



HOW LANGUAGE CAN IMPACT ACCESSIBILITY AND INCLUSION

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During today's Webinar we will:

Define accessible language and talk about why it is important.

Provide strategies for creating content that uses accessible language.

- Readability
- Fonts and Texts
- Page Layout
- Use of Color

Define the difference between identity first and person first language.



What is Accessible Language?

When the language you use is “accessible” it allows people of all ages and ability levels to engage with the content you create.





Why is using accessible language so important?

- Using accessible language can benefit all the family members, youth, and stakeholders you connect with through your work.
- Promotes a culture of inclusion and community.
- Try to use accessible language across your entire organization.
- While everyone benefits from using accessible language it is crucial for:
 - People with low literacy skills
 - People with cognitive disabilities
 - People for whom English is a foreign language



HOW TO SUPPORT THE USE OF ACCESSIBLE LANGUAGE



Readability

- Use plain language
- When writing something that is going to the general public aim for your content to be at a 5th or 6th grade reading level.
- Define acronyms and other jargon
- Use shorter impactful sentences
- Use active voice.
- White space on the page

READABILITY





Fonts and Texts

Use easy to read fonts (Arial or Verdana)

Limit the number of fonts on a page

When possible use size 14-point font or higher (18 point for large print on documents)

Use both lower and uppercase letters. Avoid all caps.



Page Layout



Use 1.5 or 2.0 (double-spaced) line spacing when possible.



Use half inch page margins



Left-aligned text. Makes reading easier.



Use descriptive hyperlinks or short descriptive URLs.

Example: For more information visit the [RAISE Center website](#)

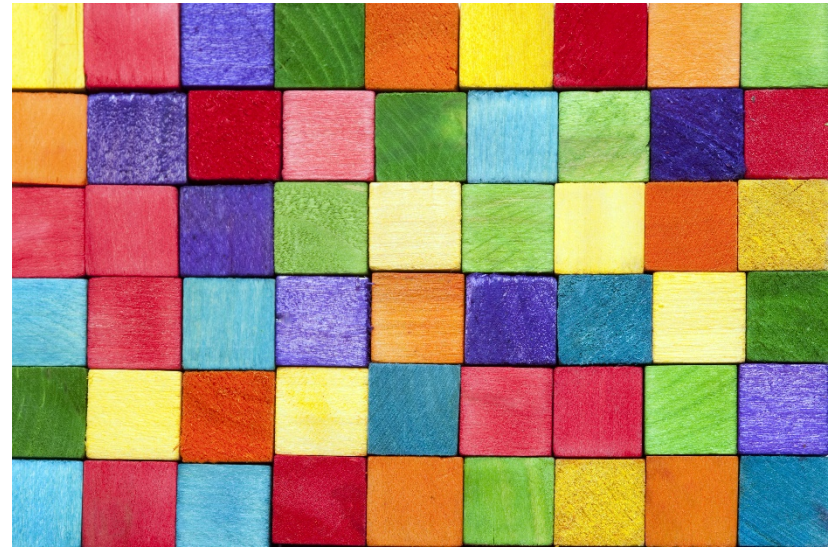


Use of Color

Use high contrast colors.

Black text on a white background is best.

Avoid the use of pastel or neon colors





The difference between person first and identity first language



<https://www.youtube.com/watch?v=-LX0KI4xkco>



VIDEO RECAP



QUESTIONS



Contact Information

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Thank You
for joining us for this Webinar!

Please complete our survey

For more information, please contact us at:

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