

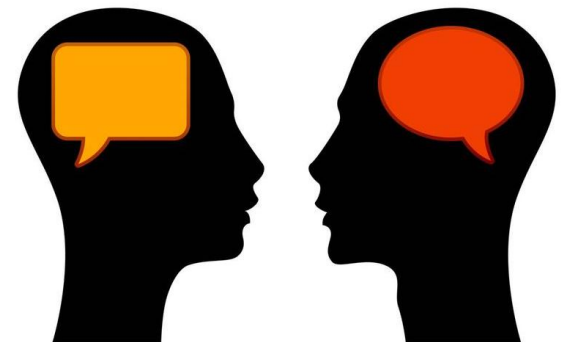
Providing Equally Effective Communication



4th Annual Marin Disaster Readiness Conference
June 19th, 2012

What Do We Mean by Effective Communication?

For non-English speakers; some individuals for whom English is a second language; and some people with disabilities, alternative means and methods are needed to make communication effective.



Simply Put, Effective Communication means: Communication that Works

- * Accomplishing this outcome can sometimes be difficult, but often is easy if you have the right tools and resources.
- * Today, we hope to provide these tools and resources to you.

Reaching the Whole Community

- * Government entities, like cities and counties, are required to provide effective communications to ensure that all their programs, services and activities are accessible to, and usable by, persons with disabilities.
- * Effective communication is also essential for all businesses and not-for-profit organizations if they aim to successfully meet the needs of all their customers and consumers.
- * In emergency situations, effective communications are essential at every step of the process, from planning to response to recovery.

How is Communication with Individuals with Access and Functional Needs Different?

- * In order to ensure that your communications with people with access and functional needs are equally as effective as communications with others, whatever is written or spoken must be as clear and understandable to people with disabilities as it is for people who do not have these needs.
- * This principle holds true for all people with access and functional needs, not just those with disabilities.
- * Especially in emergency situations, always try to be clear and concise, simple and direct.

Auxillary Aids and Services

- * These are devices or services that enable effective communication for people with disabilities.
- * Common methods of communication may require auxillary aids and services to enable an individual with a disability to communicate effectively.



Primary Consideration: Who Chooses the Auxillary Aid or Service?

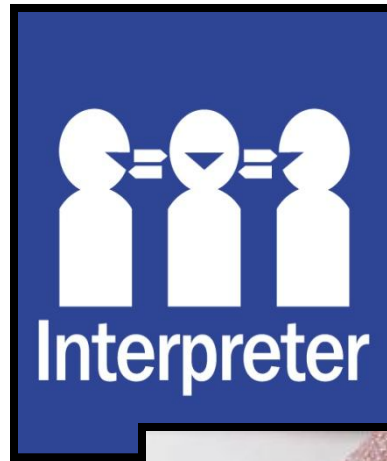


- * This should be an interactive dialogue between the service provider and the individual with the disability.
- * People with disabilities typically know what types of communications are most effective for themselves and will share that information with you.



Some Examples of Auxillary Aids and Services

- * Qualified interpreters
- * Qualified readers
- * Note-takers
- * Screen readers
- * Assistive listening systems
- * Text telephones (TTY/TDD)
- * Description of visually presented materials



- * Written materials in alternative formats (Braille, large print, CD)
- * Exchange of written notes
- * Email and text messaging
- * Assistance filling out forms

Remember: Not all medium for
auxillary aids and services work for
all people with disabilities!

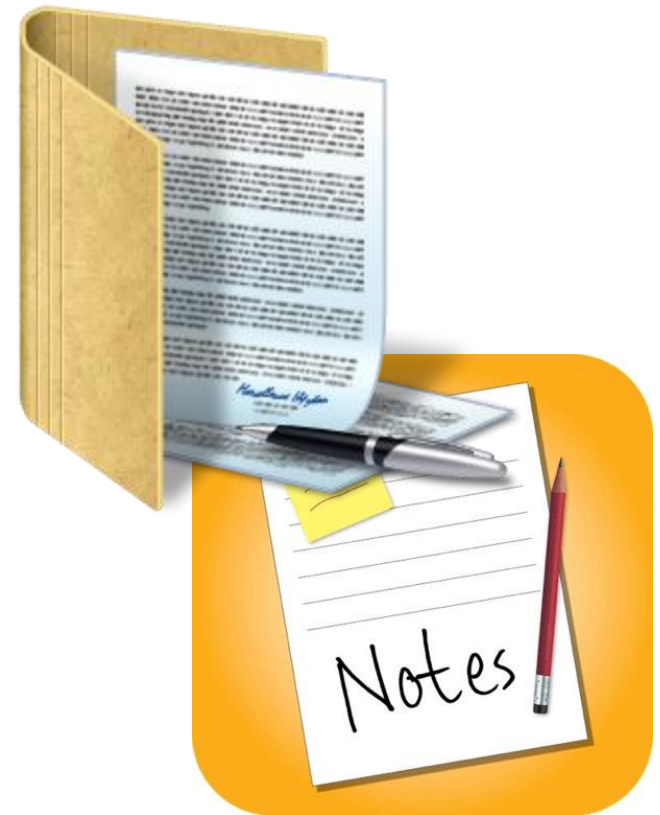
Even two individuals with the same disability may
not benefit in the same way from the same
accommodation. You **MUST** consult with the

individual to determine what
is effective for him or her!



Face-to-Face Communications

- * For brief or simple interactions, very basic aids are usually sufficient.
- * Examples:
 - * Exchange of written notes.
 - * Other written materials such as instructions and procedures.



Complex Exchanges

- * For more complex exchanges, more advanced aids and services may be required.
- * Meetings, interviews, training & counseling sessions.

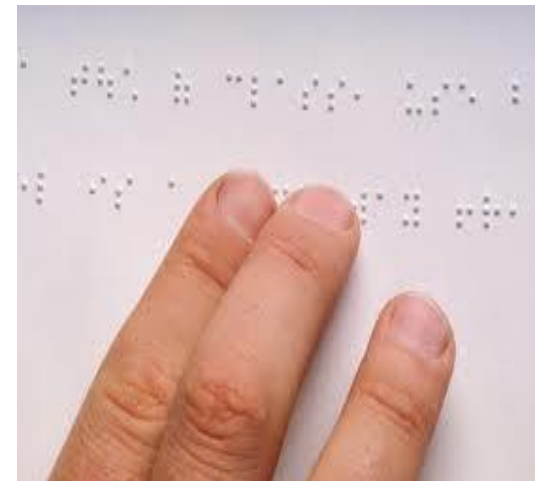


- * Examples:
 - * Qualified interpreters
 - * Open and closed captioning
 - * Assistive listening devices
 - * Computer Aided Real-Time Captioning (CART)
 - * Written transcripts

Written Communications

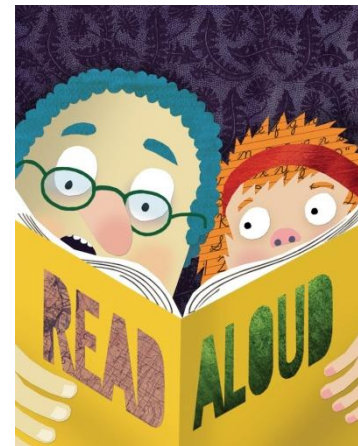


- * Providing effective communication to individuals with visual impairments in your written materials may require providing documents in alternative formats
- * Examples:
 - * Braille
 - * Large print text
 - * Emails and/or CD's
 - * Audio recordings



Alternative Format Tips

- * If ordering materials in advance, it is a good idea to have on hand several copies in alternative formats.
- * Be familiar with available vendors should an individual with a disability request a specific document in an alternative format.
- * If written information is involved and there is no advance time to provide alternative formats, reading the documents aloud may be effective.



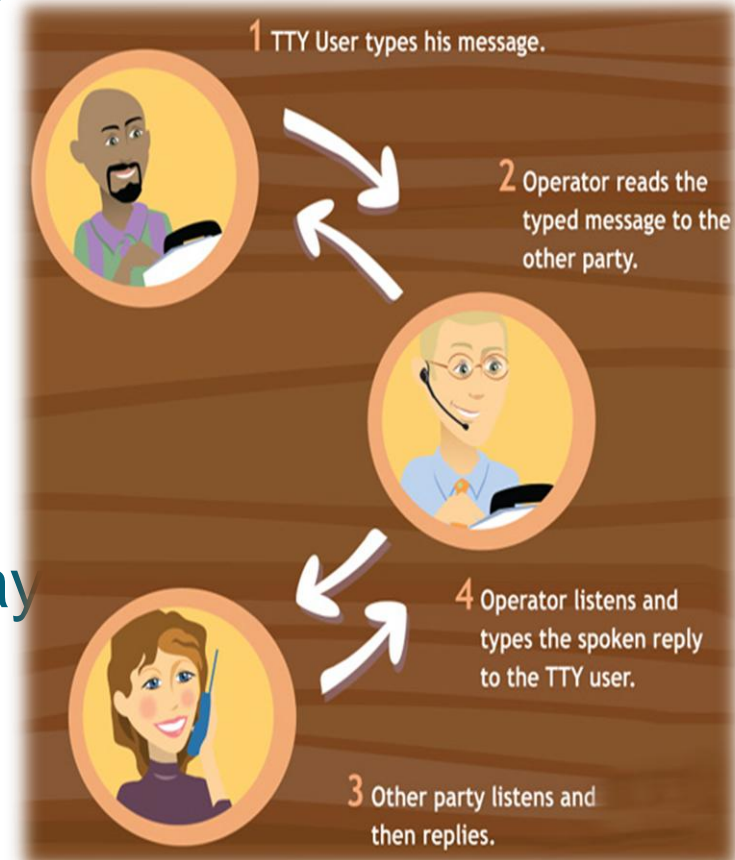
Videos

- * Making videos accessible to individuals with disabilities may include:
 - * Open or Closed captioning
 - * Detailed audio description of visual images



Telephone Communications

- * Making telephone communications equally effective to individuals with disabilities:
- * TTY
 - * Both parties require TTY equipment
- * California Relay Service 711
 - * Only the individual with the hearing or speech impairment may require equipment.
- * Most people use text messaging or email



Plan Ahead

- * Identify local resources for auxiliary aids & services.
- * Learn how to produce and provide documents in alternative formats.
- * Identify local resources for qualified interpreters (you may want to contract with them ahead of time depending on your client or consumer base).
- * Train your staff and volunteers.



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County of Marin
Disability Access Program
disabilityaccess@co.marin.ca.us

Special thanks to
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