panel on the left side of the PowerPoint window.
2. There you will then see an outline of your presentation, slide by slide.

Consider Working in Outline View

Working from the outline view will enable you to keep on eye on the structure of your presentation as you build it.

For example:

- The very first slide should be the title of the presentation in the first Content Placeholder.
- The second Content Placeholder on that same slide would likely show the name of your organization.

What if I Add Extra Content?

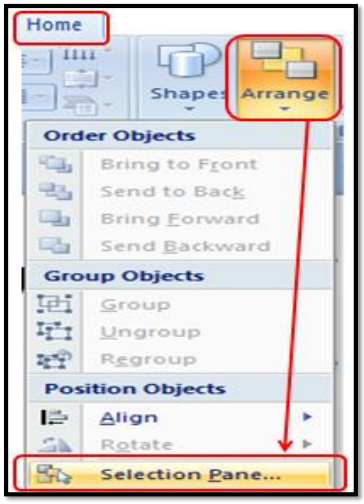
Text Box

WORD ART

For Example:

- Image
- Text box
- Word Art

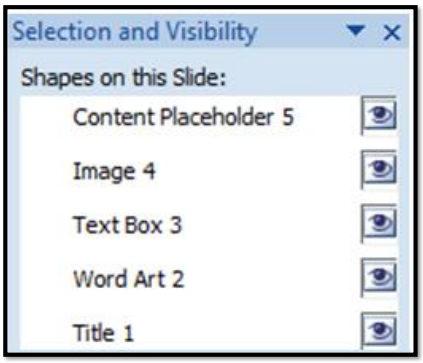
How do I ensure a slide's reading order is correct? (Steps 1-3)



Steps 1-3:

1. From the **Home tab**
2. Select **Arrange**
3. Then **Selection Pane**

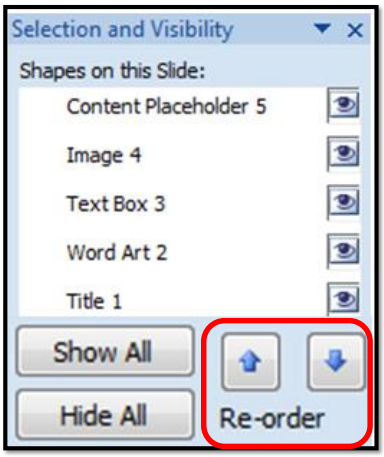
How do I ensure a slide's reading order is correct? (Steps 4-6)



At first, the order may appear incorrect:

4. The item you want to be read first should be on the bottom.
5. The item you want to be read next should be just above it.
6. The item to be read last should be at the top.

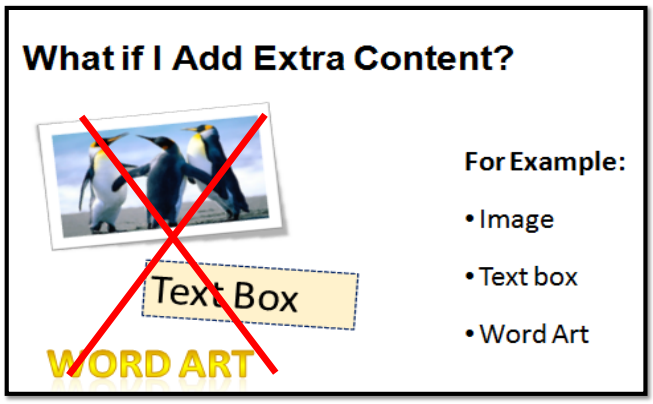
How do I ensure a slide's reading order is correct? (Step 7)



Final Step:

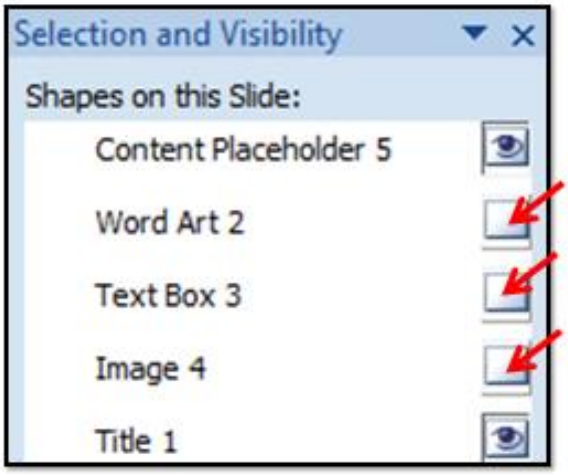
7. Move each item up or down to correct reading order.

What if I don't want all content on the slide read by the screen reader?

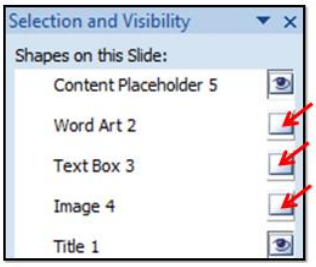


If you think it's better that some of the slide's content be hidden from the screen reader, you can hide those items.

How do I hide content from the screen reader?



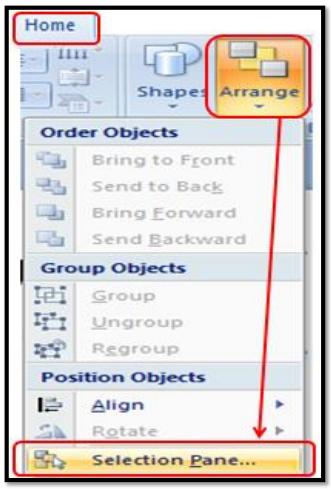
Select **Hide** by clicking on the **eye icon** for each item you would like to hide from the screen reader.



Can a screen reader user hear hidden content?

No. If you were to hide the 3 images on the left, the screen reader user will only hear the **text from the Title and the Content Placeholder.**

Why is using the selection pane so important to creating reading order?



- The placement of items on each slide **does not** make a difference to the order in which the screen reader reads them aloud.
- However, the order in which you add items to the slide **does** make a difference to the order in which the screen reader reads them aloud.

How does a screen reader read a slide's content by default?

- Regardless of when you create your title, the **title placeholder will always be set to be read first**.
- Regardless of when you create content in the body's content placeholder, the **body's content placeholder will be read second.**
- Each item after that, will be read in the order they were created.

…Unless you change the reading order manually using the Selection Pane as just reviewed in this section.

Should I Use the Built-In Slide Designs?

- You may use the built-in designs offered in PowerPoint, however please know that **not** all of these design options have **accessible color contrast or other design elements.**
- Please make sure to choose a design that meets **all** the design considerations for accessibility.

Problem with PPT's Built-In Slide Designs?

Reminders on Readability:

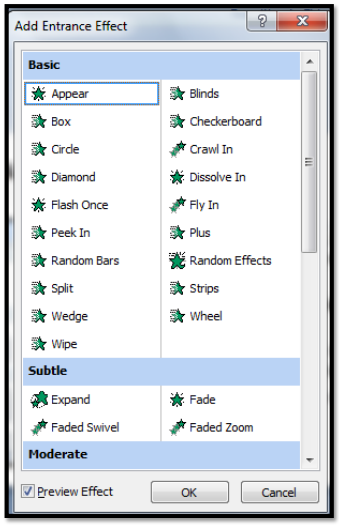
- High contrast between text and background make it easiest to read (black text on white is easiest to read for most readers)
- Reduce distractions by not using watermarks or complicated background designs.

Avoid Animations & Transitions

Why should animations, fancy text fly-ins and slide transitions be avoided?

- They can be distracting.
- May not give users enough time to read slide content.
- Can cause screen readers to re-read slides or to read parts of a slide out of order.

Don't use sounds, animations or transitions



- Moving text, zooming words, letters that fly in from the side of the screen are all difficult to read.
- If you want to use an effect, **Appear** is acceptable, but please use sparingly.
- But do not attempt to dazzle the audience with crazy font tricks.
- They distract the reader from what you are really trying to say.

What if I have embedded videos in my PPT?

Make sure your embedded videos contain the following accessibility features:

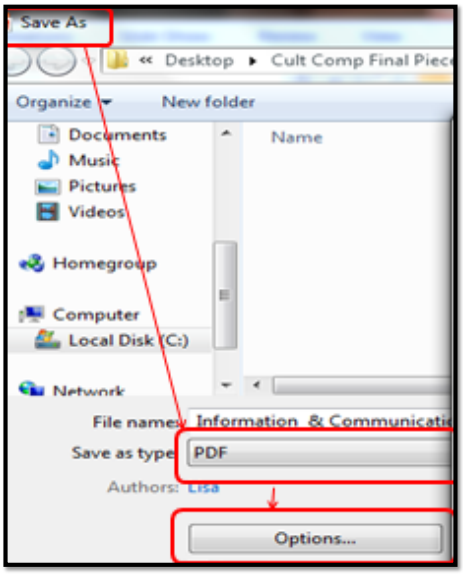
1. **Captioned Video** with accessible player controls
2. A **Transcript (**if an **audio only** file)
3. An **Audio Description**

We will discuss each of these items in detail in the **Creating Accessible Videos** portion of this presentation.

When do I need to convert PPT to PDF?

- If a PowerPoint is to be distributed or posted on the internet, it will be accessible to more people if you convert it to PDF.
- Individuals using an older version of PPT may be required to convert your PPT into that older version in order to open it. Certain accessibility features may be lost during this process.
- Others may be using Internet browsers that require them to locate, download, and install a special plug-in before they can run your presentation. Even then, that plug-in may provide only visual access to the slideshow, meaning it may not be accessible to screen reader users.
- PowerPoint files can also be very large. Converting PPT to PDF will reduce the file size and make it easier to distribute.

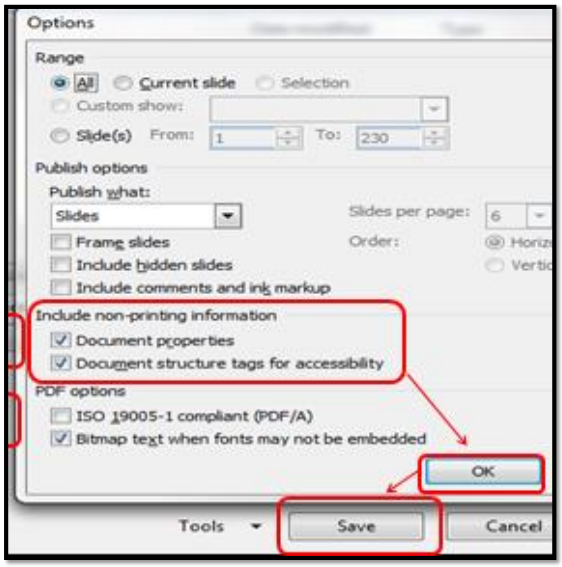
How to Correctly Convert PPT to PDF (Steps 1-3)



To save the accessibility features you've added to your original PPT, save it as a PDF using the correct steps:

1. Choose the **Save As** option
2. Choose **PDF** as the file type from dropdown box
3. Click on the **Options** button

How to Correctly Convert PPT to PDF (Steps 4-5)



4. Check both boxes in the **Include non-printing information** section:
   - ☑ Document properties
   - ☑ Document structure tags for accessibility
5. Click **OK** to close then Options box, then **save**.

Which accessibility features will stay intact from the PPT when converted to PDF?

All the accessibility features you created in your original PowerPoint will remain intact when converted to PDF by following these steps.

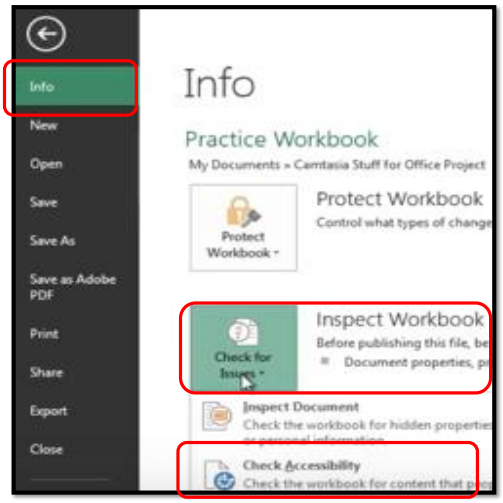
For example:

- ❑True Lists
- ❑Alt Text
- ❑Page Numbers
- ❑Descriptive Hyperlinks
- ❑Identified Document Language
- ❑Controlled Reading Order

How do I double check for accessibility before I publish?

- There are several ways to test a document's accessibility prior to its distribution.
- Many versions of Microsoft PowerPoint have a **built-in accessibility feature**. Keep in mind that you should not rely solely on this feature to test for accessibility, but it is a good starting point.

How do I use the built-in accessibility feature?



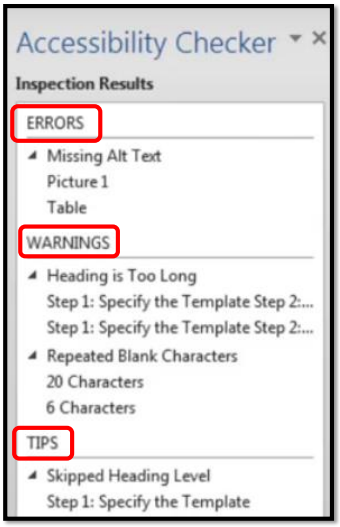
To access the Accessibility Checker in Microsoft PowerPoint **2010**:

1. From the **File** tab
2. Click on **Info**
3. Click **Check for Issues**
4. Select **Check Accessibility** from dropdown box

Why does the Accessibility Checker Task Pane have 2 sections?

1. **Inspection Results** - Identifies the accessibility issues.
2. **Additional Information -** If you click on a specific issue in the top section, here you'll see the details on **why it's is a problem** and tip on **how to fix it**.

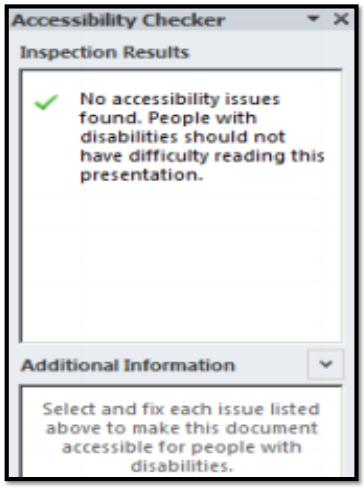
What's the difference between errors, warnings and tips?



They indicate content that:

1. **Errors :** people with disabilities are unable to read (the most serious problem)
2. **Warnings:** people will find difficult to read
3. **Tips:** people might find difficult to read

What steps do I take after using the built-in Accessibility Checker?



- Although the Accessibility Checker (in Word, PPT, Excel or PDF) can find a variety of issues, it cannot find every possible error.
- If you get an **"all clear"** from the software's Accessibility Checker, you still need to follow all parts of the **KanCare Ombudsman Guidelines for Creating Accessible Documents and Presentations.**

Summary: Double Check for Accessibility

1. Start by following the KanCare Ombudsman Guidelines for Creating Accessible Documents and Presentations.
2. Once the original document is complete, use the writing software's Accessibility Checker.
3. If converting to PDF, you must also use Adobe PDF's Accessibility Checker to ensure no accessibility features have been lost in the conversion.
4. As a final test, you can use a screen reader such as JAWS, NVDA, WindowEyes, etc., to test it yourself.

   - Or develop an Accessibility Testing team of persons experienced at using Assistive Technologies.

What if I don't have Microsoft 2010?

- Although the built-in accessibility tools for different versions Microsoft PPT may vary slightly from what is presented in this lesson, the steps required to use them are similar.
- Check out Word 2013 & 2016: Using the Accessibility Checker, a helpful video on Word, Excel and PPT from the Texas Governor's Committee for People with Disabilities.

Check Content for Accuracy before Publishing

•After you've created your document or presentation, send back to the expert for their review and feedback.

•Ask them to point out any content errors or areas of confusion, so that you can make your information correct and clear to your audience.

•Allow yourself enough time for the expert to review your work, give you feedback, and for you to make any requested changes.

Consider Creating a Default PPT Template

•Make sure to use fonts consistently within a document as well.

•Consider creating your own PowerPoint template file so that the font you've chosen for your headers and body text all have the same colors, sizes, spacing, etc. every time.

•You then only need to tweak individual slides when necessary.

How to create a default font for headings and body text (steps 1-6)

1. Go to the **View tab**
2. Select **Slide Master**
3. Click on **Fonts**
4. Choose your heading and body text fonts from the dropdown box
5. Highlight the heading
6. Click the **left justify button** (so headings will be justified to the left)

How to create a default font for headings and body text (steps 7-11)

7. Choose **bold** (so every heading will be bolded automatically)
8. Select the body text
9. Make whatever default setting you like, including line spacing
10. In the ribbon, select Close Master View
11. Save one template as blank, so that you can use this as your default template

Resources:

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16. Dean Halstead, Federal Accessibility Lead. “Episode 7, Languages.” Creating Accessibility Documents. Microsoft in Government, 15 Aug. 2018. <https://www.youtube.com/watch?v=IhL6ulpfteM>

17. Wake Tech eLearning Support. “Structuring an Accessible Table.” eLearning WTCC, 10 Aug. 2018. <www.youtube.com/watch?v=cTIiiBW_Jg8>