Inclusive communications and campaigns

Empowered and confident: disabling the barriers

The information below provides an overview of accessibility considerations when planning and implementing any communications and or campaigns, ensuring greater intrinsic inclusion. This checklist is not exhaustive, however provides a guide to commence the journey of disabling the barriers for all.

Writing inclusively

Writing inclusively	Comments
Use plain English, short words and simple language. Keep your sentences short and don't use a complicated word if an easier one will do	
Check the reading age of your documents. It is suggested, as a rule, to aim for a reading age of 12 or below. To set this up: • Click the File tab, and then click options. • Click Proofing. • Under When correcting spelling and grammar in Word, make sure the check grammar with spelling check box is selected. • Select Show readability statistics. After you enable this feature, open a file that you want to check, and check the spelling. When Word finishes checking the spelling and grammar, it will now automatically display information about the reading level of the document. Add five to the Flesch-Kincaid Grade Level and this provides the reading age of your document.	

Accessible materials

Fonts/colour/images/design	Comments
Use a sans serif font in at least 12 -point or 20-point for large print.	
Avoid using italics or all caps.	
Close-set type can be daunting. Leave space between paragraphs and keep your paragraphs short.	
Contrast between colours should be at least 25%.	

Queensland Government

	Comments
Avoid putting text over images, unless you have a semi-transparent layer in between.	
Include a person with disability, not necessarily a typical 'wheelchair user', as part of the demographic representation when designing materials.	
Invite people to ask for information in the format that they need.	
Know which alternative formats you can supply, and how long it will take.	
Budget for accessibility – Auslan interpreter, captioning, braille etc.	
Don't cram the material, keep it clear and simple	
Avoid glossy papers which reflect light and low paper weights – text can show through and paper folds obscure text.	

Accessible websites

Content	Comments
Write in simple English and keep the paragraphs really short – two to three lines maximum.	
For each image provide alternative text that describes the picture – a title is not enough.	
Use meaningful links for example, a "click here" link on its own does not signify where it will take the user	
Turn off the sound and check whether audio content is still available through text equivalents.	
Design	
Choose a website page and run through the following: • Look at the page using a range of web browsers, as the website might appear differently on each one. • Use browser controls to change the font size – is the page still readable at larger font sizes? • Resize the window to make sure horizontal scrolling is not required. • Change the display colour to grayscale (or print out in grayscale) to check out the colour contrast. • Ensure the page is navigable using only the keyboard and no mouse. • Look at the page using a voice browser, such as Home Page Reader) and a text browser to make sure all the information is available and makes sense	

Audience development

Audience development	Comments
Try to use positive images of people with disability actively engaging with work or alike, avoid 'hero' or 'victim' imagery.	
Show everyday situations that include a person with disability, rather than situations especially associated with disability.	
Include access information in all material sent to general media.	

Checking reading levels in Outlook

1. Click File, and then click Options.
2. Click Mail, and then, under Compose Messages, click Spelling and AutoCorrect.
3. Click Proofing.
4. Under When correcting spelling in Outlook, make sure the Check grammar with spelling check box is selected.
5. Select the Show readability statistics check box.

After you enable this feature, open a file that you want to check, and check the spelling. When Outlook or Word finishes checking the spelling and grammar, it displays information about the reading level of the document.