

Making digital content truly accessible

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What is digital content and accessibility?

- **Digital content** is anything accessed through the internet
- Definitions of accessibility:

Digital accessibility is the practice of making digital documents, emails, and web content easy for users to access, understand, and navigate.

- **The University of Bath**

Digital accessibility means that websites, tools, and technologies are designed and developed so that people with disabilities can use them.

- **The University of California, Berkeley**

Accessibility is for everyone

- People for whom it is a necessity. They may use their own technology alongside ours to access the content – 1 in 4 people in the UK are disabled (16 million) –Scope 2021.
- People with low literacy or who are not fluent in the language.
- People with low bandwidth connections or using older technologies.
- New and infrequent users of digital material.
- People with situational limitations, for example they are in a noisy environment or one that has low light.

Accessibility is for everyone - 2

- Those who have a temporary disability such as a broken arm.
- People who are in a situation where they can't interact with content easily, for example videos with no captions.
- People who may not consider that their 'normal' is not quite the same as that of other people and do not consider themselves to have a disability but still require some accommodations e.g. lowered vision ability due to age, or a slight tremor that affects their hands and arms.

What happens when we are not accessible?

- Total frustration and possible anxiety for the user as well as the waste of their time.
- A perceived loss of privacy/security for the user.
- Loss of reputation for the organisation.
- Loss of revenue for the organisation. Breaks the supporter journey.

How do we make digital content accessible?

The ideal approach

- Somebody should be responsible or be an accessible champion.
 - Main accessible barriers within organisations - 43% due to a lack of clear ownership within the organisation (Scope 2021)
- Work towards WCAG 2 compliance (aim for AA not AAA).
- Create an accessibility policy – it could be stand alone or part of your equal opportunities policy.
- Create an accessibility statement.



What can I do now!

- Create an accessibility statement and commit with your trustees to work towards WCAG compliance at a rate that is proportionate to your resources. (Equalities act 2010 and public sector websites).
- Check your websites compliance – Silktide, [accessibilitychecker.org](https://www.accessibilitychecker.org)
- Work on the natural information (videos, text, images, sound and documents) and easier technical fixes.
- Use a widget such as accessiBe.



Natural information

- Use the correct heading structure – H1, H2, H3, H4, H5.
- Use heading text that clearly explains what is coming next.

<h1>The pros and cons of dogs and cats</h1>

<h2>Cats</h2>

Information about cats

<h3>Pros of owning a cat</h3>

Good things about owning a cat

<h2>Dogs</h2>

Information about dogs



<h1>Dogs and cats</h1>

<h2>Cats</h2>

Information about cats

<h2>Pros</h2>

Good things about owning a cat

<h2>Dogs</h2>

Information about dogs



Natural information - 2

- Use a font size and type that is easy to read and do not capitalise words.
- Use bullet points to break up text (also good for SEO!!!).
- Use descriptive links (the purpose of each link can be determined from the link text alone)

Read our latest [blog post on website accessibility](#).

For more information [visit the Changing Faces Website](#).



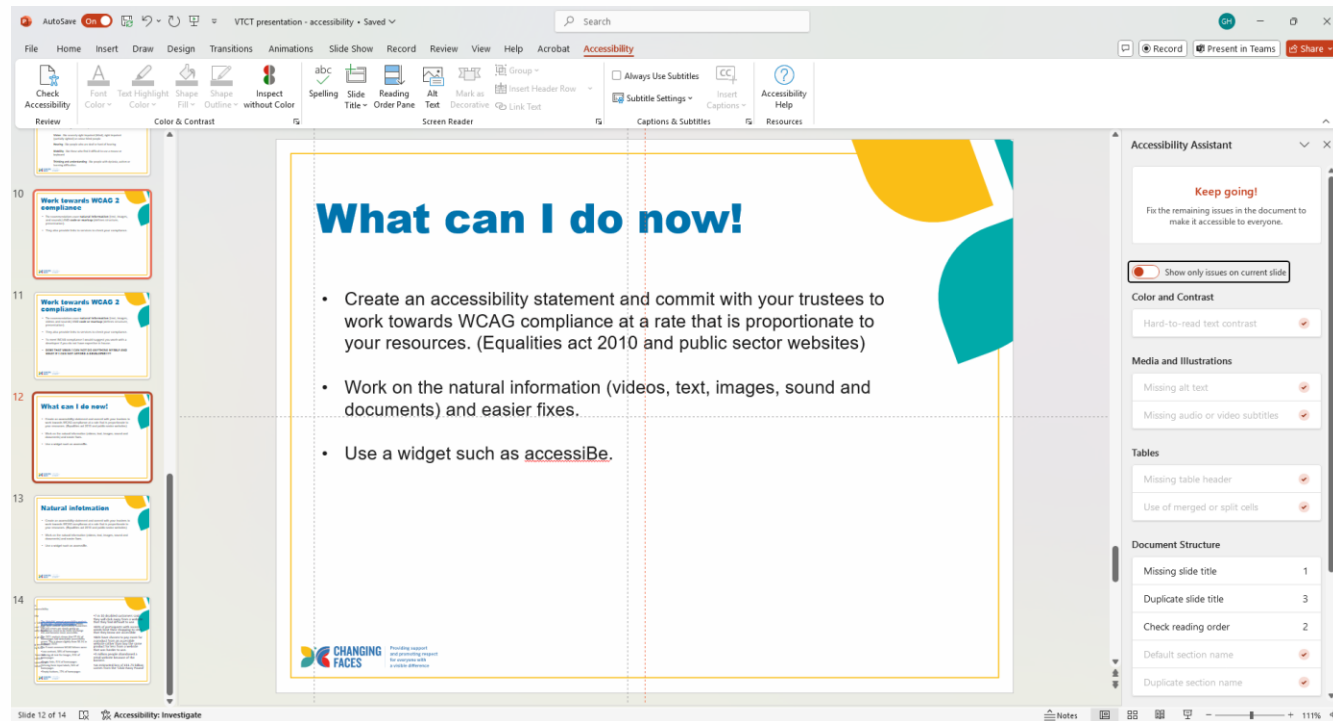
To learn more about accessibility, [click here](#).

For more information visit <https://changingfaces.org.uk>.



Natural information - 3

- Use Microsoft accessibility assistant.
- Use Adobe Acrobat to check accessibility of pdfs (discount at charity digital). Do not rely on Microsoft!!



Natural information - 4

- Add labels and titles to forms.
- When filming videos avoid content that requires the user to see the video. Audio description is a solution to this.
- Add closed captions and transcripts to videos. Microsoft stream can be used or Vimeo has a complete solution.



About visible difference Advice & guidance Services & support Real stories Get involved

appointment. They can also help you brush up your skills if you have had an appointment before. If you'd like a free Skin Camouflage Service appointment with one of our trained practitioners, please [fill in our appointment request form](#).



Denise explains how to prepare your skin before using camouflage cream or products. This includes how long to wait after putting on sunscreen and tips on moisturising.

Support & Information Line
Counselling support
Online Community
Peer Group Chat Service
Workshops for children & families
Urgent support
Frequently asked questions

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Natural information - 5

- Remove any flickering content
- Ensure there is enough colour contrast between backgrounds and text.



Blue on black

Green on orange

Red on green

Grey on purple



Yellow on black

Black on orange

Black on green

White on purple

Natural information - 6

- Use image descriptions in social media posts.
- Avoid text on images.
- Use alt text on images, tables and graphs (it is not just for SEO!!!!!!).
- Do not use AI generated alt text.

Alt text: *May be an image of one or more people and text that says "Any professional or person with lived experience who is either from a BAME background or works in the diversity sector, we would love to hear from you!"*

ASYAOURY ASYA CHOUDRY

DRECKANGDOWNNEARISE Understanding genetics together"

Natural information – alt text.

1. Stick to as few words as possible. Is the colour of the object relevant? Is the weather in the background relevant? 125 characters max.
2. Use normal punctuation.
3. Long descriptions which contain too much detail can be a barrier for screen reader users. This is because they take a long time to read aloud.
4. Describe what the image content is not what it looks like



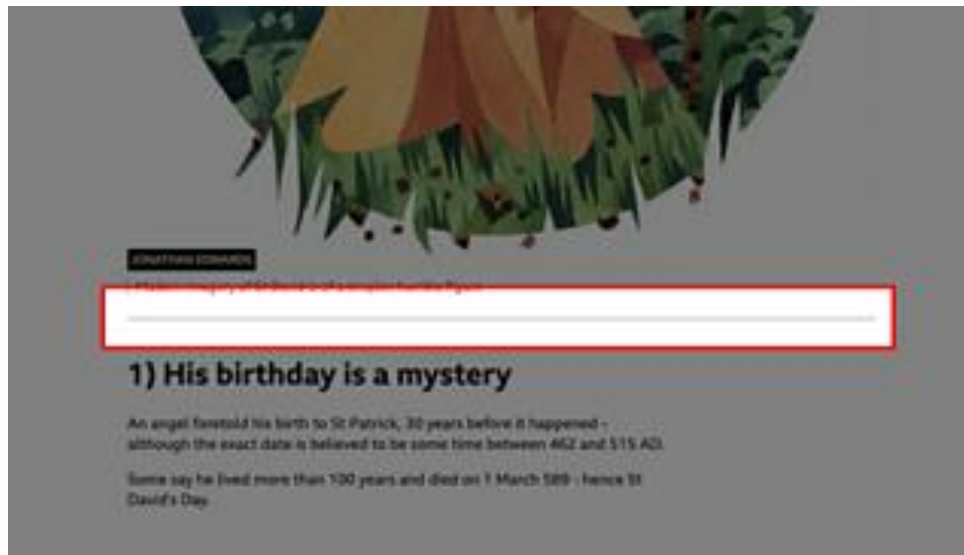
alt="A white letter f on a blue background" 🙄

alt="The Facebook logo" 😄

Natural information – alt text - 2

5. If in doubt, think what further information and meaning will be missed if I don't include this description.

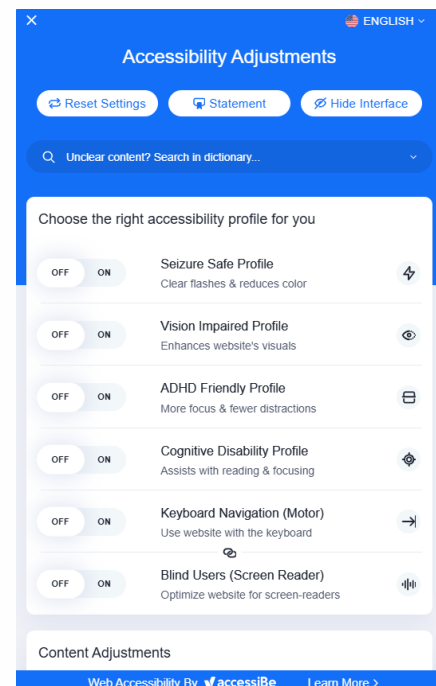
6. Leave alt text as alt="" and mark as decorative (role="presentation") for decorative images.



Use a widget

- Do not be over reliant on them.
- They have limitations (PDF's and Videos).
- Use them for additional functionality and to help meet compliance.
- AccessiBe have a non-profit programme.

<https://crohnsandcolitis.org.uk/>



Thank you!