

Welcome to the Section 508 Best Practices Webinar Series

A collaborative program between the
Accessibility Community of Practice of the CIO Council and The U.S. Access Board

The Session is Scheduled to begin at 1:00pm Eastern Time
We will be testing sound quality periodically

Audio and Visual are provided through the on-line webinar system. This session is closed captioned. Individuals may also listen via telephone by dialing 1-712-432-3066 Access code 246112 (This is **not** a Toll Free number)

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Listening to the Webinar, *continued*



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**Closed Captioning is not visible via the Mobile App and limited accessibility for screen reader/Voiceover users

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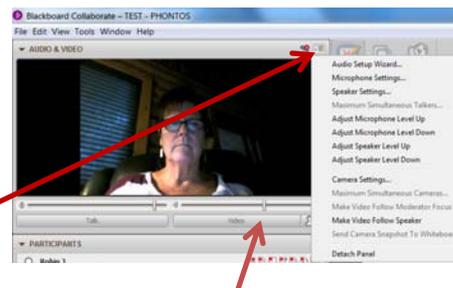
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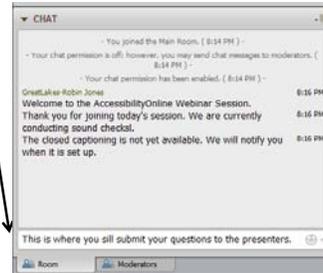


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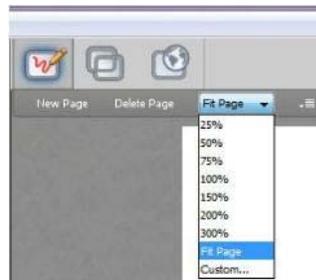
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Customize Your View

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Customize Your View *continued*



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 1. Send a private chat message to the host by double clicking “Great Lakes ADA” in the participant list. A tab titled “Great Lakes ADA” will appear in the chat panel. Type your comment in the text box and “enter” (Keyboard - F6, Arrow up or down to locate “Great Lakes ADA” and select to send a message); or
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WELCOME



cio.gov



access-board.gov

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Section 508 Best Practices Webinar Series

- ▶ This webinar is part of a series: "Best Practices in Federal Section 508 Implementation"
 - Other webinars from this series are archived at:
 - <http://www.adaconferences.org/CIOC/Archives/> and
 - <https://efedlink.org/allqual/resource-shared-webinars.cfm>
- ▶ A **best practice** is a policy, process, procedure or technique proven effective over time and repeatable by multiple agencies.
- ▶ A best practice is generalized so that diverse agencies may use it in their own organizations but specific enough to provide useful guidance and instruction.
- ▶ The CIO Council's Accessibility Community of Practice has published a library of 508 Best Practices at www.Section508.gov

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Section 508 Best Practices Webinar upcoming DATES for 2016:

- ▶ Webinars dates will be bi-monthly during 2016. January, March, May, July, September, November
- ▶ Next Webinar: May 24, 2016 – Topic: TBD
Time: 1:00 to 2:30 p.m. ET
- ▶ Future webinar dates and topics are forthcoming

Past webinars are ARCHIVED:

- <http://www.adaconferences.org/CIOC/Archives>
- <https://efedlink.org/allqual/collaborate-webex-archive.cfm>

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Section 508 Best Practices Webinar Series 2013 –2016

- ▶ For more information, contact the Education Subcommittee co-chairs:
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 - Deborah Kaplan – deborah.kaplan@hhs.gov

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The Plain Writing Act meets Section 508: How the Laws Work Together to Help You Develop Clear and Accessible Communications

Moderator:

Timothy Creagan, Senior Accessibility Specialist, U.S. Access Board

Presenters:

Deborah Kaplan, Section 508 Policy Lead, Office of the CIO, HHS

Donna Ledbetter, Writer/Editor and Section 508 Coordinator, National Institute of Corrections, Federal Bureau of Prisons, U.S. Department of Justice

Avi Arditti, Deputy Chief, Plain Language and Content Division, Office of Communications, U.S. Citizenship and Immigration Services, Department of Homeland Security

March 29, 2016

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Webinar Overview

Deborah Kaplan
Section 508 Policy Lead
Office of the CIO
HHS

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Section 508 in the Context of Communications

- ▶ Section 508 requirements affect web and document accessibility
 - Web accessibility: Section 1194.22
 - Accessibility of documents is covered by the general requirement that electronic content must be accessible.
 - Web accessibility and Functional Performance Criteria, Section 1194.31, apply.
 - Section508.gov includes many resources on Improving Website Accessibility and Creating Accessible Electronic Documents

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Harmonization is the best strategy

- ▶ Section 508 practitioners encounter a variety of other requirements: security, privacy, innovation, tight timeframes, and more
- ▶ For electronic content authors, Plain Language is also a consideration
- ▶ How can accessibility survive in an environment that sometimes feels crowded with different requirements?

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Goals for this webinar

- ▶ Gain a better understanding of Plain Language requirements and principles
- ▶ Understand how Section 508 implementation and Plain Language can complement each other
 - The question of how to address technology accessibility for people with a variety of cognitive disabilities is gaining interest and attention
 - For an informative list of recent developments: <http://www.disabilityinfo.org/Resources/AT/clearhelp.aspx>
- ▶ Learn specific approaches and techniques for authoring content that satisfies both

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Plain Language Overview

Avi Arditti

U.S. Citizenship and Immigration Services
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Washington, D.C.

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Overlapping Authorities

- ▶ Section 508 of the Rehabilitation Act
 - section508.gov
- ▶ Plain Writing Act of 2010
 - plainlanguage.gov
- ▶ Executive Order 13166, "Improving Access to Services for Persons with Limited English Proficiency"
 - lep.gov

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Plain Writing Act of 2010

- ▶ **Public Law 111-274** requires agencies to communicate clearly to the public
- ▶ Covers **print and Web documents** that are needed to get federal benefits or services, or:
 - Provide **information** about benefits or services
 - Explain **how to comply** with requirements that are federally administered or enforced

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Plain Language Is ...

- ▶ Communication that your audience will understand the **first time**
- ▶ Communication that enables people to:
 - **Find** what they need
 - **Understand** what they find

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Plain Language Techniques

- ▶ Think from the perspective of your **audience**
- ▶ Use **pronouns** and section **headings**
- ▶ Turn **passive** into **active** sentences
 - “Breakfast was eaten” -> “I ate breakfast.”

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Plain Language Techniques

- ▶ Use **headings, bulleted lists and tables**
- ▶ Limit **sentence and paragraph length**
- ▶ Limit **jargon** and **define** abbreviations

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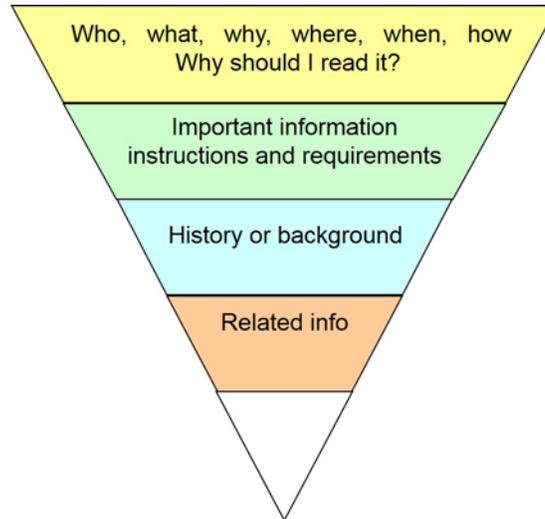
How Do You Read?

- ▶ Reading experts say people increasingly **scan and skim**
- ▶ Make the **first few words** of a sentence informative

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First Things First

- ▶ Don't bury important information
- ▶ Use the **inverted pyramid** style



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Small Changes Add Up

If possible:

- **Negotiate** with subject matter experts
- Make **tracked edits**
- Read writing **out loud**
- Update your **assumptions** about language
 - Business writing has become **less formal**

Choose your battles

- Use plain language wherever you have **discretion**

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We All Prefer Clear Writing

- ▶ Many **state laws** require plain language
- ▶ Don't assume colleagues know jargon; acronyms can have **multiple meanings**
- **Avoid multiple names** for the same thing
- ▶ **Phrasal verbs** (“catch up,” “hang on,” “get around to”) may confuse English learners

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Writing Resources

- ▶ **Federal Plain Language Guidelines**
 - plainlanguage.gov
- ▶ **GPO Style Manual**
 - [Available free online](#)
- ▶ **AP Stylebook**
 - **Online by subscription or in print**
- ▶ **Purdue Online Writing Lab**
 - owl.english.purdue.edu

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Summary

- ▶ **Who** is my audience?
- ▶ What do they **need**?
- ▶ What do they **already know**?
- ▶ How will they **best understand** the message?

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Contact:

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Implementation Tips for the Federal Communications Strategist

Donna Ledbetter
Writer/Editor and Section 508 Coordinator
National Institute of Corrections, Federal Bureau of
Prisons

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CENTER FOR PLAIN LANGUAGE

A communication is in plain language if its wording, structure, and design are so clear that the intended readers can readily find what they need, understand it, and use it.

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ACCOMMODATION

COGNITION

AUDIENCE

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IMPLEMENTATION

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WORDS, IMAGES,...

AND EVERYTHING IN BETWEEN

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WORKFLOW AND PRODUCT DEVELOPMENT

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TEAMWORK

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SECTION 508 AND PLAIN LANGUAGE PARTNERS IN ACCESSIBLE COMMUNICATION

Alone we can do so little, together we can do
so much.

HELEN KELLER

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RESOURCES

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Resources on Plain Language & 508

Federal Plain Language Guidelines
(Plain Writing Act of 2010)

- ▶ plainlanguage.gov

Executive Order 13166, "Improving Access to
Services for Persons with Limited English
Proficiency"

- ▶ lep.gov

Section 508:

- ▶ <https://www.access-board.gov/guidelines-and-standards/communications-and-it/about-the-section-508-standards/section-508-standards>

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